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**PACIFIC REGIONAL TELEVISION SURVEY PROJECT - 352/RAS/21
PACTEL**

MICRONESIA REPORT

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PACIFIC REGIONAL TELEVISION SURVEY PROJECT (PACTEL) ..

PROJECT INFORMATION

Introduction

The Pacific Regional Television Survey Project (PACTEL) is a UNESCO funded project formalised through the International Programme for the Development of Communication (IPDC) at the 12th session of the IPDC Intergovernmental Council held in Paris from 11-18 February, 1991.

PACTEL was formulated through cooperation between the Communication Division of UNESCO, the South Pacific Commission (SPC) and the Asia-Pacific Broadcasting Union (ABU). Under the project the three agencies will conduct television needs assessment surveys in the Micronesian, Melanesian and Polynesian sectors of the Pacific to provide country by country information to facilitate the planning of strategies for the setting up of projects for the development of television in the region.

Three major missions are planned under PACTEL to conduct surveys in Micronesia, Melanesia and Polynesia. The mission teams will consist of members from UNESCO, SPC, and ABU or consultants nominated by each agency.

On completion of the television needs assessment reports on the Pacific region, UNESCO, SPC, and ABU will hold a tripartite meeting to consider the planning of national and regional project proposals, for submission to funding agencies, to assist television development in the countries of the Pacific region.

This report is the findings of the first PACTEL mission which visited the Micronesian Region.

PACTEL Project Objectives

Immediate Objectives

(1) To ascertain the television broadcasting and video production development needs of the most needy Pacific island countries in terms of:

- (a) infrastructural development;
- (b) manpower resources and training;
- (c) production and programming;
- (d) feasible exchange mechanisms to promote regional cooperation for television development.

(2) To provide the necessary consultants to carry out extensive interagency television broadcasting and video unit development surveys of the most needy Micronesian, Melanesian and Polynesian countries.

(3) To identify areas and elements for the preparation of development project proposals and possible areas of cooperation between the three participating agencies and other relevant international agencies.

(4) To provide the framework for a detailed interagency report on the overall findings of the survey missions.

Long-Term Objectives

(1) To provide detailed development needs information on television broadcasting and video unit operations of the most needy Pacific island countries.

(2) To identify national and regional project areas for the long-term development of television broadcasting and video production units in the most needy Pacific islands, as well as possible areas of interagency cooperation for the implementation of activities.

(3) To provide information for the planning and preparation of a series of development project proposals relevant to the overall long-term development of television broadcasting in the Pacific region for submission to international funding sources.

Micronesia Mission Composition and Terms of Reference

The SPC/ABU/UNESCO PACTEL Micronesia Mission survey team was composed of the following members.

South Pacific Commission (SPC) - Mr Dale Hermanson, SPC Video Officer in charge of television and video production training at the SPC Regional Media Centre, Suva, Fiji. Coordinator of the SPC/UNESCO Pacific Video Training Project (PACVIDEO).

Asia-Pacific Broadcasting Union (ABU) - Mr Arno Schulz, consultant nominated by ABU, television engineer - University of the South Pacific Media Centre, Suva, Fiji, former Director of the Fiji National Video Centre.

UNESCO - Mr Jim Bentley - UNESCO Regional Communication Adviser for the Pacific based in Apia, Western Samoa, member of the UNESCO Communication Division, Mission Team Leader.

The PACTEL mission to Micronesia was conducted from 10 November to 12 December, 1991, and operated under the following terms of reference.

(1) Travel to the Republics of Nauru and Belau, the States of Yap, Chuuk and Pohnpei in the Federated States of Micronesia, Marjuro in the Republic of the Marshall Islands and Tarawa in the Republic of Kiribati, to survey television broadcasting and video production unit development needs in Micronesia under the Pacific Regional Television Survey Project (PACTEL);

(2) Meet with the relevant national authorities and media personnel to view television and video production facilities, and

gather information on the established systems and their activities;

(3) Make assessments of television infrastructural development needs, television manpower resources and training needs, and television production and programming needs;

(4) Assess the feasibility of developing exchange mechanisms to promote regional cooperation for television development;

(5) Prepare a PACTEL Micronesia Report covering the findings of the mission.

INTRODUCTION TO MICRONESIA

The Region

Micronesia is a vast region spread over more than 11.5 million square kilometres of the central Pacific and is comprised of four major archipelagos - the Caroline Islands, the Mariana Islands, the Marshall Islands and the Kiribati Islands. The total land area of the thousands of islands in the region is only 3,200 square kilometres and about 120 of the islands are permanently inhabited.

The countries of Micronesia include the Republics of Belau (Palau), the Marshall Islands, Kiribati, and Nauru, the Commonwealth of the Northern Mariana Islands, the United States Territory of Guam and the Federated States of Micronesia (FSM). Belau marks the western extreme of the region, the Marshall Islands and Kiribati the eastern boundary, the Northern Mariana Islands lie to the north of the area and the Phoenix islands, in Kiribati, mark the southern extreme.

It is believed that the people of Micronesia moved into the Pacific from South-east Asia as far back as 3,000 years ago. Their ethnic languages are described as Austronesian, and the societies as matrilineal (with the exception of Yap). The

original Micronesians lived through fishing and agriculture and were great sea voyagers who sailed huge out-rigger canoes across the great expanses of ocean using the stars, moon, sun, winds and sea currents to navigate their movements. Old stories tell of an ancient empire which once existed and about which little information is available except the ancient Nan Madol ruins in Pohnpei, the remains of a great stone city, Insaru, in Kosrae, and the Basalt Monoliths and Terraces of Babeldaop in Belau.

The Spanish sea captain Magellan, who led the first fleet to circum-navigate the globe in 1522, discovered the strategic importance of the Micronesian region, and the islands were colonised in waves by Spain, Germany, Japan and finally the United States of America in 1945. Over the years the countries of the region were severely ravaged by war, and the relics of the battles of World War II, when the Americans ousted the Japanese, are still in evidence. British and Australian influence, dating back as far as 1830, when whalers and traders were active, is now only evident in Kiribati and Nauru.

Today most of the countries of Micronesia are emerging from American colonisation and moving towards independence. The Federated States of Micronesia (Yap, Chuuk, Pohnpei and Kosrae) has a compact agreement which provides considerable United States funding over a 15 year period (decreasing every five years), in a transitional movement towards formal independence. The Northern Mariana Islands have commonwealth status with USA, and Guam, which is the hub of the region and the most developed in terms of government, commercial, educational, communication and transportation infrastructures, remains United States territory. The Republics of Kiribati and Nauru remain firmly under British and Australian influence, an influence connected with the exploitation of rich phosphate deposits (now depleted) on Banaba in the Kiribati Group, and Nauru Island (estimated to last until 1995).

The strategic importance of Micronesia is acknowledged today by the huge United States airbase on the island of Guam, the

restricted intercontinental air-missile testing base at Kwajalein, the largest atoll in Marshall Islands, and the leasing of huge tracts of land in Belau for military purposes. Nuclear testing from 1946-58 in the Marshall Islands is acknowledged by zero population recorded for the islands of Bikini and Enewetak. Both Britain and the United States used Kristimati and Malden Islands in Kiribati for extensive above ground nuclear testing from 1956-62. The remaining evidence of these activities is large amounts of discarded equipment.

THE REPUBLIC OF NAURU

Country Background

The Republic of Nauru, in the Central Pacific, is a small, isolated, raised atoll lying 41.8 kilometres south of the equator with an estimated population of 8,000 and a total land area of 21.2 square kilometres. The island is oval with a 20 kilometre circumference and a narrow fringing reef leading to deep ocean. The land rises gradually from sandy beaches to a 140-400 metre wide belt encircling the island to form the area on which most of the people live. Inland, cliffs rise to a central plateau 65 metres above sea level. This plateau, covering more than 60 percent of the country's total land area, is composed of phosphate bearing rock which constitutes the country's most important economic resource.

Nauru has a tropical climate, tempered by sea breezes, and an average annual rainfall of 1,500mm varying from a minimum of around 300mm in the dry season to a maximum of approximately 4,500mm during the November-February wet season. There is an average temperature range of 24-34 degrees Celsius, humidity of 70-80%, and a prevailing easterly tradewind.

In terms of ancient migrations to and within the Pacific, little is known of the exact origins of the Nauruan people but it is believed that they have Polynesian, Micronesian and Melanesian indigenous elements with predominant Polynesian characteristics.

Traditionally the island has a Chiefly system and is divided into 14 districts. The distinctive Nauruan language is the national language with English the official language and the medium of instruction in primary and secondary schools. The Nauru Protestant Church and the Roman Catholic Church are the two main local religious groups.

Nauru has 20 kilometres of sealed roads, 5.23 kilometres of 0.9-metre-gauge phosphate recovery railway, international sea links with Australia, Guam, Japan, Kiribati, Marshall Islands, New Zealand, Philippines, and Singapore and a national airline connecting the country with the major regional destinations. Since 1975 an Intelsat telecommunications earth station has provided international telephone, telex and facsimile connections. Radio broadcasting was established in 1968 as were a government news sheet and government gazette. Private sector print publications appeared in 1987 and 1991, and television broadcasting was introduced in 1991.

Germany controlled Nauru from 1888 to 1914, when a League of Nations mandate to administer the island was granted to Australia, Britain and New Zealand. Except for a period during World War II, when both German and Japanese influence was experienced, the country was administered by Australia on behalf of the three colonial powers from 1914 to independence in 1968.

Nauru is a Republic with a constitution providing for Parliamentary democracy. Under common roll an 11 member parliament is elected every three years. Members of Parliament elect the President from their ranks. The President appoints a six member Cabinet from among the MP's. In addition there is a nine member popularly elected Local Government Council to assist government with administration and development activities. It is chaired by the Head Chief elected by council members. The national Judiciary is comprised of a Supreme Court, presided over by the Chief Justice, and a District Court, presided over by a Resident Magistrate.

Nauru's economy is based mainly on the phosphate mining industry and processed phosphate is exported to Australia, Japan, New Zealand, Philippines and South Korea. The Nauru Phosphate Corporation, a local statutory body established in 1969, operates the industry on behalf of the Nauruan people, guided by a board of directors appointed by Cabinet. It is estimated that the phosphate deposits, which were formerly exploited by Australia, Britain and New Zealand, will be depleted in about five years.

Of the country's estimated total population of 8,000, about 5,000 are indigenous Nauruans. The other 3,000 are made up of foreign contract workers from Australia, Europe, Fiji, Hong Kong, India, Kiribati, New Zealand, Philippines, Solomon Islands and Tuvalu, recruited to work in the phosphate industry (Nauru Phosphate Corporation) and the public service, or to carry out various short-term development activities.

Radio broadcasting in Nauru commenced on 24 August, 1968, under government auspices through the Office of the Chief Secretary. RADIO NAURU, with a staff of 15, conducts daily transmissions via a 1 kilowatt transmitter from 0630-1330 and 1600-2300 hours. Transmissions adequately cover the whole of the country.

Print media publications in Nauru consist of a government three to four page foolscap size weekly news sheet, THE BULLETIN, produced in conjunction with the Radio Nauru news service under the Office of the Chief Secretary, a weekly official GOVERNMENT GAZZETTE also in the foolscap news sheet format, and two small privately owned publications the weekly YOUNG POST, an A4 news sheet established in 1987, and the fortnightly CENTRAL STAR NEWS which produced its first 11 page folded A4 size issue on 26 October, 1991.

Television broadcasting in Nauru commenced in 1991 utilising basic studios and transmission facilities set up by Television New Zealand personnel.

TELEVISION

1. Background

Nauru Television (NTV) was officially commissioned on 31 May 1991 and regular daily broadcasts commenced on 1 June. The television broadcasting service was established after the Nauru government accepted a proposal by Television New Zealand (TVNZ) providing for the setting up of production and transmission facilities, initial equipment operations training and a draft set of objectives for the television service.

Two earlier proposals to introduce television - one from NEC in Japan and one from OTCI in Australia - were felt by government to be too expensive. A cable television service was also investigated but also appeared to be too expensive. TVNZ's proposal, utilising a newer, cheaper video format (S-VHS) and a modular design apparently fit more easily into the government's budget and was therefore accepted.

Another factor may have helped TVNZ's proposal. During the Gulf Crisis, TVNZ provided Nauru with satellite news coverage of the war in the Middle East. This service was sold to government for an undisclosed cost. TVNZ's war coverage was received by Nauru Telecom and was broadcasted free to the people of Nauru. This gave Nauruans a taste of television and a thirst for news events from other parts of the world.

Although the TVNZ-written objectives called for the production of news to begin "within 3 months of commissioning", regular production had not really begun at the time of the PACTEL mission. The staff have produced only a "live" two camera production on Armistice Day and an edited production on Angam Day, a national holiday. Regular productions, and local news, do not appear imminent.

It was stated to the mission that the delay with local production activities was due to the lack of staff training. NTV's manager and government representatives interviewed all recognised this training as a priority, but reported experiencing difficulty in making appropriate arrangements to meet needs. TVNZ reportedly offered to provide further training but at substantial cost to government.

2. Policy

The policy for the television service was outlined in TVNZ's Proposal as "Objectives and Criteria" which, with some exceptions, was generally accepted by the Nauru government Advisory Committee set up to direct the television organisation.

The Objectives and Criteria are:

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- (i) The television service should operate 7 days a week for 5 hours per day initially.
- (ii) The television service should be managed initially as a stand alone unit but to be integrated with Radio Nauru at a later period of time.
- (iii) The service should be established in a cost-effective manner, consistent with the scale of the national economy; initial capital expenditure will be government-funded.
- (iv) The transmission system should be operated and maintained by Telecom and should cover the entire island of Nauru.
- (v) Operationally, the service should be self-funding. Options for revenue generation include encrypted subscription, license fee, advertising, government grant, utility charges.
- (vi) Programming objectives were considered and proposed as follows:

- (a) Present a programme schedule that reflects and promotes cultural, educational, community and social interest in Nauru.
- (b) Schedule a balance of programme types (news, current affairs, documentary, sports, adult and children comedy, drama, health, education, etc.)
- (c) Provide viewers in Nauru with an improved global information base.
- (d) Present a daily 5-10 minute local news programme, within 3 months of commissioning.
- (e) Televisé major local sports and social events.
- (f) Compile and present a weekly 15-30 minute current affairs/local interest programme, within 12 months of commissioning.
- (g) Promote local television programme making skills.

3. Advisory Committee

The government NTV Advisory Committee is made up of four members:

(1) President of Nauru	Chairman
(2) Minister for Health/Education	Vice President
(3) Acting Chief Secretary	Member
(4) Secretary for Island Development and Industry	Member

The Committee decides on programming, policy and any other matters affecting the television service. Because television broadcasting is a government "project", their control of it was described to the mission members as essential. During the PACTEL visit, the Manager of NTV stated that all programmes and even public service announcements which are aired as text, have to be vetted by the Secretary for Island Development and Industry, who is the senior government officer responsible for the television service.

4. Programming

The programme content of the NTV service consists chiefly of international news, movies, children's programmes, sports, documentaries, and drama and comedy series. As mentioned earlier, there have been no locally produced programmes except for two experimental broadcasts on Angam Day and Armistice Day.

The government-approved objectives call for the production of locally produced news, documentaries and sports programmes. Government has decided that the language for nearly all of these local programmes should be English. Only some educational programmes for older Nauruans would be made in the vernacular.

Motion pictures are very popular in Nauru and local taste leans towards action movies. After video sets first proliferated on the island, the one local cinema went out of business. The prevalence of video sets as of this writing apparently deters many on the island from purchasing decoders to receive the NTV broadcast service. Some people reportedly prefer the movies which can be rented at video shops rather than those provided by TVNZ.

The current contract between the Nauru government and TVNZ reportedly establishes TVNZ as the "preferred supplier" of programmes. But it is believed that NTV could acquire and broadcast programmes from other sources.

5. Viewing Audience

For the public to receive television transmissions, they must purchase a decoder and television antenna from NTV as the broadcast signal is encrypted. The cost of a decoder is a one-time fee of AUD\$500. The cost of a television antenna is between AUD\$80 and AUD\$100, which includes installation by the NTV technicians. In addition, a monthly subscription fee of AUD\$50 must be paid. Computerised records are kept on a database at the

NTV studio. If the monthly subscription is not paid for some reason, the viewer's decoder can be switched off by remote control from the NTV facility.

During the PACTEL mission's visit to Nauru, the NTV service had 219 subscribers. The goal of the service is to sell 500 decoders which, they feel, will bring the service closer to self sufficiency. It is estimated that an average household on Nauru has 7 people. Using this as a basis, an estimate of daily home viewing could be said to be approximately 1,533. In addition, the television service can be viewed at some private clubs, as well as by visitors to households of decoder owners. This may bring the number of total viewers up to perhaps 1,700. This estimate may not be accurate but does provide some indication of television coverage of the population of approximately 8,000, which includes foreign workers.

It is also estimated that nearly every home in Nauru has a video set. Government officers estimated the prevalence of video sets to be 90% or higher. They estimated that there are roughly 700 homes on the island, each with seven people. This would mean that, if decoders are sold to every household possessing a video set, nearly 5,000 viewers could conceivably be reached through the television service.

6. Manpower

The current staffing of NTV consists of seven full-time people including a one temporary technician provided by Telecom.

- (i) Manager
- (ii) Programme Controller
- (iii) Administrative Assistant (accounts, sales, promotion)
- (iv) Technician (temporary, seconded by Telecom)
- (v) Assistant Technician (maintains equipment)
- (vi) Transmission Operators (2)
- (vii) Typist/Clerk

NTV does not have designated production personnel (camera operators, sound recordists, editors, producers, directors, reporters). The few local productions already undertaken were made by the Transmission Operators and the Assistant Technician.

If local production, such as local news, begins on a regular schedule, it will either require the hiring of additional staff, or the redesignation of existing staff and the restructuring of duties.

The staff members interviewed seemed somewhat uncertain of the expectations of them at NTV as well as the future direction of the station. It was learned that the staff were waiting for directions from government. Those who were interviewed seemed eager to begin local productions but, since they had minimal or no training at all, confidence in their own abilities was quite low.

The Technician seconded by Telecom will reportedly return to his other duties soon. This points to the need for the Assistant Technician to also carry the responsibility for maintenance and operation of the transmission equipment. Currently he is acting as an editor/cameraman.

7. Training

During the installation of equipment at the NTV facility and for five days after that, TVNZ provided the staff at that time with basic training. This training reportedly covered the installation of equipment and simple operational techniques. Only three of those currently on staff participated in that training. The other members have had no formal training in any aspect of television production.

The Manager had management experience prior to her current job, but in an unrelated field. The Assistant Technician had previous experience in electrical repairs but not with video or television equipment. The Programme Controller worked for 11 years at the

government's computer centre. The other staff members previously worked in areas unrelated to media, electronics or television.

Training of NTV's staff is recommended by government, the manager of NTV as well as by the staff members themselves. A senior officer from the Ministry of Island Development and Industry, said that they were considering the idea of bringing in a consultant for a period of several months to perform on-the-job training to assist the introduction of daily local news and other regular programmes. This idea is supported by the PACCEL team.

8. Facilities

The NTV Studio facilities were designed by TVNZ as part of its contract with government. The facility was commissioned on 31 May 1991. The exterior walls, floor and roof of the building are all concrete. Interior walls in the facility are made from timber. A floor plan of the facility is attached as Appendix A. All of the rooms are air conditioned by individual units except the studio. All of the floors in the facility are covered with vinyl tiles.

There is no sound proofing or sound absorption material used in any of the rooms, including the studio.

It is planned that the NTV complex of about 250 square meters shall eventually accommodate the following:

- (a) Transmission on-air studio
- (b) TV-video production facilities (studio, editing, audio control)
- (c) Radio station
- (d) Administration and Sales
- (e) Storage

The **production studio** is approximately 50 square meters with a ceiling height of approximately 4 meters. This space allows for the production of news presentations, interviews, small panel

discussions, live presentations and other simple programmes. The studio size is satisfactory for the productions planned under the NTV objectives.

Technically the studio is incomplete for productions. Acoustic feedback and noise from different production areas may cause audio recording problems. Doors and viewing windows to the studio and production rooms are not sound proof. Reverberation time is unsatisfactory because there is no acoustic treatment for the studio walls, ceiling or floor.

At present the studio walls are painted blue. Light reflected from the walls causes blue tinting of video is shot in the studio. Studio lighting is fixed on light stands, taking up valuable studio space. If the lights were fixed on a grid, they would not have to be reset every time the news is presented.

Adjacent to the studio is **video control** (called "Production" on the floor plan, Appendix A). A small window allows partial view of the studio. At present **audio and video control** are located in separate rooms. There are two **editing rooms**. Both rooms are basic off-line editing units although Edit Room #1 can be patched to video control. The **equipment storage room** is located inconveniently in the middle of the building with long walk ways to the car park. There is one **on-air studio** ("Presentation" on the floor plan, Appendix A) and one **office** for the programme controller.

The **Manager's office** is of representative size. **Administration, sales, reception, tea room and rest rooms** are adequate. These rooms occupy approximately 30% of the entire facility. It is planned to shift **Nauru Radio** to the new NTV complex. Provisions have been made to accommodate:

- (a) on-air studio ("radio" on floor plan)
- (b) administration ("programming" on floor plan)
- (c) newsroom

9. Equipment

Editing Equipment

- (2) cuts-only editing systems

Studio Equipment

- (1) vision/audio mixer
- (1) S-VHS Recorder
- (2) studio cameras
- (4) studio lights
microphones
- (5) color monitors
- (1) character generator

ENG Production Equipment

- (2) S-VHS Camcorders
- (1) Battery light kit
Microphones

On-Air Studio Equipment

- (1) Vision Mixer
- (1) Video Typewriter
- (5) Color monitors

10. Transmission System

Nauru Television (NTV) has two transmitter locations, one situated at the NTV studio and one located at Command Ridge, a hill in the southwest quadrant of the island. (See Appendix B for map). The two transmitters provide television coverage to more than 90% of the island of Nauru.

Studio and transmission control is located at the NTV premises. The studio provides an off-air link to feed a 100 watt base power transposer located at Command Ridge. The studio transmitter (NZ Channel 10, 10 watt) which has a 20 meter self-supporting tower, provides coverage of areas which are shaded from Command Ridge. A yagi antenna is mounted on the tower for monitoring transmissions.

The transposer at Command Ridge provides the main coverage of the island. Horizontal radiation pattern antennas have been attached to a 30 meter guide mast to provide an output of 100 watts on NZ Channel 4.

At present, the television transmission system is maintained by Telecom technicians through a verbal agreement with NTV. Equipment can also be shipped to TVNZ for repair.

Transmission Details

Time:	UTC + 12
Mains supply:	240 volts, 50 Hz
Colour:	PAL B
Terrestrial Transmitters:	Two
Location:	NTV Studio and Command Ridge
NTV Studio (transmitter)	
Power rating:	10 watt
Transmit Channel:	NZ Ch 10
Vision Carrier:	217.25 MHz
Audio Carrier:	222.75 MHz
Command Ridge (transposer)	
Receive Channel:	NZ Ch 10 (0.0 KHz)
Power rating:	100 watt
Transmit Channel:	NZ Ch 4 (-10.4 KHz)
Vision Carrier:	175.25 MHz
Audio Carrier:	180.75 MHz

11. Financial Considerations

At present NTV is completely financed by government. But, as stated in its objectives and criteria, the organisation is expected to be self-funding at some time in the future. No deadline was revealed to the PACTEL mission, but it seems doubtful that self-sufficiency can be achieved in the foreseeable future under the current conditions.

There is very limited opportunity for advertising revenue in Nauru but NTV may have to actively pursue this area if it is to move towards self-sufficiency.

12. Summary

Nauru Television began with TVNZ, setting up their technical infrastructure and providing programming. One of the government's stated objectives was to present a daily local news programme within six months of commissioning, but the staff of NTV do not have sufficient training to produce even basic programmes. The few productions which have been attempted are valiant efforts given this situation. Training is seen as a priority by NTV management and by the government.

Because there are no staff specifically designated for production, existing staff could be trained to perform production duties or additional staff acquired.

Although NTV has good basic equipment facilities, minor restructuring would make the building more efficient for production, especially for news. The studio requires basic sound-proofing to make it more effective for audio recording.

Although government wishes to make NTV self-sufficient, only subscription fees appear to provide income. Other alternative methods for income-generation need to be investigated.

13. Recommendations

Overall

(1) Production of local programmes

The mission recommends that concerted effort be made to produce local programmes in line with NTV's objectives and criteria (although delayed) especially relating to local news, sports and social events as well as current affairs.

Manpower

- (2) At least 3 additional people are needed as production staff;
- (3) The assistant technician could assist with productions as well as meet his current duties;

Training

- (4) Training in television programme production techniques should begin as soon as possible for existing staff, and new staff as they are hired. Initial emphasis could be in the areas of local news and documentaries.
- (5) The Manager of NTV needs immediate basic training in television broadcast station management and more advanced training as she progresses.
- (6) The Assistant Technician needs training in the servicing and maintenance of television studio and transmission equipment.
- (7) NTV staff should take advantage of regional and sub-regional training activities offered by the South Pacific Commission (SPC) and the Asia-Pacific Institute for Broadcasting Development (AIBD).
- (8) To help initiate the production of local news, sports and other programmes, it would be advantageous if a consultant television production expert could be engaged by the Government of Nauru for a period of 3 to 6 months to conduct on-the-job training for all NTV staff.

Facilities

- (9) Repaint studio walls with neutral paint. This will prevent tinting from reflected light.
- (10) **Install a light grid system with sufficient power points.** This will enable faster productions and will provide more floor area. Lights set for news or presentations can then be permanently fixed.

(11) Move one of the editing units and the audio mixer to Vision Control.

This would enable the station to produce more attractive programmes as well as provide three recorders with different news items for use during live news productions. Another benefit from this arrangement is that sound mixing and vision control could be managed by one operator.

(12) An archive be set up at the station.

The type of productions planned for the station (News, documentaries, cultural programmes, etc.) will require planning for the storage of video tapes. At present, the ground floor plan shows no provisions for an archive. It is essential for a television station with production facilities to have an archive of recorded material for local news production.

Also, to prevent fungus in the tropical environment, an air conditioned and de-humidified storage is required. Therefore, it is recommended that one room be adapted as an archive which could also be the archive for the radio station. This would be the most effective use of the space now available.

(13) Transmission Control could be re-wired to provide the possibility of switching live presentations from the studio.

(14) A four wheel drive production vehicle is needed to transport people and equipment.

This will allow the production team to cover news events and provide other coverage such as cultural and sporting events.

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REPUBLIC OF PALAU**Country Background**

The Republic of Palau, situated in the western extreme of the Caroline Islands in the north Pacific ocean, lies to the north of Indonesia and to the west of Yap. It is a Micronesian country consisting of about 340 islands with a total land area of 500 square kilometres and a total population of 15,122 (1990). The 160 kilometres long north/south chain of islands is surrounded by reefs, and a large lagoon on the western side is enclosed by 181 kilometres of barrier reef.

The larger islands of the group, Babeldaop, Arakabesan, Koror and Malakai are volcanic in origin. The remainder are raised coral limestone islands except Kayangel, which is an atoll. Babeldaop is the second largest island in the Micronesian sector of the Pacific after Guam.

The people of Palau are thought to have originated in South-East Asia and there is archaeological evidence that the country was populated as far back as 1000 BC. The people of the southern most islands speak a different language from the rest of the

country where there are apparent dialectal differences. The indigenous languages are Mayo-Polynesian.

Palau was colonised in waves by Spain, Germany, Japan and the United States of America. There is evidence in the country of each colonial era with the American influence strongest. Over 75% of the Palauans are Christians, but about 25% of the people are said to hold traditional religious beliefs related to ancestral spirits.

The Legislature of the Government of Palau consists of a 16 member house of Delegates, one from each state, and a 4 member Senate. A Council of Chiefs also exists. In addition each state has a Governor. Under the constitution, the President and Vice President are elected. The President then appoints his Cabinet. The State Governors are either elected or chosen through a traditional system because of their chiefly status.

The Ministry of Justice is responsible for national law enforcement and security. It consists of the Bureau of Legal Affairs, under the Attorney General, and the Bureau of Public Safety headed by the Director of Public Safety. Both of these bureaus have national jurisdiction as there are no state police.

The school system in Palau, consisting of 25 primary schools and 1 secondary school, is under the Bureau of Education. By law education is compulsory for all children between 6 and 14 years of age and both the Palauan and English languages are used. There is also the Micronesian Occupational College which deals with vocational training. The education system is funded largely by grants from the United States of America with some community assistance.

Palau's geographical position between south-east Asia and the United States, and between Japan and Australia, gives the country strategic importance in the region in relation to international trade and security. During World War II the Palauans suffered

tremendous hardship because of Japanese occupational forces and the American invasion to gain control.

In 1990, the population of Palau was made up of 11,127 indigenous Palauans and 3,995 expatriate workers from the Philippines, Japan, other Micronesian islands and the United States of America. At this time there were about 5,000 expatriate Palauans working in Guam, other Micronesian islands and the United States of America.

The Republic of Palau has a national radio service, WSZB, run by the Palau National Communications Corporation (PNCC), as well as two television services - privately owned Walu Television set up in 1974 and broadcasting on Channel 7, and Island Cable Television (ICTV) providing a 12 channel cable service established in 1990 as a joint venture between PNCC and private business interests.

In addition there are a six video production units operating from within government departments, an educational institution, a community action agency and a religious organisation.

The main independent source of local and international news available to the people of Palau is the privately owned PACIFIC DAILY NEWS published on a regular basis out of Guam. There is also the PALAU GAZETTE, an official bulletin issued by the government on a monthly basis.

TELEVISION in Palau

Introduction

There were two television services operating in Palau during the PACTEL mission visit. There were also several video production units producing a small number of programs. These will all be discussed separately.

Policy

According to those interviewed, the government of Palau does not have a formal television policy. It was noted by the Chief of Staff and the Chief of the Bureau of Foreign Affairs that there is need of policy to provide guidelines for television services and their further development. Both officials were of the view that the drafting of an appropriate policy would be an important future consideration.

WALU TELEVISION

Background

Television was established in Palau in 1974 when WALU Television (Channel 7) became the first broadcast station in the country. WALU Television is wholly owned by a Palauan businessman, who is also a senator. The station's programmes originate on videotapes flown in from the USA. But during 1980 and 1981 a local daily Television news programme was produced in the vernacular. This programme was discontinued in 1981 when some of the staff reportedly left over salary disputes.

WALU Television management declined to meet with the PACTEL mission team and the information presented here has not been confirmed by them.

WALU uses a 100 watt transmitter and transmits VHS videotapes recorded off air in Hawaii. The broadcast signal is encrypted, requiring subscribers to pay a US\$15 monthly fee to receive the service. A decoder, installed in the home, can be deactivated for non-payment from the WALU TV studio. WALU TV covers primarily the Koror and Airai areas.

ISLAND CABLE TELEVISION (ICTV)

Background

With an initial investment of between US\$700,000 and US\$800,000,

a cable television service commenced on 16 April 1990. Island Cable Television (ICTV) is a joint venture between a regional investment company, United Micronesian Development Association (UMDA), and the Palau National Communications Corporation (PNCC), a government corporation which also operates telecommunications and the Palau national radio service. UMDA is owned by private businessmen in Micronesia, including some shareholders in Palau. The largest shareholder, however, is Larry Hillbloom, who is based in Saipan.

UMDA currently operates two other cable television services - one on the island of Rota in the Commonwealth of the Northern Mariana Island (CNMI), and one in Pohnpei, Federated States of Micronesia (F.S.M.). UMDA is reportedly setting up another cable service in Saipan, CNMI, and is said to be considering a service for Marjuro in the Marshall Islands. UMDA also reportedly asked Chuuk State, F.S.M. to conduct a survey to ascertain potential to support a cable television service.

Programming

As part of its standard cable service, ICTV offers 10 channels to viewers in the Koror and Airai areas. Two of the channels are transmitted directly off satellite. These are CNN (international news) and ESPN (international sports). The programmes on the other channels originate on VHS videotapes shipped from Hawaii with a one to two week delay. The programmes are recorded off-air in Honolulu - complete with commercials - before being freighted to Palau. Channel 6 is set aside as a public access channel, but is unused approximately 98% of the time. One other channel carries the cable schedule as well as occasional notices from the government. The manager of ICTV stated that government does not pay for this service.

ICTV also offers two additional channels - the Disney Channel (cartoons, children's programmes) and Home Box Office (HBO), which offers feature films, documentaries and specials. CNN, ESPN, the Disney Channel and HBO are a 24 hour service. The

daily transmission hours of the other channels are 6 .m. to 2 a.m.

Because programme are recorded off air in Hawaii, the government of Palau and ICTV itself have little control over the programming received. The exact same programmes are reported to be used on UMDA cable stations in Rota and Pohnpei. Two government officials interviewed during the mission expressed some concern over this situation. They were also committed to the idea that government should produce more local programmes for use on the public access channel (Ch.6). They were also in favour of a local television news programme which would be the responsibility of ICTV. In the opinion of the Chief of Staff in the President's office, such a news programme would not be directly controlled by government.

Every government department and non government organisation interviewed in Palau during the PACTEL mission expressed their desire to use cable TV to get their educational programmes to the public. Some of those interviewed, however, were not aware that Channel 6 had been set aside as a public access channel and that educational programmes could be transmitted free of charge. In fact just after ICTV was first established, the manager of ICTV admitted that there was some confusion as to whether they were required to show government educational programmes or not. Some departments were charged substantial fees for transmission of their programmes on cable at that time.

Viewing Audience

At the time of the PACTEL mission visit, ICTV had just over 1,200 subscribers. The cable service is offered for US\$18 per month plus a \$25 installation fee. The two "extra" channels (Disney and Home Box Office) are offered at US\$10 a month. With an average of 6 people per house in Palau, the estimated viewing audience is 7,200 people.

Manpower

ICTV has a staff of 14 which includes 4 transmission operators and one technician and the remainder administrative staff. Although they do not yet have dedicated production personnel or equipment, ICTV has future plans to produce local news local commercials and other programmes.

Training

The staff of ICTV received most of their training on-the-job. The technicians were instructed in the cable laying and transmission equipment operations during the start-up phase. One staff member was able to attend a short term SPC in-country training course in video production in 1991.

ICTV's manager stated that, in line with future plans to produce news, commercials and other programmes, the staff of the station needed concentrated training. Because they are 50% owned by government (through PNCC), the PACTEL Mission learned that ICTV's staff are eligible to attend video and television training courses offered to the government by outside organisations such as the South Pacific Commission and AIBD.

Production Studio

ICTV has offices and, at a separate location, a transmission facility. The cable transmission equipment is housed in an air conditioned shipping container, with little room for staff. There is a tentative plan to set up and develop a production studio in the existing office building.

Equipment

(a) Satellite Receiving Equipment. ICTV utilises a 30 foot satellite receiving dish controlled by an automatic computerised tracking system. The dish is directed to Intelsat V f8 which is

positioned at 180 degrees east. The satellite receiving equipment is located at the head station in Airai.

(b) Distribution. Each of the 12 cable channels utilises two VHS playback recorders, one being a back-up unit. Respective modulator/channel amplifiers are mounted in a standard 19" rack and monitored in monochrome. A switchable color video monitor is used for colour quality control of all 12 channels. To prevent unauthorised use of the two "extra" channels, traps are installed outside subscriber's homes. To reach the present 1,200 subscribers 7,000,000 feet of cable are claimed to have been installed.

Summary

Although there are two television services in Palau, one declined to meet the PACTEL mission, therefore only ICTV is discussed in detail. The ICTV service provides up to 216 hours of programming daily to its subscribers. Government's financial participation in ICTV appears to assist the television service in its operations. Training is available through government channels but so far has only been utilised once for a very brief period.

Channel 6 is provided as a "local origination" channel, but government video units rarely offer programmes for transmission. ICTV does not charge for this service, but it does not pay departments for this programme material either. Government wishes to increase the number of locally produced programmes on the cable service, but requires some kind of coordination to effectively programme Channel 6.

ICTV plan to go into the production of local news, commercials and other programmes but do not currently have a studio, trained personnel or equipment to produce these programmes. The needs identified by ICTV were production equipment, the development of a small production studio in their existing office building and the training of staff in television programme production techniques.

Recommendations

Manpower

(1) To produce regular news and other programmes, ICTV needs to employ additional staff or redesignate existing staff.

Training

(1) The ICTV technician needs concentrated training in the repair and maintenance of video production and cable transmission equipment.

(2) New and existing ICTV staff require training in television production techniques - especially television news, commercials and documentary production.

(3) To facilitate the training of ICTV staff, government could support the nomination of staff to regional and international training activities available to Palau.

Facilities, Equipment

(4) If ICTV is to go into local television programme production as stated, they need to establish a suitable production studio

with appropriate production equipment to meet their forecast volume of local programmes.

(5) When deciding on the purchase of television production equipment, ICTV may wish to consider standardising its videotape recording format with the government and other local video production units.

VIDEO PRODUCTION UNITS in Palau

Introduction

The proliferation of video production equipment in government departments and other local agencies pre-dates the introduction of cable television to Palau. Those with video equipment hope

to expand and upgrade their production facilities in the future. Because of the large number of departments visited, only a brief synopsis of those units involved in part-time video production is given.

MICRONESIAN OCCUPATIONAL COLLEGE (MOC)

The College's video unit is only occasionally utilised for the production of video programmes. The technician who uses the facility has other responsibilities which prevent his full-time involvement in production. He has received training at three separate SPC training activities. Another staff member, an electrician, also attended a basic video production course. The unit's purpose is nominally to produce video programmes as training aids to support the college curriculum. The unit also produces an annual student recruitment programme and documents special events at the campus.

Facilities/Equipment

MOC has part-time use of a classroom and projection booth which serves the purpose of its production facility. The classroom/theatre has a VHS video playback unit and the following equipment is available for shooting and editing sequences.

- (2) VHS editing recorders
- (1) editing control unit
- (1) four unit lighting kit
- (4) microphones
- (1) video camera
- (1) VHS portable recorder
- (1) tripod
- (2) colour monitors

Although the equipment is now showing signs of old age, there are no immediate plans to expand or upgrade the existing facilities.

CATHOLIC MISSION MEDIA CENTRE

Established in 1985 with only a consumer camcorder, the Catholic Mission Media Centre is now probably the second best equipped and productive video unit in Palau. Spearheaded by an energetic Jesuit priest, the unit now reportedly produces up to 12 educational or religious video programmes a year. The programmes are distributed through the school system and broadcast on ICTV and WALU-TV for a fee. Subjects vary from substance abuse and nutrition to social problems. They are produced in the vernacular.

The Centre also sponsors a weekly Sunday programme on WALU-TV utilising pre-recorded videotapes purchased from the U.S. The Centre maintains a video library of about 200 titles (approximately 20 of which are locally produced) which are available for loan to the public.

According to the priest, the needs of the Centre are, one additional production staff member, the upgrading of equipment, staff training and financial support for programme production.

Facilities/Equipment

The mission's facilities include one video editing room, a studio/office and an audio recording/editing room. Their video equipment consists of:

- (2) S-VHS editing recorders
- (1) S-VHS editing control unit
- (1) computer for titling and special effects
- (1) Hi-8 camcorder
- (1) S-VHS camcorder (consumer quality)

PALAU VISITOR'S AUTHORITY (PVA)

The Palau Visitor's Authority is charged with encouraging visitors to choose Palau as a tourist destination as well as

educating the Palauan public about the benefits and requirements of tourism. Currently they are involved in producing three one-minute television spots on beautification for transmission on ICTV. They have plans to produce a promotional video programme on Palau as well as a programme on "eco-tourism". One staff member received basic training through a 2-week SPG training course.

BELAU NATIONAL MUSEUM

Long-range plans for the Museum include making cultural programmes for television but video is now being used primarily to teach Palauan school students traditional dances, chants, etc. Although there are two people on staff who will eventually be responsible for producing video programmes, only one has received any formal training. He is also responsible for photography, art work and other duties, casting doubt on his future availability to produce very many video programmes.

DIVISION OF CULTURAL AFFAIRS (PALAU HISTORIC PRESERVATION PROGRAMME)

The mandate for the Division of Cultural Affairs is primarily to document oral history. They utilise video recording as much as possible and are responsible for video tape archiving. Two of the staff attended a basic video production course but more training is required for them to confidently produce the types of programmes they desire. There is also a need for the staff to investigate the various means of distributing their programmes as well as proper methods of archiving to preserve the tapes for future generations. The division has tentative plans to utilise TV to show their cultural recordings to the public. Both the Department of Education and PCAA have been enlisted by the division in the past to document cultural events for the archives.

PALAU COMMUNITY ACTION AGENCY (PCAA)

Background

The Palau Community Action Agency (PCAA) was established expressly to identify and diagnose areas of poverty, develop constructive solutions toward community needs and services through effective self-help programmes, and to coordinate services with governmental and private agencies.

Programming

PCAA productions include the documenting of government activities and seminars as well as producing a small number of educational programmes on health, nutrition and agriculture.

Manpower

Only one person (the Media Technician) is devoted full time to the production of video programmes. Another PCAA staff member sometimes helps with writing scripts and occasionally directing or producing a programme. Assistance during productions is sometimes received from the staff of the Bureau of Education's Educational Television unit.

Training

The Media Technician has attended several SPC training activities as well as a training course held at the East-West Centre in Hawaii. The other PCAA staff member involved in video production has attended two training courses conducted by SPC. The current training needs were said to be the improvement of skills of the two staff members as well as the training of an additional PCAA staff member to write scripts to facilitate the production of programmes with the assistance of the technician.

Equipment

The PCAA received the following production equipment in 1990:

- (2) S-VHS Editing recorders
- (1) S-VHS Editing Control unit
- (1) Vision mixer/special effects generator
- (1) S-VHS Time base corrector
- (2) S-VHS Colour monitors
- (1) Six channel Audio Mixer
- (1) S-VHS camcorder
- (1) tripod
- (1) hand held microphone
- (1) portable studio pedestal
- (1) portable lighting kit.

One older single tube video camera with gen-lock capability could be utilised in this system.

Financial Considerations

PCAA receives funding through an annual appropriation from the U.S. Department of Health and Human Services (DHHS). Other funding is received through occasional grants from other U.S. government departments and from regional and international assistance organisations.

Summary

The video unit within PCAA is well equipped and appears to have access to regular funding to produce programmes. Staffing is limited since there is only one full-time technician and another member who assists occasionally. Although the full-time technician has attended many training courses and workshops, the number of programmes produced by the video unit is still limited. This appears to be due to the need for direction and creative assistance to meet production needs.

Recommendations

(1) **One more full-time video production person could be hired.** This would provide PCAA with a more efficient 2-man production team.

BUREAU OF EDUCATION

Background

Established in 1981, the Educational Television (ETV) department's stated objectives are "to strengthen language skills in English and other academic subjects and to provide the population of Palau with educational, informational, and cultural programming."

The unit's main objective appears to be in relation to producing programmes to support the English language curriculum but its staff also produce a limited number of programmes in association with other government departments, as well as documenting government events and cultural activities.

Manpower

Two full-time staff, an ETV specialist and an ETV technician are responsible for video programme production. Both operate equipment for productions, e.g. camera, audio lighting, editing, vision mixing, etc.

Training

Both ETV staff have attended various training activities through SPC and elsewhere. Current training needs involve upgrading the Technician's knowledge of equipment maintenance and troubleshooting and more advanced training of the Technician and Specialist in production areas.

Facilities

At present the ETV production team has one VHS editing unit. Their equipment and a provisional basic production studio share one room. An adjacent office/store is used for audio recordings. (ICTV's cable service is available in the studio).

The production and test equipment line up is as follows:

- (2) VHS Recorder
- (1) VHS Edit Controller
- (1) Vision Mixer
- (1) set of studio lights
- (2) microphones
- (1) six channel audio mixer
- (1) Amiga graphics computer w/40 MB hard disk
- (1) VHS camcorder (consumer quality)
- (1) tripod
- (1) Oscilloscope
- (1) Multi-meter

There are also items of outdated video equipment which have not been in use for some time but reportedly still working. A vision mixer, U-matic recorder and two colour studio cameras with pedestal tripods.

Distribution

24 schools have been equipped with VHS replay units and supplied with programmes. The ICTV public access channel (6) is not currently being utilised by the Bureau of Education even though ICTV is, according to its manager, serving all of Palau's schools free of charge.

Financial Support

Palau's Bureau of Education ETV department must apply annually for its operating budget from the U.S. Bureau of Education.

Other funding is occasionally received for special programmes through the U.S. Bureau of Education and other organisations within the U.S.

ETV Summary

The ETV studio is one of the more prolific video production units in Palau. However, its video production capability is hampered by small staff size and the need for equipment upgrading.

Palau Summary

In Palau video production equipment is possessed by a number of government departments and semi-government agencies responsible for producing educational programmes or archival material in several video recording formats. If the present trend continues with more government departments introducing video production departments, the situation will be made more complex in terms of equipment compatibility, cooperation between units and human resources development.

The public access channel available on ICTV (cable TV) free of charge is currently under-utilised. To accomplish regular higherlevel use of this channel, there is the need for coordination between video production units as well as government policy guiding the use of ICTV.

A centralised post production unit could be in the interest of facilities rationalisation in Palau, but effectiveness and success would depend largely on cooperation between government departments and agencies currently developing independently. The centralised role could be provided by the Bureau of Education's ETV unit, but this would only be feasible if their production studio is upgraded in terms of equipment facilities, production handling capacity and staffing.

Recommendations

Training

(1) Continuation of training courses

The training courses that have been provided for Palau should be continued, with more advanced techniques taught to former participants. Alongside this consideration should be given to technical training in the maintenance and repair of equipment.

Equipment

(2) Standardisation of format in government

As much as possible there should be standardisation of both format and equipment used by government departments and semi-government bodies. The recommended format is S-VHS. The standardisation will ensure compatibility of videotapes and equipment and facilitate co-productions involving studio shoots, large events and exchange of equipment.

(3) Museum and Cultural Affairs upgrade to S-VHS

It is recommended that the Belau National Museum and Cultural Affairs upgrade their camcorders to the S-VHS format to achieve higher quality recordings of cultural activities.

Technical Services

(4) Development of a repair/service center

An equipment repair/service center for government departments and semi-government departments could be set up. This centre would be equipped with video test equipment, spare parts, and service manuals.

(5) Need for a qualified technician

A qualified technician should be obtained and additionally trained by the equipment manufacturer to specialise in repairing the standardised government equipment. Further on-the-job training could be provided by a short term television engineer consultant attached to the centre.

Structure

(6) A centralised government production centre.

To prevent unnecessary duplication of equipment, manpower, training, facilities, etc. it is recommended that a facility be developed to become the primary government production centre. Other government departments could keep their existing equipment to meet their own requirements, but editing, titling, in-studio presentations and other more sophisticated production needs would be provided by the centre. The ETV studio could become this centre if its equipment is upgraded.

(7) The ETV Studio Upgrading.

The ETV Studio could be upgraded to the higher quality S-VHS format by adding an S-VHS A/B roll editing suite, S-VHS field production equipment (or ENG) and developing the studio for multi-camera shoots (news, panel discussions, etc.).

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YAP STATE (FEDERATED STATES OF MICRONESIA)

Country Background

Yap State is one of the four divisions of the Federated States of Micronesia (FSM) alongside Chuuk (Truk), Pohnpei (Ponape) and Kosrae States. These four states, with a total land mass of around 699 square kilometres, occupy an area of the north Pacific measuring 2,500 kilometres from east to west (Kosrae to Yap). The total population of FSM in 1985 was estimated to be 91,440.

Yap State, in the extreme west of FSM, is comprised of a cluster of four islands - Yap, Gagil-Tomil, Maap and Ramung (also referred to as Yap Proper, or Yap) - and about fifteen outer islands and atolls. Yap State has a population of approximately 9,300, about 60% of whom are located in Yap Proper, and a total land area of just over 118 square kilometres. The islands of Yap are hilly and covered with picturesque forests of coconut and other palms, and colourful tropical foliage fringed by sandy beaches. The outer islands, with a combined land area of 21 square kilometres, are mostly atolls and include Ulithi, Fais, Soroi, Woleai, Eauripik, and Ngulu. The traditional name for Yap is Wa'ab. The outer islands are known as Remetau.

The Yapese, who inhabited these islands long before the arrival of the Europeans, were great sea voyagers who travelled far and wide in out-rigger canoes, a tradition still apparent in the outer islands. The Yapese villagers are still strongly in favour of preserving their traditional values and culture and, despite the waves of colonisation they were subjected to over the years, have maintained their traditional village systems. Traditional modes of dress are still used as is "stone money", in ancient times quarried and transported across dangerous expanses of ocean from Belau to the west. In the main town and seat of government Colonia, however, one can acquire a large range of goods and modern conveniences of American society.

Under the President and 14 member National Congress of the Federated States of Micronesia, Yap is administered by two chiefly councils, the Council of Pilung (from Yap Proper) and the Council of Tamol (from the outer islands). A Governor and Lieutenant Governor are elected from Yap Proper and the outer islands with the positions alternating between the two subregions. The chiefs still have considerable influence and carry veto power over issues affecting traditional customs. These arrangements were included in the FSM constitution which came into effect on 10 May, 1979.

Yap State, like all four states of Micronesia, has a national, AM, radio broadcasting service. A 10 kilowatt station, WSZA, located at Colonia conducts daily transmissions in the Yapese, Ulithian, Woleaian and English languages.

As is the case with nearly the whole of Micronesia, the newspaper providing regional and international news and information to the people of Yap is the PACIFIC DAILY NEWS published in Guam. There is also the YAP STATE BULLETIN published by the government on a monthly basis.

The government also runs a television service, known as WAAB-TV, broadcasting to the people of Yap Proper via a 1 kilowatt transmission system. The establishment of this facility in the mid-70s attracted considerable regional and international interest.

TELEVISION

Background

A low power television service (WAAB-TV) was established in Yap in 1979 by the former U.S. Trust Territory government. An American administrator in the Trust Territory Land Commission was believed to have been instrumental in getting TV introduced on the island. There was reportedly no discussion - at least with Yapese leaders - and one government director interviewed described the transaction as a "quick maneuver." A fairly scathing documentary was made about this situation by Australian filmmaker

Dennis O'Rourke entitled "Yap: How Did You Know We'd Like Television?"

Programming since the station's inception has almost exclusively consisted of videotaped American programmes recorded off air in California. These videotapes include American television commercials advertising products many of which are not available in Yap. A local weekly news programme was produced in the early

days of the station but was discontinued when the advisor who volunteered his time to help the station produce the news returned to the U.S.

Administratively, the TV and radio station fall under the Director of Youth & Civic Affairs. WAAB-TV is the only government-run television station in the Federated States of Micronesia. Attempts and discussions aimed at making the station more self-sufficient have failed, leaving government alone to shoulder the costs of maintaining the station and providing funds for programming. Government planned to utilise a decoder system which the public would have to rent, thus gradually phasing out its involvement, but a similar experiment in Pohnpei convinced the local government that this would not work. The station's assets were even advertised in overseas newspapers in an attempt to have a private company buy it off government's hands. There were reportedly no enquiries.

The United Micronesian Development Association (UMDA), which had set up cable systems in Palau and Pohnpei, requested that a survey be done in Yap to determine whether a cable system would be viable there. The government conducted this survey but never heard any response from UMDA. Government's conclusion from UMDA's silence was that cable was not economically viable in Yap due to the limited affluence and small commercial sector.

In 1989 the state government of Yap called for a feasibility study to be done to upgrade the television station and to investigate other forms of transmission such as cable, satellite reception and multiple channels. Tom Hogan, an Australian free-lance radio trainer, and William "Butch" McBride a Guam-based television engineer, undertook the study. They completed the report in February 1990 and presented it to government. Some of the recommendations and observations made in the report were considered questionable by the PACTEL team. Some specific points will be outlined later in the report. However, the television station has since been implementing some of the recommendations of that study.

Programming

The hours of transmission are 1:30 p.m. to 11:30 p.m. Monday to Friday, and 12:00 p.m. to 11:30 p.m. Saturday and Sunday. Programmes range from children's educational programmes like "Sesame Street" to sports and entertainment. The government pays COMTEL, a San Francisco company, US\$13,000 a year for its programming, which is recorded directly off air from several different channels available in the San Francisco Bay area. Tapes are received between two to four weeks after they air in San Francisco.

The government officials interviewed believed that a regular news programme should be started again by the TV service. A fortnightly half hour news programme called "Island Review" is the first step in that direction. Although during the PACTEL visit only one episode had aired (17 November), production was underway to complete the second one. Eventually, we heard, the programme would become weekly. Island Review is produced entirely in Yapese. However, the Chief of Media informed the PACTEL team that other languages may have to be considered if the programme was to expand. Many citizens of Yap also speak other languages such as Ulithian, Trukese and Palauan.

The Chief of Media also expressed an interest in having access to CNN (international news) and ESPN (international sports) on the TV service. It was not clear whether any steps had been made in this direction.

The Director of Youth & Civic Affairs believed that the government should be producing more local programmes and that they should be of a more educational and information nature. He stated that government should be educating and informing the public, not just entertaining them.

Although some other government departments in Yap have VHS camcorders and could theoretically provide programmes for the television system, there is very little interaction between the

television station and other government departments; reportedly because the staff of the television station have such limited training and understanding of producing programmes themselves.

Viewing Audience

There are no recent figures concerning the number of television sets and no current figures to gauge the number of families or persons watching WAAB-TV. However, the Chief of Media estimated that they have up to 3,000 viewers. With the planned improvements to transmission, coverage this number is expected.

Policies and Regulations

The statement of policy for WAAB-TV is given below:

"It is the policy of the Executive Branch, Yap State Government, to regulate radio and television stations and activities associated therewith in order to achieve the following goals:

(a) Ensure that programme contents are beneficial to the people of the State and said programmes are informational, educational, and entertaining.

(b) Use both the radio and television stations for communication purposes as much as necessary.

(c) Follow the guidelines for broadcasting activity outlined in the Yap State First Five Year Development Plan.

(d) Generate revenue, when and where possible and consistent with applicable laws and regulations, and take such other steps as are necessary and appropriate to gradually reduce costs of operation to the government and to eventually make the station operation self-supporting.

Accordingly, in order to achieve these goals, it is the policy of the Yap State Executive Branch to adopt for implementation the regulations enumerated herein."

Manpower

Total staffing for WAAB-TV and WSZA radio is 11. This includes the Chief of the Media Division who acts as manager of radio and television. Most of those listed are primarily involved in radio production and transmission. There is also a Japanese JOCV volunteer working at the station. She and one other staff member are the only ones involved in television production at this time. Three other staff have been trained in basic camera operation but are not yet capable of using the editing equipment.

Minor equipment repairs are handled by the station's technician while more serious repairs must be sent to Guam.

The Chief of Media had requested two more staff to increase the station's output of production, but was reportedly told that no additional funds were available. He would have to work within his existing budget. This situation has made it even more essential to train existing radio production staff to assist with television production.

Training

Although the JOCV volunteer is supposed to train the station's staff in television production, she is limited by her own lack of experience and knowledge and her inability to speak English fluently. Despite this, she is training some of the staff in basic camera operation as well as assisting in the production of the TV news program. She also does a regular radio programme in Japanese.

The technician was trained in radar and radio repair while serving in the U.S. Coast Guard many years ago, but has not received any formal training in television or video repair or maintenance.

There has been a notable lack of participation of staff from WAAB-TV at any of the SPC video/television regional training

courses (1989-91). The reason given for this was that national government was not informing the departments in Yap of the availability of this training. There was apparently also difficulty in getting in-country courses requested through the national government. Since training was discussed as being the number one priority for the station, this situation needs examination.

Facilities

Editing/Studio

WAAB-TV's television production and transmission facilities share a single story concrete building with the radio station. One small basic editing room also serves as a studio for the presentation of a fortnightly news magazine programme. Video tapes are also stored in this room. Because no studio lights are available, when shooting the presentation of the news programme the fluorescent lights and daylight coming through the window provide the only illumination resulting in poor picture quality.

Transmission

The transmission on-air room accommodates the television transmitter, video players and test equipment.

Technical Workshop

The technical workshop repairs and maintains equipment for both the radio and television services. Basic spare parts are stocked but mainly for radio equipment. There are some service manuals, but not for all of the equipment. The annual budget for technical services is about US\$11,500 for repair and maintenance of equipment.

New Facilities

The State government of Yap provided US\$300,000 to build a new radio and television studio. An existing draft floor plan was discussed by the PACTEL mission team and recommendations were made to the Chief of Media. The Chief noted a number of

considerations which would be taken into account before finalising the studio floor plan.

Equipment

Television Transmission System (Existing)

The television transmitter operates on Channel 7 with a maximum output of 25 watts. The transmitter antenna is installed beside the building which houses the production facilities and the transmitter is installed inside the same building. According to the Chief of Media, about 25% of Yap proper is covered by the transmission system, reaching about 2,500-3,000 people.

Television Transmission System (Future Development)

A second-hand UHF transmitter (Channel 14) with a maximum output of 100 watts was purchased and delivered some months before the PACTEL visit. This transmitter will be installed on the highest hill of Yap proper replacing the old Channel 7 VHF transmission system located at the studio. A microwave link from the studio to the new location will feed the UHF transmitter. Reportedly, a power and transmitter hut is available at the site. An air conditioner is expected to be installed in the hut within the next few weeks. These developments are the result of the feasibility study discussed earlier.

The UHF antennas will be mounted on an existing mast on the hilltop. The Chief of Media believes that the new transmission system is expected to cover 95% of Yap proper. The equipment is supposed to be installed by a Guam-based engineer by the end of 1991.

New test equipment has already been installed in the on-air studio, thus improving quality control of the transmitted signal. A time base corrector is stabilizing the signal and is used for level adjustments. This new equipment has resulted in a higher quality transmitted signal.

TV Transmission Equipment (now in use)

- (2) VHS player/recorders
- (1) Test signal generator
- (1) Vectorscope
- (1) Waveform monitor
- (1) Time Base Corrector
- (1) Video/audio switcher
- (1) Transmitter (Channel 7)
- (1) Modulator
- (1) Off-air monitor

Existing Production Equipment

Editing Equipment

A Hi-8 video editing system has been installed consisting of the following equipment:

- (1) Hi-8 Player
- (1) Hi-8 Recorder
- (1) Edit Controller
- (1) Titler (Character Generator)
- (2) Color Monitors

ENG Equipment

- (1) Hi-8 Camcorder
- (1) VHS Camcorder
- (2) microphones
- (2) tripods

New Production Equipment

An application has been made to the Government of Japan for the supply of the following S-VHS production and A/B Roll Editing Equipment. It was not known at the time of the PACTEL visit what the outcome of this application was:

Editing Equipment

- (2) S-VHS Edit Player
- (1) S-VHS Edit Recorder

- (1) S-VHS Edit Control Unit
- (1) Vision Mixer
- (1) Character Generator
- (3) Video Monitors
- (1) 10 input audio mixer
- (1) CD Player
- (1) Cassette Player
- (2) Turntables
- (1) Audio Amplifier
- (2) Monitor Speakers

ENG System

- (2) CCD Camcorders
- (2) VITC Generators
- (2) Tripods
- (2) Battery lighting set
- (2) AC Lighting Set
- (2) Dynamic microphones
- (2) 6" Video Monitors

Technical Workshop equipment

- (2) Oscilloscopes
- (2) Digital multi-meters
- (1) Full set of tools for electronic repairs
- (1) Mili-Volt Meter - sine/square wave generator

Financial Considerations

Government mandated that WAAB-Television be self-financing and, after investigating different methods of charging for services, decided upon a monthly fee of US\$15 for the Television service. But they have no sure way to monitor who is receiving the signal and not enough manpower to handle the collection of fees.

Many methods of income generation used by other small television stations are not utilised by WAAB-TV, as required by its regulations and policies. If the organisation is to become financially self-sufficient, there is the need to review policy

concerning income generation especially relating to charging government departments for services.

Summary

Despite its 17 year history in broadcasting, WAAB-TV still requires considerable assistance for its development. A written policy and regulations already exist for the station but its financial policies limit the ability of the station to charge for its services. This decreases its chances of becoming more self-sufficient.

The feasibility study done in 1991 by two consultants made some questionable decisions apparently based on financial restrictions. The recommendation to purchase a second-hand UHF transmitter and vertical interval switcher seems to be the basis around which the proposal was written. The recommendation in the study that only one person was needed to produce a twice-a-week TV news programme is also unrealistic.

Recent equipment purchases have given the station a simple camcorder and editing system, but additional equipment is required in order to produce regular high-quality programmes.

There is a need for the training of existing staff in television production techniques as well as training for those working in transmission in basic television engineering and transmission. To upgrade their attempts at a local news programme, training is also needed by those staff responsible for Television news production.

Efforts need to be made to increase the number of participants from WAAB-TV attending training activities offered by SPC, AIBD and other agencies offering training to the Federated States of Micronesia. In-country training should also be examined as a way of training larger numbers of staff in basic production techniques. The difficulties with receiving information from national government on training availabilities is an unfortunate

situation which needs to be examined and addressed before a proper training plan can be arranged.

A proposal was submitted to the Government of Japan to acquire S-VHS video production equipment but there was no formal indication at the time of the PACTEL visit concerning the outcome of the submission. This proposal has also created a situation where the station will now have two completely incompatible standards (Hi-8 and S-VHS). There is a need for a qualified television system expert to examine the long term needs and plans of the station to ensure system compatibility.

Recommendations

Training

(1) In-country course in basic programme-making skills

This should be convened to upgrade the basic skills of the station's staff. An in-country course will enable more staff from the station to participate in a training activity.

(2) On-the-job and overseas training for the station's technician

This is required to familiarize him with television studio systems, including test equipment, television equipment repair, system maintenance and quality control of the transmitted signals.

(3) TV station staff require nomination to regional courses offered by SPC, AIBD and other organizations.

(4) Communication between national government and WAAB-TV. Concerning information on training opportunities available to FSM television personnel, requires careful consideration with a view to establishing improved liaison between the two sets of officials.

Facilities

(5) Assistance with Studio Design

There is an urgent need for assistance with developing the studio design for the proposed radio/television facility and transmission building. This would include system design, and compatibility of existing and proposed Television production equipment;

(6) Technical reference books for use by the station's technician;

There is an urgent need for television studio and transmission equipment manuals and reference texts.

(7) Exchange of Information with Chuuk State

Because Chuuk State is itself planning a very similar radio/television facility, it is recommended that Yap and Chuuk exchange information on studio design, equipment choices, etc. to assist one another's efforts.

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CHUUK STATE (FEDERATED STATES OF MICRONESIA)

Country Background

Chuuk State is one of the four divisions of the Federated States of Micronesia (FSM), alongside Yap, Pohnpei (Ponape and Kosrae States). These four states, with a total land mass of 699 square kilometres, occupy an area of the north Pacific measuring 2,500 kilometres from east to west (Kosrae to Yap). The total population of FSM in 1985 was estimated to be 91,440.

Chuuk State, formerly known as Truk, is located between Yap and Pohnpei in the western sector of the FSM and is comprised of approximately 290 islands with a total land area of 130 square kilometres and a population of 38,000. The attractive Truk Lagoon, a volcanic crater surrounded by more than 220 kilometres of barrier reef, measures 65 kilometres at its widest point and covers an area of 2,100 square kilometres. The lagoon contains 11 high volcanic islands and numerous submerged mountain peaks. The other islands of Chuuk are contained in 14 widely dispersed atoll clusters within the groups known as the Hall Islands, the Western Islands, the Upper Mortlocks and the Lower Mortlocks and are commonly referred to as the outer islands.

Moen Island on the edge of the Truk Lagoon, with a population of 10,500, is the state commercial and administration centre to the national FSM administration in Pohnpei. Nearly 19,000 people live on the islands in the lagoon and the remainder in the outlying areas. Although all are Micronesian, there are language and custom differences between the northern, western and eastern groups of islands.

At the beginning of World War II, Chuuk was an important naval and airforce base occupied by the Japanese. The battle to wrench the islands from Japanese control saw the United States destroy hundreds of aircraft and naval ships, the remains of which are still below the surface of the Truk Lagoon. Today these relics,

the many rusting gun emplacements and historical war sites attract divers and other tourist visitors.

Chuuk State has a national radio service broadcasting in the Chuukese and English languages. Television transmissions established by a private company in 1975 were discontinued in 1977 after eighteen months of operations. Currently, national authorities are in the process of establishing national television broadcasting on a permanent basis in conjunction with the radio service. For printed news and information there is the local CHUUK NIUS published monthly by the state government, and the PACIFIC DAILY NEWS published privately out of Guam and distributed regionally in Micronesia.

TELEVISION

Background

A private television service was established in Chuuk in 1975 but ceased operations after only one and a half years. The station was owned and operated by a local businessman who was also a former governor of the state. The service provided programs recorded off air in the U.S. which were broadcast in Chuuk with the American commercials intact. The TV service's collapse was attributed to its inability to generate sufficient income. At the time of the PACTEL mission's visit, Chuuk was without a television services.

Chuuk State Government has reportedly pushed for the development of a government-run TV station for some years. In 1991 the government developed a large-scale project proposal for production and transmission equipment which was submitted by the national government of the F.S.M. to the Government of Japan under its Cultural Grant Aid scheme. The proposal was prepared with considerable assistance from a private Japanese company, the Bussan Electric Machinery Trading Co. Ltd. (BELMAT), based in Tokyo.

The proposal seeks equipment for a studio, a control room, an editing room, portable production equipment, a transmitter and technical installation of the facilities. The outcome of this proposal was not known at the time of the mission.

The government has allocated US\$80,000 for a new structure to accommodate both radio and television production and transmission. Details of this proposal are described under Facilities.

Programming

Although it is believed that the television service will be on the air by mid-1992, Public Affairs, the department responsible for radio and TV, appears not to have given much consideration to the question of programming. At present, there are admittedly no efforts underway to locate potential programming for use by the service.

The hours of broadcast also have not been set. It is believed that the television service will broadcast only in the evening, approximately from 5 to 10 p.m.

The project proposal to the Japanese Cultural Grant Aid scheme outlines the types of programmes which the television service will likely provide. These include educational programmes, children's programmes, local cultural programmes and public service announcements. The Director of Public Affairs also expressed his belief that entertainment programmes and sports would be provided on the service as well as a local news programme.

Potential Viewing Audience

During the PACTEL mission visit, statistics on the number of video sets available in Chuuk State were not available. It was estimated by those interviewed that nearly every household on Moen island (approximately 90%) had a video deck and monitor.

With an average of six persons per household, and an estimated 1,500 households the potential viewing audience is around 9,000.

On the other, larger islands within the lagoon, video decks and monitors run off private electricity generators, are reported to be in about 70% of households. When the television system is established, it is expected that an estimated 9 to 10,000 people on Namoneas and Faichuk will be able to receive the transmissions.

On the islands in Chuuk State outside the lagoon area, 30% of the homes reportedly have video decks and monitors.

Policies and Regulations

Apart from statements in the Japanese-written equipment proposal, there are apparently no government policies or guidelines governing the development of television in Chuuk. However, those interviewed stated that the television service should promote the preservation of local culture as well as provide programmes for children's education, government information and entertainment.

As the establishment of television broadcasting was included in the current five-year development plan (1991 to 1995), the Director of Public Affairs agreed that there is the need for national television policy and that outside assistance is needed to help draft an initial policy document.

Manpower

Two new positions (Television Programme Producers) have been approved by government, but otherwise the staff for the new television service will be drawn from existing radio station staff.

Although the radio station has two technicians, they are not trained in any aspect of television equipment repair and maintenance. To assist the television station in this area, the

government has requested a Japanese volunteer engineer from JICA under its JOCV programme. According to the Director of Public Affairs, the prospect of a positive response to the request is high.

Training

Training is the number one priority, according to the Director of Public Affairs and the Chief of Media. They identified training needs in the following areas:

- (1) television station management.
- (2) television production techniques
- (3) studio and transmission equipment repair and maintenance.
- (4) on-air news presenters.

The types of training available were discussed and it was agreed that there was a need early in 1992 for an in-country training course in basic television production - before the equipment arrives from Japan. There is sufficient equipment on the island (mainly at the Catholic Mission) to convene such a course.

There is also a need for the staff of the new television service to receive more specialised training such as that offered by the South Pacific Commission and the Asia-Pacific Institute for Broadcasting Development (AIBD). Chuuk is eligible for SPC training but those interviewed were not certain whether Chuuk was eligible for AIBD or ABU training activities. After discussions in Pohnpei, it was learned that they are eligible through the national government.

The PACTEL team also learned of efforts by an American professor at Loyola Marymount University in Los Angeles to initiate a "Pacific Islands Filmmaker Training Project" for Micronesia. The PACTEL team recommended that this and all training activities available should be considered by government in order to develop the station's staff.

Facilities

To establish a television broadcasting service the state government approved US\$80,000 in the 1991 budget to plan and construct a concrete building on Moen adjacent to the present radio studio (V6AG).

It was proposed that the building accommodate the following sections of the radio and television services:

Radio

Transmitter (5Kw)
News/Production Office (for TV & Radio)
Radio administration/Sales
Radio On-air Studio
Radio Production (Editing/Recordings)

Television

Transmitter (low power)
Television Administration
Television On-air Studio
Studio Control/Editing #1
Editing Room #2

Technical Services

Technical Workshop
Spare Parts/Equipment storeroom
Radio/Television Archive (tape library)

Technical Workshop

Lack of local knowledge in television and video technology and the absence of an established workshop which can repair broadcast equipment led to the decision to include a technical department in the proposed radio/television station. This department shall repair and maintain the radio and television transmitters as well as radio and video production equipment.

However, the two local radio technicians are not yet trained in television technology. A Japanese volunteer engineer to service and maintain the station as well as train a local counterparts is expected in the near future.

As the radio station staff did not have the expertise to design a television broadcasting complex, a plan was prepared by a Japanese volunteer working as a civil engineer at the State Planning Office. The draft was studied by the PACTEL mission and recommendations were made in areas such as sound insulation, acoustic treatment, studio floor surfacing, cable ducts, studio ceiling height, power and lighting requirements, an earthing system for the station, and a more functional arrangement of production rooms.

The plan for the Radio/TV building is quite an attractive design, but would require some refinement to make it more practical and effective. It is also uncertain whether the \$80,000 allocation is sufficient to cover the building and material costs. A lengthier study of the needs for the facility is required, which should be performed by a qualified studio engineer. It is planned that the television station will be on air by July 1992.

Technical Services

Technical Details

Time:	UTC + 10 hours
Electrical Voltage:	110V - 60 Hz
Color Standard:	NTSC
TV Transmitter:	None
Cable TV	None

Equipment

The proposed television service for Chuuk is relying heavily for equipment on a request lodged with the Japanese government. This request includes the following:

(1) Studio

- (2) Studio cameras
- (2) Tripod w/dollies
- (2) Lavalier microphones
- (2) Dynamic microphones
- (2) Electret microphones
- (4) Mic stands
- (1) Special effects generator w/chroma key
- (2) 8" color video monitors
- (2) 20" color video monitors
- (1) 8 Channel Audio mixer
- (1) Cassette tape deck
- (1) Compact Disk player
- (1) Audio Amplifier w/speakers
- (1) CCD monochrome camera (graphics)
- (1) Monochrome video monitor
- (1) Video typewriter
- Studio console
- Installation material

(2) Editing (E-Matic SP)

- (1) Editing Player w/TBC
- (1) Editing Recorder
- (2) 14" color monitors
- (1) Edit Control Unit
- Console
- Installation material

(3) ENG Recording Equipment

- (2) Portable video recorders
- (2) shotgun microphones
(camera included under studio)
- (20) Battery packs
- (2) chargers

(4) Television Transmitter

(Details not specified)

The PACTEL mission advised the Chuuk media officials that they might wish to consider revising the production equipment request to include a modern video recording format such as S-VHS or Beta-PRO rather than the outdated U-matic system. It was also suggested that the prices quoted in the submission to Japan seemed rather high.

Television Transmission System

The equipment request to the government of Japan included a television transmitter described as "special made". The frequency, channel number and power output were not specified. The mission advised that expert technical advice is needed to ensure proper specification for suitability to the transmission requirements of the area on Moen Island described by the government officers as "phase one" where initial television coverage will be established.

Discussions with the Chief of Information and Broadcasting included viable technical options to distribute and transmit a Television signals. In the Chief's view Phase One would involve a low power transmitter installed at the studio site. This is expected to cover an area from the airport, part of the interior of Moen and the western coastline of Moen not shaded by mountains.

Expansion of the transmission system would include a transposer (receiver/transmitter) installed on the mountain peak at Tonachau (228m) approximately 1 kilometer away from the studio site. This would give wider coverage of the lagoon and Moen and, depending on the transposer's power and frequency, coverage of some outer islands. Power is available at the site and an access road almost reaches the summit.

Financial Considerations

The government intends to charge the public for the television service but has no current plan to accomplish this. During the first year of operation, the Television service will share the

radio station's normal operating budget. Public Affairs states that they will seek additional funding from government to finance the Television service in subsequent years.

Video cassette rental estimates in Chuuk indicate that pay-TV could be viable. A monthly subscriber fee of \$10 to \$15 could help offset government funding of the television service and add revenue for further development - extended transmission area, extended hours of broadcast, increase in local production, etc. Those interviewed stated that government wished to eventually make the TV service self-financing. Complete self-financing will result in high subscriber charges and may be difficult to achieve. The feasibility of the idea can be clarified by considering the various revenue earning options and local factors pertaining to these options.

VIDEO PRODUCTION UNITS

Catholic Mission

Background

The equipped video production unit on the island is at the Catholic mission Audio-Visual Centre which produces a small number of video programmes mainly on educational, social and religious topics. These are viewed by church and youth groups. The production unit was set up by a Jesuit priest from Palau (see Palau, Catholic mission).

Manpower

Two people at the Audio-Visual Centre have received basic training in video production, centered mainly on operating their own equipment. Neither of the two produce programmes full-time, their time being divided between radio, print and video production as well as their church duties.

Training

In the view of the Audio-Visual Centre staff member who met the mission, additional training is required in equipment operation and in production techniques to make programme presentation more interesting. The staff member was positive that the Audio-Visual Centre could host an in-country training course and include government staff from the radio station and others who would be involved in the proposed television service.

Facilities/Equipment

The Mission has both video and radio production facilities. One of the two production rooms is equipped for video production. It accommodates an editing unit and presentation studio. The other room is for radio production. The S-VHS equipment being used is as follows:

- (2) Panasonic AG750 Editing Recorders
- (2) Portable 5" monitors
- (1) 20" monitor
- (1) Sansui vision mixer
- (1) Commodore Computer and monitor for titling
- (1) VHS Recorder
- (1) Open reel audio recorder
- (1) Audio Cassette tape deck
- (1) Panasonic S-VHS camcorder

DEPARTMENT OF EDUCATION

Background

The Department of Education's video unit is located at the Chuuk High School. Only one staff member is involved in video production and only part-time. His other duties include the setting up of audio/visual equipment for the school as well as operating the communications equipment (radio and PeaceSat terminal). He has attended two training courses through the

UNESCO/South Pacific Commission's PACVIDEO Project. Productions are generally un-edited documentation of events, special cultural performances and even coverage of typhoon damage for the Governor's office.

Facilities/Equipment

Equipment used in the High School is simple basic video recording equipment. Editing, when required, is accomplished using two home video recorders in a "crash edit" style. The equipment consists of the following:

- (2) Sharp VHS Camcorders
- (2) Lowell Lights (damaged)
- (1) VHS Playback unit

Summary

Chuuk appears to be well on its way to establishing a government-run television station, mainly with assistance from Japan. Under the Japanese Cultural Grant Aid scheme, approximately US\$400,000 for equipment and installation has been requested. In addition, government has budgeted \$US80,000 for the construction of a new building to accommodate the radio service and proposed television service, but there is an urgent need for expertise in ensuring that the facility and the equipment design is appropriate and effective.

It is recognised that training is needed by all staff who will be working for the television service, including management. There are several training agency options available to the station - SPC, AIBD and ABU.

A source of programming needs to be identified and policy guidelines for running the service need to be formulated. Consideration needs also to be given to feasible methods of self-financing, as desired by government, of the television service.

The two video production units on Chuuk both need production training and expertise to maintain their equipment. The Education Department is urgently in need of editing equipment to enable them to produce programmes in a more professional manner. Their technician has received basic training in production and editing but cannot utilise many of the skills he learned because of the lack of production equipment.

Recommendations

(1) Assistance in drafting policy/guidelines

An urgent request to SPC for assistance with developing a national policy and guidelines for operating the new Television service would be helpful. This request could also include advice on the proposed floorplan and layout for the of the radio/Television facility and assistance with developing plans for self-financing of the television service.

(2) Request to ABU for assistance in transmission planning

A request to ABU for assistance with planning the various stages required to achieve transmission coverage of all the islands in Chuuk State is advised by the mission.

(3) Government should examine programming sources

Sources for the supply of television programming need to be identified and examined for suitability to national aspirations in Chuuk and the television service situation.

Equipment

(4) Re-examine equipment request to Japanese

The television equipment request to the Government of Japan needs to be examined by an expert television engineer with a view to ascertaining suitability of transmission items to the initial service area as well as to determine that production items (especially the video recording format) are modern, updated and current.

(5) Production Equipment Required by the Education Department

In order to enable the Education Department to produce more appropriate educational programmes, a basic editing system is required. The technician has the necessary training skills to utilise the equipment.

Training

(6) Training in TV management

The Chief of Information and Broadcasting needs basic training in Television service management.

(7) On-the-job training of technicians

The two radio technicians could participate in the planning of the proposed radio/TV studio as a type of on-the-job training. When the engineer arrives to install the requested equipment, they could assist with the installation to learn as much as possible about the design of their television system.

(8) Further training of technicians

Further training of the technicians could include formal technical institute courses, training offered by equipment manufacturers and working attachments to small television stations in other countries.

(9) Production Training

Existing and proposed staff require training in basic production techniques before the Television service begins transmission. A further plan for more specialised training could be considered once staff are placed in specific jobs. The technicians from the Education Department and the two production people at the Catholic Mission Audio-Visual Centre could be included in the basic training programme.

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POHNPEI STATE (FEDERATED STATES OF MICRONESIA)

Background

Pohnpei State is one of the four divisions of the Federated States of Micronesia (FSM), alongside Yap, Chuuk and Kosrae States. These four states with a total land mass of 699 square kilometres, occupy an area of the north Pacific measuring 2,500 kilometres from east to west (Kosrae to Yap). The total population of FSM in 1985 was estimated to be 91,440.

Pohnpei State, formerly known as Ponape, lies between Kosrae State and the Mortlock Islands of Chuuk in the eastern sector of the Federated States of Micronesia. The state acquires its name from the large island of Pohnpei which, with eight outlying atoll clusters, make up the state's land mass of 345 square kilometres. Pohnpei island is surrounded by barrier reef and has an average temperature of 28 degrees Celsius. The rugged interior, covered with dense tropical rainforest, rises to a peak of 770 metres above sea level and contains more than 40 rivers and streams. With an annual rainfall around 4,900 mm along the coast, and more than 7,000 mm in the mountains of the interior, Pohnpei is known as one of the world's wettest spots.

Evidence of a 13th century civilisation is to be found on the east coast of Pohnpei Island where the complex ruins of an ancient city, Nan Madol, are located. The present day chiefs are said to be the descendants of powerful kings and warriors who ruled from Nan Madol. Also in evidence are monuments related to each of the colonial periods in Pohnpei's history.

The population of Pohnpei State was estimated to be 29,000 in 1985 and of this number nearly 7,000 live in and around the commercial and administration centre Kolonia (not to be confused with Colonia in Yap). Kolonia is also the seat of government for the Federated States of Micronesia where the President, National Government Executive and FSM Congress are located and to which

the lines of authority of the State Governors connect (Chuuk, Yap, Pohnpei and Kosrae).

National radio broadcasting for Pohnpei State is conducted in Pohnpeian and English via a 10 kilowatt AM radio transmitter located in Kolonia. In addition there is an American church organisation conducting religious and developmental information transmissions through a low power FM system.

As is the case in other areas of Micronesia, the PACIFIC DAILY NEWS, published out of Guam, provides Pohnpei with its main regional news and information. There is also the local NATIONAL UNION published in A4 size on a monthly basis by the State Government.

Currently there are two privately owned television companies operating in Kolonia. Island Cable Television (ICTV) which offers a total of 10 channels from 0600-2330 hours daily and Pohnpei TV which provides 4 channels transmitted via a low power terrestrial system from 1200-2400 hours daily. Both companies charge their clients on a monthly basis for services.

TELEVISION

Introduction .

Pohnpei has two television systems in operation with definite plans for a third (religious) and tentative thinking towards establishing a for a fourth (government). If all of these plans are realised Pohnpei would become, in terms of television broadcasting, one of the most heavily saturated islands in the region.

ISLAND CABLE TELEVISION (ICTV-Pohnpei)

Background

The first television service began in Pohnpei in 1984, owned and operated by local businessman, Bernard Elgenberger. It was originally a terrestrial transmission system operating on Channel 7. Elgenberger also owned and operated an FM radio service. The TV service offered programmes videotaped off-air in the U.S. mainland with a delay of several weeks before the tapes were received and broadcast in Pohnpei. Decoders were used at first, but these proved problematic. According to one source, this could have been because the decoders were purchased second-hand.

In January 1991, the terrestrial transmission service was phased out as Island Cable TV went into service. Elgenberger developed an equal partnership with UMDA (United Micronesia Development Association), which was already in the process of setting up cable TV services in Palau and Rota. As a result, an initial 48,000 feet of cable was run in Kolonia, Pohnpei's main business and residential area.

ICTV is a subscription service offered to people along the cable's route. The basic monthly subscription fee is US\$15 which allows viewers to receive eight different channels, including two channels directly off from satellite, CNN (international news) and ESPN (international sports). The service also includes a

channel of text which describes the cable service's program schedule. In addition, viewers can subscribe to two "extra" channels for a separate monthly charge of US\$10 each. These extra channels distribute Home Box Office (movies, specials, documentaries) and Disney Channel (cartoons, children's programmes).

All channels except for CNN and ESPN originate on VHS videotape. The tapes are recorded in Hawaii at the "EP" or extended play speed so that six hours of programming can be recorded on a single tape. This of course reduces the quality of the video image. A "local origination" channel is offered on Channel 6, to provide the means for local educational programs provided by the government or other sources to be broadcast. Although ICTV does not pay for any programmes placed on this channel, it does not charge to place programmes on it either, provided they are of an educational nature. Admittedly, most of the time Channel 6 is unused.

Because UMDA is a partner in Air Micronesia/Continental Airlines, ICTV's tapes are flown free of charge to Pohnpei and back to the source in Hawaii.

Programming

At the time of the PACTEL mission there was no local programming on Channel 6, the "local origination" channel. Except for CNN and ESPN, most of the programming is taped off air in Hawaii and includes programmes from all the major U.S. networks - ABC, CBS, Fox, NBC plus the "Discovery" channel and Home Box Office. Programmes are shown one week after they air in Hawaii with the national and local Honolulu commercials intact.

Programmes include the normal American fare of game shows, children's programmes, documentaries on "Discovery", drama series, soap operas, movies (on HBO), and situation comedies, but also offers Honolulu Japanese language programmes. The only news

programme is offered on CNN, which is an international service, but with a strong focus on events in America.

Some commercials are placed on ICTV from Pohnpei. However, they are mainly for Guam-based companies like Air Micronesia and Ambrose. The commercials are produced in either Guam or Hawaii and are received by ICTV on tape for transmission. ICTV has not produced any local commercials.

The hours of transmission for most of ICTV's channels are normally 6 a.m. to 11:30 p.m. daily. CNN and ESPN are offered 24 hours a day.

Viewing Audience

ICTV-Pohnpei had 780 subscribers when the PACTEL team visited, but the cable area was currently being extended by an additional 48,000 feet of cable. An estimate of total viewers which could be reached is 6,240. This is based on a formula of each subscriber household having an average of eight people. In addition, according to ICTV's manager, those public schools which are located within ICTV's cable system have been connected free to the cable service. The Community College of Micronesia however, was found to be paying for their cable service.

Manpower

ICTV has a staff of ten people, including the manager, office staff and technicians. The manager suggested that once ICTV begins local productions, three additional staff (programme producers) would be added.

Training

The technical staff received their training on-the-job with UMDA technicians who began the original cable installation. Now, all duties are handled by local technical staff except for major repairs which are sent to Guam or Hawaii.

The manager was well aware that staff training would be necessary if ICTV ventured into the production of local news. He stated that ICTV does have plans to produce local news bulletins but could not advise when this might eventuate.

Equipment/Buildings

The Administration offices and the "Head End" Station of ICTV are located in different buildings in Kolonia. At the Head End Station, VHS recorder/players play back pre-programmed video tapes with up to 6 hours of recording on each tape (extended play mode). A 20 foot satellite dish with computer tracking is in operation. To improve the reception from Instelsat V, it is planned to increase the size of this dish to 25 feet. They do not have production equipment at the present time but ICTV would make appropriate purchases when it decides to produce local news bulletins.

The following equipment is currently used at the cable's Head End Station:

- (12) Television modulators for Channels 2 to 3
- (26) VHS Players (two for each of the 13 channels)
- (12) 5" monochrome monitors for channels 2 to 13
- (1) Colour monitor
- (1) Encoder generator and pre-amp for Intelsat V
- (1) B-MAC decoder/receiver/tuner
- (1) Atari Computer
- (1) Satellite automatic tracking system
- (1) 20 foot satellite receiving dish

POHNPEI Television

Background

Established in June, 1989 Pohnpei Television was the second station started in Pohnpei. Owned and operated by James Hiyane, a local businessman (originally from Hawaii), the broadcast

system began at a time when Elgenberger's Television service was broadcasting only one channel and experiencing difficulties with its decoders.

Pohnpei Television offers four channels (Channels 2,4,5 and 9) which feature many more programmes. Although Hiyane hopes to expand his service by purchasing a microwave transmitter and relocating his main transmission mast to a higher location, he has no definite plans to produce local programmes.

The four channels broadcast encoded signals, requiring subscribers to rent a decoder from Pohnpei Television. A US\$25 deposit must be paid upon installation and the monthly subscription is US\$13.95, making it slightly cheaper than ICTV's service.

Viewing Audience

Although he was unsure of exact numbers, Mr Hiyane estimated that Pohnpei Television had up to 150 subscribers. With an average of 8 people per house, his viewing audience is an estimated 1,200 people.

Programming

Transmission hours are 12 p.m. to 12 midnight daily. The types of programmes include soap operas, situation comedies, movies, sports and cartoons. They are video taped off-air in San Francisco, California, by COMTEL the same company providing programming for Yap's Television service. San Francisco commercials are not removed before the programmes are transmitted.

Because of the relatively small number of subscribers and the small size of Pohnpei, Mr Hiyane can respond to his customers' requests for minor programming changes. For example, people requested more cartoons on Saturdays for the children, and Hiyane arranged with COMTEL to provide more cartoons in his next

shipment. Eventually, Pohnpei Television may go into local news, if Mr Hiyane feels that it can be made profitable or give him an advantage over his competitor, ICTV.

Local commercials are rarely put on air because the revenue from them is so small. Only US\$5 is charged each time a commercial airs. There are reportedly very few local companies wishing to use television to advertise.

Manpower

Pohnpei Television operates with a total of three staff members. Two are technicians who operate the equipment and the third is clerical, handling the accounts, etc. Mr Hiyane has plans to increase his staffing until his service begins receiving more subscribers.

Facilities

The PACTEL mission was not able to visit the transmission facilities of Pohnpei Television but it was explained that all of the transmission equipment is located with the transmitter on a high hill in Kolonia.

Equipment

The Television service is provided on channels 2,4,5 and 9. The transmitters' power is 10 watts. Because the signal is scrambled (encoded), decoders must be rented by customers to receive the signal. These decoders can be cut off by computer for non-payment of the monthly fee.

Pacific Missionary Aviation (PMA)

Background

Although it has not yet established a television service, Pacific Missionary Aviation has definite plans to move into television

in a very big way. According to the president of PMA, Reverend Edmund Kalau, their new television broadcasting service could be on the air by the end of 1992. A very large and sophisticated studio complex (by Pacific island standards) is already under construction.

PMA is a church-sponsored service organization which provides air service to the outer islands, a medical boat providing free treatment and a printery which produces educational and religious publications. Funding for the organization comes mainly from Germany, much of it reportedly provided by private individuals and some by the Swiss government. Rev. Kalau was formerly associated with the German Missionary Society but broke away and formed PMA. He has spent 18 years in Micronesia. PMA operates in Yap, Chuuk and Pohnpei states. Rev. Kalau, himself a Lutheran, claims PMA is inter-denominational, providing services for all Christian faiths.

When the television studio is completed and the service is on the air, PMA plans to broadcast an equal mix of educational and religious programmes. The large studio houses a stage and central area capable of seating up to 300. The plans are to broadcast church services from in the studio every Sunday.

A large transmitter (output power not revealed) and mast have reportedly been purchased and are awaiting installation. Once installed, the service would likely have a larger potential audience than the two other television services because of a greater service area.

Programming

The proposed programmes for the PMA service are educational and religious. Rev. Kalau stated that they would also provide a local news programme. Their aims are very ambitious. After two to three years on the air, they hope to be able to provide 8 hours of programming each day. One of their long term goals is to help prepare young people for modern life, including

examination of the problems facing youth, developing a sense of responsibility and helping them maintain their cultural traditions.

Manpower

There were no full-time staff members for the proposed television service at the time of the PACTEL mission. However, R. Kalau's son, who received a degree in communication from a California university, will oversee the television operations. A German team designed the studio and ensured the acoustic capabilities of the recording rooms. An American television engineer has been engaged to draw up a list of production equipment, install the equipment and train local staff to operate it.

Training

Although PMA's immediate needs are to complete the studio and get the system working, there are obvious needs to train the as-yet-unhired staff in television production techniques. It was stated during our meetings with the President's office staff that even staff of private organizations like PMA, provided they are local, could participate in training offered to the government of F.S.M.

Facilities

For a reported US\$360,000, the PMA has partially completed construction on an impressive professional studio and production rooms of the highest quality. The concrete block building has double walls insulated with glass wool (fibreglass insulation). The studio is designed so that it is not symmetrical ensuring good sound acoustics.

From an elevated level, the vision control room can overlook the entire production area. Rooms for two off line editing units are under construction. Provision for a technical workshop has been made. It was explained that an electrician with studio design

experience and a studio design engineer are expected to finalize the construction.

Equipment

Equipment specifications had not been prepared when the mission visited PMA. It was probable that professional television broadcasting production equipment, video recording format and transmission system would be utilised.

Government Television Service

Background

During the PACTEL mission's initial meeting with a member of the President's office and the manager of Pohnpei's radio station, it was stated that the state government also wanted to establish a television service. Although they have not identified source a of funding to cover costs, they have reportedly prepared a list of equipment as part of a proposal which, when completed, will be submitted to the Governor. It is hoped that funding will then be found.

One of the stated goals of the proposed television service would be to "increase local production" and "reduce foreign importation" of programmes. The television service would be administratively under the state public affairs department, as is the government A.M. radio service. Those interviewed had not given much thought to how they would acquire and train staff or how they would achieve the desired level of local programme production.

Programming

Those interviewed told the PACTEL mission that the proposed government television service could provide a large part of its own educational, health and other development oriented programmes. They had, however, given very little thought to how

they would achieve this or to a source of foreign programmes to supplement local efforts. If the government AM radio operation were used as a model for comparison, one could reach the conclusion that the expectations of those proposing the television service are unrealistic.

Policy

Although there is apparently legislation still in effect from the days when F.S.M. was part of the Trust Territory, the Special Assistant to the President on Information had been charged with the duty of preparing a new national policy for television. She had not yet been able to produce one at the time of our visit. She stated that there was a need to develop a national policy that might be modified by the individual states to fit in with their needs and priorities. She indicated a need for assistance with developing such a policy.

The current television services only had to obtain a business license to begin broadcasting. There was no screening process, reportedly no written law to guide programming and no copyright laws in effect for F.S.M. The Secretary for Transportation and Communication stated that F.S.M. needed assistance to develop appropriate policies and regulations to cover its television broadcasting organisations services.

Facilities/Equipment

The State Government of Pohnpei does not currently have any facilities or equipment for its proposed television service. However, those interviewed suggested that the Telecom site might be a potential area in which to develop it.

Summary - Television

Clearly the development of television in Pohnpei is racing ahead. If current plans are realized, four television services could be serving Pohnpei's small population, providing a total of 14

channels of programming. It is likely that one of the services may fall by the wayside in the face of so much competition.

ICTV has a strong organization backing their efforts to develop. Pohnpei TV has discussed enlarging its area of coverage, to increase its audience. But neither service seems to have the financial backing evident in the proposed PMA television service. PMA is developing a professional-quality studio and, once their transmitter and antenna are operational, they could reach the largest audience in Pohnpei.

The expression, by Pohnpei State Government officers, of the wish to set up their own television broadcasting service seems almost an afterthought in the wake of the setting up of IC Television and Pohnpei Television very little, if any, serious planning seems to have eventuated. The means to establish the system is one question, the means to operate it another and a further question is whether it is needed. A more practical and beneficial avenue of development may be to establish a government video production centre which could produce educational, developmental and other programmes for transmission by the existing systems (ICTV Channel 6 for example). This would provide a useful boost to local programme production and involvement with the established services.

There is a stated need for policy and guidelines for the further development of television in Pohnpei. Such a policy could control the type of programming broadcast on television and provide a boost to local programme production by mandating a small percentage of local content in television transmissions.

VIDEO PRODUCTION UNITS
(Office of The President)

Background

The Information department in the Office of the President is involved in providing information to the people via radio, print and video operations. The effectiveness of the video production

unit is limited by its production capacity and the low rate of exposure of its video programmes which revolve around the activities of the President and other senior national government figures.

Manpower

There is only one person working in the video production unit. His title is Graphic Artist. He is also responsible for print materials and radio program production.

Training

The Graphic Artist has attended several training courses conducted by the South Pacific Commission in video production techniques.

Facilities

The Information department's media facilities are located in three rooms of the President's office complex at the Palikir national buildings. A control-room looks into a radio and video studio connected to a video-editing room. All the rooms are air-conditioned.

Equipment

A basic, VHS editing system consisting of control unit and two editing machines. A special video titler with a monochrome camera is utilised as is a basic 2 channel audio mixer. The following equipment is located in the unit.

- (2) Editing recorders (VHS)
- (1) Edit Controller
- (1) Video Titler with monochrome camera and built-in audio mixer
- (3) Monitors
- (1) Camcorder (VHS)
- (3) Cameras

Community College of Micronesia (CCM)

Background

The video unit at the Community College of Micronesia primarily records events around Pohnpei and archives the material for showing to students of the College. They hope to upgrade their equipment to programme production capacity level and expressed the desire to broadcast programmes on ICTV channel 6 (the local origination channel).

Manpower

CCM has basically one person who is responsible for video production. His title is Media Specialist. He has many other responsibilities other than video and actually spends little of his time producing programmes.

Training

The Media Specialist has received training at the South Pacific Commission's Regional Media Centre in basic video production techniques. But he admits that much of the training has been forgotten because of the lack of editing equipment and the fact that little time is allotted to video production.

Facilities

The CCM video unit has no specific room for video production but it appears that there is sufficient space for future development. One room is used to show video programmes, 16 mm films and local cable television programmes. This room also serves as a storage area for a large number of 16mm films and video tapes.

Equipment

One basic video replay unit is used to show video programmes. It also serves as a simple editing unit with manual start and

stop of the two home video recorders. The video equipment includes the following:

- (1) TV Monitor
- (1) VHS recorder
- (1) Camcorder (VHS)

Those interviewed at CCM advised the PACTEL team that approximately US\$10,000 worth of equipment was being ordered and was expected in 1992. This equipment would be in the VHS format and include editing equipment. During our visit, the list of the actual equipment ordered could not be found.

Video Production Unit Summary

Very little local production is being done at this time. Partly this seems to be due to the small number of staff working in production and partly appears to be caused by the limited equipment available. But both CCM and the President's Office for future upgrading and increases in the output of local programming. No plans, however, to increase the number of production staff have been mooted.

Recommendations - Television and Video Production

(1) Need for National Policy & Guidelines

The government of F.S.M. needs to develop a television policy for the present and future development of the medium. This is also necessary for the Pohnpei State Government. It is recommended that outside expertise be sought to develop a policy relating to all aspects of television broadcasting. Such a policy could require all television broadcasting services to have a percentage of locally produced programmes to ensure that local production is encouraged.

(2) Strengthen Video Production Instead of Introducing Television

Pohnpei State Government could work towards strengthening the

existing video production units at CCM and the President's Information Department instead of launching into the already crowded television broadcasting field. A goal could be set for the production of local programmes which could be utilised on the existing television services. Even a government news programme may be a feasible production activity.

(3) Additional Staff needed in Video Production

In order to increase the number of local programmes made, there is the need to increase the number of staff working in production both at the President's office video unit and at the Community College of Micronesia. These new staff members would most likely require training in video production.

(4) Need for Training in Technical Areas

The need for trained video and television repair and maintenance technicians is quite apparent in Pohnpei. How to solve the problem could be the subject of urgent discussions between television service operations, video production unit managers and government officials.

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REPUBLIC OF THE MARSHALL ISLANDS

Country Background

The Marshall Islands Archipelago, occupies 2 million square kilometres of ocean in the central Pacific, and is one of the four great archipelagos which make up the Micronesian region. The Marshall Islands have a total land area of 180 square kilometres and consist of 1,225 islands contained in 29 atoll groups and 5 coral islands. The islands are formed in two chains 1,300 kilometres long, the Ralik and the Ratak Chains, located in the eastern extreme of the Micronesian region. Marjuro, in the south-east of the archipelago, is the Marshall Islands capital as well as the administration and commercial centre, where 16,000 of a total population of 41,000 people live.

Because of its proximity to Hawaii, the Marshall Islands experienced the ravages of World War II and shortly after the war ended became the site for a series of nuclear tests. From 1946 to 1958 the US conducted a series of atmospheric nuclear tests on the northern atolls of Bikini and Enewetak. The effects of the radio active contamination of the land and the people are still being dealt with. Kwajelein Atoll became a Pacific Missile Range in 1961, a target for Intercontinental Ballistic Missiles fired from the United States mainland at the Kwajelein Lagoon.

The Marshall Islands became a Republic in May, 1979, when it formed its own government. The 33 member Parliament or Nitijela is elected every four years. From its ranks the Nitijela elects the President who in turn appoints his cabinet from the elected Nitijela members. The Council of Iroij, consisting of 12 hereditary chiefs, deals with traditional customs and land issues. Each of the 24 inhabited islands and atolls is under the control of a Mayor and Island Council. In 1983 a Compact of Free Association allowing for considerable US aid over a 30 year period was set up.

The government runs medium-wave and short-wave AM broadcasting services in the capital Marjuro in addition to which there is a basic lowpower television broadcasting service provided by the Alele Museum. In Kwajelein the American Armed Forces Radio and Television Service provides electronic media access to their personnel.

For local printed news and information the privately owned MARSHALL ISLANDS JOURNAL is published in Marjuro on a weekly basis. People also have access to the PACIFIC DAILY NEWS distributed to the region out of Guam.

TELEVISION

Introduction

Although no exact dates could be obtained during the mission's

brief visit, the first television service in Marjuro was said to be a small private cable operation which operated for a year between 1976-77. Reportedly due to technical difficulties, the television service ceased operation.

Subsequently another private service, Marjuro Educational Television (METV), commenced transmissions in 1988. This still operates and will be described below. In addition, the government of the Marshall Islands has tentative plans to develop a nation-wide television service with a possible start-up date of 1993. The primary reason for this government service was said to be for public information. Its administration would be directly under the President's Office.

Two of the President's Special Assistants discussed the need for a technical feasibility study for the development of this government television service. In its first phase the television service should include Marjuro and Arno atolls and, in its second phase, Ebeye in Kwajalein atoll, and in its final phase the outer islands. Besides the transmission requirements a feasibility study on production requirements would also be necessary. Because of the lack of local expertise, government would request an outside agency to conduct these studies.

The President's plan calls for a large increase in local production of television programmes, to assist education in schools, health education, women's issues, and rural development.

In the first phase, the President's assistants felt that only 2-3 hours of television should be broadcast each evening. They also stated that the President wanted both local and international television news included in the service.

A broadcast television service is in operation at the American military installation on Kwajalein atoll. It is not known exactly when this television service began, but it carries the American Armed Forces Radio and Television service to American servicemen on Kwajalein, although the signal also reaches Ebeye.

The signal is taken off satellite and includes CNN news, sports and entertainment programmes. The 10,000 residents of Ebeye, many of whom are Marshallese workers at the Kwajelein missile testing site, can receive this signal but not the television signal from Marjuro.

Marjuro Educational Television (METV) - Brian Reimers

Background

A television service began in 1988 which was set up by the spouse of an expatriate woman posted to Marjuro Hospital. Brian Reimers, brought a small transmitter (100 watts) to Marjuro with him and set up a broadcasting service, offering free service to anyone who could pick up his signal. He called his service Marjuro Educational Television (METV). There were no commercials, only educational programmes, documentaries and entertainment. He had a small satellite dish, recording programmes presumably off the American Armed Forces network (before that signal was encoded), and then rebroadcasting them.

He later sold the transmitter and other equipment to the Alele Museum which then began its own broadcasting service.

Alele Museum - Continuation of METV

Background

The Alele Museum began broadcasting in August 1989 with the transmission equipment purchased from Brian Reimers. Since the establishment of the service, they have experienced technical difficulties, frequently going off the air due to equipment faults and lack of back-up equipment. The Acting Chief Executive Officer (CEO) of the Museum admitted to the PACTEL team that when the Museum acquired the television service, they didn't realize that television was going to be so much more difficult than video production, which they had been doing for some time.

Alele Incorporated is a non-profit corporation created in 1980. Its stated purpose is to encourage, document and conserve the folk arts, traditional skills, historic accounts, oral literature and other cultural traditions and historic resources of the Marshall islands.

The Museum had a video production unit which had been producing local programmes since 1986, placing the programmes on the television services available at that time.

According to the Acting CEO, METV currently operates on an ad hoc basis, possessing neither a license nor formal approval from government for its television service. There is also no license with the F.C.C., the American regulatory body which issues broadcast licenses to the U.S. and its territories. The Alele Museum is directed by a Board of Trustees who settle all policy questions. Three of the board members are Secretaries of government departments (Interior & Island Affairs, Education and Social Services). Despite this METV receives very little funding from government.

METV claims to be committed to providing educational television as much in the vernacular as possible. There is no subscription fee for METV. To generate income, METV is involved in the production of commercials and outside documentaries. In 1990 for example, the station claimed to have earned US\$20,000 from outside productions and commercials.

The Acting CEO expressed her concern that if a private cable company is established in Marjuro, METV may not be able to stay in business. They have immediate needs for financial and technical assistance just to continue their television service, without which she believed METV would not be able to survive.

Viewing Audience

It is estimated that METV reaches 60% of the homes in the town area of Marjuro. The town area's estimated population is 18,000

people. It is also estimated that an average Marshallese house in town supports 10 people. Using these figures, the total estimated viewing audience for METV is 10,800.

Programming

Ordinarily, METV produces one programme per week. Their previously produced programmes run once per night as well as during the days. It is not unusual for programmes to run dozens of times. The content of these local productions is primarily dancing, music and singing groups, traditional story telling, handicraft artists as well as local and national festivals. These are often produced with a minimum of editing or sound enhancement. Since the Alele Museum also encompasses the National Archives, much of what is videotaped is kept for historical preservation. For a short time, METV also produced a news programme, but the journalist who produced the programme found himself too busy with his duties at the radio station where he worked full time.

Some of METV's programmes come from the Media Centre at the Ministry of Education. METV also produces commercials and documentaries for charge US\$10 per minute, per showing. The manager of METV expressed a need for television programmes from other Pacific island countries to inform the Marshallese people about their neighboring island countries.

Hours of transmission are:

Monday-Thursday	8 a.m. - 10 p.m.
Friday	8 a.m. - 12 p.m.
Saturday	10 a.m. - 12 p.m.
Sunday	1 p.m. - 10 p.m.

Manpower

There is a total of three staff, including the manager and two production staff who produce programmes and operate the

transmission equipment. Recently, one of the staff resigned to take another job, taking with him several years of experience and the knowledge gained from two overseas training courses.

Although METV is considered a privately-run operation, some finance is received from government through payments for the videotaping of events for the National Archives. In addition staff are nominated by government for training courses available to Marshall Islands through its Foreign Affairs Ministry.

Training

The Acting CEO for the Museum stated that training of television was one of their main requirements especially in the technical areas of television and in programme production techniques. If equipment breaks down, a Marjuro-based technician may be able to effect repairs but he reportedly charges high hourly fees for these services.

The staff have received a minimum of training, most of it on the job. Only one of the present staff has received a formal training overseas. This training was a regional training course in Directing conducted by the South Pacific Commission under the PACVIDEO Project.

The training needs stated during the PACTEL mission included:

- Broadcast Management Training
- Technical Training in Equipment maintenance & troubleshooting
- Production Techniques

METV Building

METV occupies a concrete building of about 760 square feet in area providing space for offices and productions. Basically there are three rooms - editing, on-air studio and production studio. Acoustic tiles are installed in the editing room and in the production studio. The editing room serves also as a tape

store. The on-air studio houses the transmitter and VHS playback equipment. All rooms are air conditioned.

Equipment

Editing and ENG

METV possesses a basic cuts only VHS editing system purchased in 1983. A genlocked computer with software provides options for titles, credits, etc. An effects generator was present but not connected to the editing system. For productions, a camcorder and a separate camera/recorder are available.

The following equipment was available:

- (2) Editing recorders
- (1) Editing Controller
- (2) Monitors
- (1) Camcorders
- (2) Cameras, portable
- (2) Recorders, portable
- (3) Lights
- (1) Mixer
- (3) Microphones

Transmission

The second-hand transmitter acquired by METV operates on Channel 4 and has a maximum output of 100w but is adjusted to operate at 50w. It was reported that the transmitted signal reaches only 60% of the homes in Marjuro which is flat. The reason for this could be the low height of the transmitting antenna and possibly the poor tuning and adjustment of the transmitter system. There is no qualified technician employed to repair the equipment or do regular maintenance.

Furthermore, there were two very old, obsolete 5kw transmitters stored in the transmission room. These transmitters are beyond repair. Parts and wiring have been removed and insects nest in and among components.

The transmission equipment currently operational consists of the following:

- (1) TV monitor
- (1) VHS Player
- (1) Modulator
- (1) RF Power Amplifier 100w
- (1) DC power supply - 18V-18A

The Japanese Cultural Grant Aid Scheme has been approached to fund the following S-VHS production and post production equipment for the Museum:

- (1) AB Roll Editing system
- (1) S-VHS duplicating system
- (1) portable S-VHS camcorder
- (2) Video monitors
- (1) Video Switcher
- (2) Digital camcorders
- (2) VHS Recorders
- (2) Color Television receivers
- (1) Portable Audio Mixer
- (4) Microphones
- (1) Lighting Kit

VIDEO PRODUCTION UNITS

Ministry of Education - Media Centre

Background

The Ministry of Education's Media Centre was established in the late 1970's when the Marshall Islands was still part of the Trust Territory. The Media Centre's activities include production of radio programmes and a newsletter as well as video programmes.

The video programmes they produce cover on government activities and programmes mainly as well as programmes to assist with the

high school English language project. High school students and unemployed youth sometimes assist with production and receive basic training in equipment operations.

Because the Ministry of Education Media Centre video-records government events and activities, the Acting Director feels that it plays the part of a government-wide video unit. The centre produces a small number curriculum oriented and other educational programmes as well as the National Quiz contest between schools for broadcast by METV. The centre also has a library of foreign entertainment programmes regularly utilised by METV.

Manpower

The Media Centre normally has a staff of two - the director and a technician. Both are involved in programme production. Just prior to the PACTEL mission visit, the technician resigned to take up employment elsewhere taking with him on-the-job experience and considerable training at a community college in Hawaii.

The Acting Director of Education stated, however, that attempts will be made to urgently replace the technician and acquire approval to create new staff positions to boost programme production.

These developments will require further staff training in both the technical and production areas.

Facilities

The Educational Media Centre is located at the local high school campus. It was established in 1979 and consists of one large room divided into an editing/equipment storage section and a second room serving as a VHS videotape archive and viewing area.

Equipment

The current videotape format standard for productions is VHS. A U-matic editing system with vision mixer, DA system and CCU were previously used but because of technical problems and obsolescence the equipment is no longer operational.

The following equipment is currently in use at the Educational Media Centre:

- (2) Editing recorders VHS
- (1) Editing Control Unit
- (1) Waveform Monitor
- (6) Monitors
- (1) Camcorder VHS
- (1) Camera
- (3) tripods
- (1) small lighting set

Replay Unit

- (1) Television/Monitor
- (1) VHS Recorder/player

Summary

Although the only existing television system serving the people of Marjuro is a low power station based in the Alele Museum, two other television services are being discussed for the future. The government hopes to set up its own television service to be operated in conjunction with its radio service. A private concern (formerly MBC) is reportedly planning to set up a new television service possible through the Island Cable Television network which already has systems in Palau and Pohnpei.

The Museum's staffing is currently inadequate to professionally produce the number of programmes required for transmissions. This has resulted in sub-standard quality programmes being put

to air. The existing equipment is ageing and in need of proper servicing and perhaps upgrading. An equipment request was submitted to the Japanese government but serious flaws in the list are causing consideration delay.

Training in every facet of the television service's operation is needed. Initially formal training in production techniques and technical maintenance could be emphasised.

Recommendations

General

(1) Possibility to Combine TV Services

The government's plan to develop a television service and the need by the museum to upgrade their existing television service could perhaps be combined to make the best use of limited resources and personnel.

(2) Need for Feasibility Study

If the government wishes to provide television broadcasting to all of the Marshall Islands, an extensive feasibility study covering all facets of establishing a television service will be required with an emphasis on transmission to scattered islands.

Training

(3) Need for In-Country Training Course

An In-country training course in production techniques could be convened to provide more in-depth training for the production staff at METV.

(4) Training for METV Technician

The technician at METV needs training in basic television equipment repair and maintenance.

Equipment

(5) METV's Equipment List Needs Reviewing

The Museum's request for equipment submitted to the Japanese

Government requires reviewing by an experienced television engineer because of problems of incompatibility present in the current list.

(6) Urgent Need to Upgrade METV's Production and Transmission Equipment

If efforts at obtaining the proposed equipment through the Japanese Cultural Grant fail, other attempts should be made to upgrade the existing equipment.

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REPUBLIC OF KIRIBATI

Country Background

The Republic of Kiribati consists of 33 low-lying coral islands with a total land area of 820 square kilometres dispersed over 3.5 million square kilometres of Pacific Ocean astride both the Equator and the International Date Line. Kiribati was formerly administered by the British as part of the Colony of the Gilbert and Ellice Islands and upon gaining independence in 1979, (a year before the phosphate deposits on Banaba island ran out), the

Gilbert Islands became Kiribati. The country is dispersed in three groups, the western Tungaru Group (Gilberts), the central Phoenix Group and the eastern Line Islands. From Banaba in the west to Kiritimati Island in the east is a distance of more than 3,500 kilometres. The people of Kiribati are known as I-Kiribati.

In 1985 the total population of Kiribati was estimated to be 63,800 of which 61,500 were I-Kiribati and 33.5% of whom lived in high density conditions in South Tarawa. To relieve this undesirable situation the government has encourage migration to the line islands in the east where land is available and the resettlement of families who wish to take advantage of the scheme, is currently in progress.

Kiribati has a 41 member Maneaba ni Maungatabu, or House of Assembly, which is nationally elected every four years. The President is elected nationally from among four elected members nominated by the Maneaba ni Maungatabu. The President then appoints his eight member cabinet from those elected to the Maneaba ni Maungatabu, but appoints the Speaker of the House from elsewhere.

The I-Kiribati live a subsistence lifestyle involving basic agricultural crops such as breadfruit, coconuts, and babai and fishing in the lagoon and gathering shell-fish from the reef. The main portion of the country's struggling economy comes from copra production, the export of tuna fish for canning and royalties from foreign vessels fishing in the Kiribati economic zone.

The mass media operations in Kiribati are under the Broadcasting and Publications Authority (BPA) which operates a national AM broadcasting service, Radio Kiribati, and publishes a newspaper the TE UEKERA on a fortnightly basis.

TELEVISION

Background

At the time of the PACTEL visit, Kiribati did not have a television service or plans to develop one. According to the officials interviewed, two local requests for private television licenses had been received by government. The first, to set up a cable system, was withdrawn after cost estimates discouraged the applicant. The second application, to establish a low power terrestrial transmission system, is still pending.

According to those interviewed, the Ministry of Home Affairs would like to see television established in Kiribati but they would want it to cover the outer islands as well as the capital island. This, they felt, would prevent a further influx of people into Tarawa. Government officials would like regular access to an international news service (like CNN) to keep them up to date on overseas events.

Reportedly, approaches to TV New Zealand to investigate the possibility of using their Pacific Service, were not successful.

If the Kiribati Government were to set up television, they expressed a strong interest in local content. The subject of this local content would center on health, education and information.

Policy

There is at present no policy governing television. However, those interviewed expressed a desire for government to have more control over what people were watching. It was felt that there were too many R-rated videotaped movies available in local shops.

VIDEO PRODUCTION DEPARTMENTS

Ministry of Health - Health Education Unit

Background

Although the PACTEL mission team had an interview arranged with the health educator in charge of audio-visual equipment, he did not turn up. The team did view the facilities however, and held discussions with other staff. The health education department's goal was to make health education programmes for public education. However, they are currently hampered by mis-matched equipment and a lack of training.

Manpower

There are only two people working in the audio/visual department. One of the staff attended an SPC multi-media course several years ago. The other has had no training in video production. There are apparently no immediate plans for additional staff to produce video programmes.

Facilities

The A/V unit is housed in the newly built hospital complex. There is one small studio, approximately 4 X 6 metres which has some acoustic treatment. Another small room has some lights mounted on a track but these are merely large domestic incandescent lights.

Equipment

The A/V unit's equipment is very new but is incomplete and mis-matched. There is a portable U-Matic recorder but no camera compatible with it. No one present could explain the reasons for the equipment incompatibility situation.

Museum - Video Production Unit

Background

The Museum's video unit has been in operation for several years, utilising donated U-matic equipment. Their primary purpose to document cultural events, customs and other cultural topics.

Manpower

There are two staff members to deal with video production. They had other duties within the museum as well. This, added to severe equipment problems, has prevented them from producing any video material.

Training

The two staff of the Museum have both attended video production training courses offered by the South Pacific Commission.

Facilities

The video unit is located within the Museum building. During the PACTEL mission, the video equipment was housed in a small room which doubled as a store room and office. The entire building was air conditioned. There did not appear to be any room for expansion due to the Museum's need for more space for exhibitions.

Equipment

The equipment located at the video unit was not operational at the time of the PACTEL team's visit. They had a portable U-Matic recorder which was experiencing various problems. Although it had not been operational for several months, it had not been sent for repair nor had it been looked at by any technicians.

A very old camera loaned by SPC was believed to still work. The remainder of the equipment the unit possessed consisted of a VHS video playback deck and monitor. There was no editing equipment.

Catholic Mission

Background

The Catholic Mission's purpose in video production was to produce programs to augment the teachings of the church as well as provide community outreach programs. These video programs were on religious as well as social issues and problems. Four programmes were produced in 1991.

Manpower

Two Catholic Sisters operated the equipment and produced programmes. Both had received limited training in video production. Apart from their church duties, the two also produced radio programmes.

Training

One of the Sisters had attended a three-month video production course in Goroka, Papua New Guinea. The other had attended a shorter training course offered by the Catholic church in Suva, Fiji.

Facilities

The Mission has a small partly sound proofed studio used for recording radio programmes. The facility also has an editing room primarily used as an office by the Sisters.

Equipment

The equipment in the Mission's video unit is fairly basic. Since they do not have a proper editing system, they perform "crash"

edits using two domestic video recorders. They have plans to acquire an editing system to upgrade their production work.

The items they currently possess are:

- (1) Monitor
- (2) VHS Recorder
- (1) Tripod
- (1) VHS Camcorder

Summary

The fact that the Kiribati government has no immediate plans to develop a television service is perhaps a wise one. Although the atoll of Tarawa is flat and would facilitate the transmission of a broadcast signal, electricity is not available throughout the island. In addition, the government has stated that when they introduce television, they wish to introduce it in the outer islands as well to prevent further migration to Tarawa. These outer islands are hundreds, and some of them, thousands of kilometres from Tarawa. This situation alone presents a formidable problem for a television service to surmount, given the country's limited sources.

Despite the presence of three video production units in Tarawa, video production is under developed as all three have serious equipment problems.

There is a need to develop the Museum's video production unit to its full potential. Both staff have been trained in video production but, due to equipment deficiencies, lack the basic components to produce programmes.

The Ministry of Health's Video Unit needs additional equipment to supplement their existing gear. At present they cannot use their U-Matic recorder as they have no camera to connect to it. In addition their staff require training in programme production.

Recommendations

(1) Upgrade the Museum's Video Equipment

The Museum's video production equipment needs to be completely upgraded. It is recommended that a different format, perhaps S-VHS, be chosen since their current format, U-Matic, is obsolete. In addition, a basic editing system, lighting and microphones are also necessary.

(2) Assistance with Equipment Specifications

Both the Museum and the Ministry of Health could benefit from technical assistance with the specifications of equipment to upgrade their units. Such assistance could be sought from UNESCO, SPC or ABU.

(3) Further Training in Video Production

After their equipment is upgraded, the Museum, the Ministry of Health the Catholic Mission video units could benefit from skills training in video programme production.

(4) Television Policy

Before government decides to introduce a government television service or grants a license for a private service, a national television policy needs formulation. This policy would protect the interests of the people as well as give government the necessary legislation. The Forum Secretariat drafted "A Model Television Act For the Pacific" several years ago which could be used as a model. Alternatively, assistance could be sought from UNESCO, SPC or ABU to provide expertise to draw up such a policy.

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GUAM

Country Background

Although Guam was not scheduled to be visited by the PACTEL mission team, a brief visit was made to the educational television station, KGTF-TV, during the team's stopover en route to Palau.

Guam is a territory of the United States with an estimated population of 130,000. Approximately 30,000 of these are temporary U.S. military personnel. The island measures 30 miles in length and 4 to 10 miles in width. Guam supports a tourist industry which receives over 500,000 tourists a year, mostly from Japan. Three U.S. military bases occupy the island, representing both the Air Force and the Navy. The University of Guam is effectively the major tertiary institution of all of Micronesia, counting among its students citizens of all the Micronesian states.

Guam enjoys probably the highest level of development in the Pacific islands outside of Hawaii. For this reason, it did not fit the terms of reference of the PACTEL Project which included "the most needy" Pacific island countries. However, its role as the airline and commercial "hub" of Micronesia, and the fact that thousands of islanders from other Micronesians countries live there, make Guam of interest to this Report.

Television

Guam has four television services, three of which are terrestrial broadcasting systems (KUAM, KGTF and KTGM) and the other a cable system cable system (Guam Cable Television).

The public television service, KGTF-TV Channel 12, was established in 1970 to provide educational, cultural and entertainment programming. KGTF is affiliated with the American national Public Broadcasting Service (PBS). As such, it is a non-commercial station with funding provided by American federal grants, appropriation from the local Guam government as well as contributions from local individuals and business community.

The PACTEL team was advised that as much as 30% of KGTF's programming is locally produced. The remainder comes from PBS in the U.S. mainland. The station produces a Filipino language public affairs programme, a competition programme for high school students, meetings of the Guam Legislature, public service announcements as well as more traditional educational programmes.

Nearly all of the station's 22 staff members are native to Guam. Since KGTF is a government educational station and because Guam is a member of the South Pacific Commission, the staff members are eligible to attend SPC training courses. To date, three of the station's staff have participated in SPC training activities.

KGTF's production facility is the largest on Guam, with seven camera remote capability and full in-studio editing and special

effects. It is also planning to acquire an OB production van to videotape the legislature and other events.

A 6 kilowatt transmitter provides extensive coverage of Guam but KGTF is also carried by Guam Cable Television. Two repeaters have recently been purchased to extend KGTF's coverage to the Commonwealth of the Northern Mariana Islands (CNMI), its neighbour to the north.

KGTF's general manager expressed support for the idea of a regional Television programme exchange and said that his station would participate in such an exchange. Because of the large population of Micronesians in Guam, the manager felt that programmes about the other Micronesian states would obviously be of interest of KGTF's viewing audience.

OVERVIEW OF TELEVISION IN MICRONESIA

The region in the North Pacific known as Micronesia, which means "small islands", is a vast oceanic area containing thousands of islands divided into seven political entities. The Republic of Belau (Palau), Federated States of Micronesia (Yap, Chuuk, Pohnpei and Kosrae), Republic of the Marshall Islands, Commonwealth of Northern Mariana Islands, United States Territory of Guam, Republic of Nauru and the Republic of Kiribati.

Television broadcasting in Micronesia is widespread and currently exists in all countries of the region except the Republic of Kiribati and the State of Kosrae in FSM, and is in the process of establishment on a permanent basis in the State of Chuuk. Currently there are fifteen television broadcasting establishments in Micronesia plus a series of video production units run by government departments, statutory bodies, education institutions and religious groups. The service areas of the television transmission systems mainly cover the centres of population existing in and around urban areas.

The PACTEL mission made seven stops in the region - Belau, the States of Yap, Chuuk, and Pohnpei in the Federated States of Micronesia, Nauru, Marjuro in the Marshall Islands, and Tarawa in Kiribati. These destinations were chosen as their media infrastructures are not as well developed as those in the rest of Micronesia, namely, Guam (USA) and Commonwealth of the Mariana Islands.

Throughout the region television is obviously popular among government authorities, the business community and the people in general. This is not surprising in view of the attractiveness of the medium and the considerable period (since 1945) of very close association with, and economic support from, the United States of America. (This of course does not apply to Kiribati and Nauru.) In Belau there are 12 cable television channels and 1 transmitted channel available to the public and in the FSM state of Pohnpei 10 cable and 4 transmitted channels. In Belau 4 cable channels provide a 24 hour service and the other 8 channels operate from 0600 - 0200 daily. In Pohnpei there are 2 X 24 hour cable channels with the other 8 normally operating from 0600 to 2330 hours. The four transmitted channels in Pohnpei operate from 1200 to 2400 hours daily. The mission was informed that the company operating the cable services in Belau and Pohnpei also owns multi-channel cable television systems in Rota and Saipan in the Northern Mariana Islands. In comparison, Yap, Marjuro and Nauru operate single channel terrestrial systems with shorter transmission periods and Chuuk is currently in the process of setting up a similar structure. Kiribati does not have a current national plan to introduce television broadcasting.

In all of the countries visited, both the terrestrial broadcasting and cable television infrastructures utilise miniaturised, low-power transmission systems and non-broadcast standard small format (VHS) recording and playback equipment. All of the Micronesian countries except one utilise the NTSC television standard. The exception is Nauru where PAL is used. In the main, these television broadcasting infrastructures

represent the essentials required to enable the transmission of prerecorded images and audio. In addition satellite dish systems are utilised by Nauru, to receive international news, and by the cable television companies to receive United States international television transmissions from CNN, HBO, ESPN and Disney Channel. At the time the PACTEL Mission was conducted, only three television broadcasting organisations visited, (in Guam, Nauru and Yap), possessed television production equipment which included editing facilities. In this regard the video production units were better equipped as nearly all of them had basic post production capabilities. (It should be noted that the KGTF facilities in Guam were highly developed in comparison to the basic production systems in Nauru and Yap.)

The number of staff employed by television broadcasting organisations and video production units in general is small and indicative of the limited budget and limited facility nature of most operations. The small establishments reflect reality in relation to the economic character of the region. Most of the television broadcasting systems in the countries visited are privately owned (the current exceptions being Yap and Nauru - eventually Chuuk).

The programming of television services in the Micronesian region is made possible by the highly developed television broadcasting systems of the United States of America. Programmes are videotape-recorded off-air, in Hawaii or the west coast of the mainland, air-freighted to the recipient Micronesian organisation and put to air, complete with commercials and other announcements. This is done seemingly at affordable cost and without breach of copyright regulations. The inclusion of mainland commercials in Micronesian television transmissions is reportedly tied in with USA copyright arrangements. The mission was informed that as long as the commercials are not edited out of the mainland off-air videotape recordings, the costs of programming are lower than they otherwise would be and that United States copyright arrangements are satisfied. As copyright laws are quite complex, this situation can only be clarified

through knowledgeable legal confirmation. This advice was not available to the mission. However, the widespread practice of utilising pre-recorded USA videotaped programming in the region goes some way towards indicating legitimacy. It should be noted that Nauru is the only country in Micronesia utilising pre-recorded programming provided by Television New Zealand.

Readily available commercially produced USA television programmes, make the programming of a system in Micronesia as simple as playing videotapes on air. The style is typical of the region. This may, however, have had a detrimental effect on motivation to produce local programmes for broadcast purposes. In all of the countries the PACTEL mission visited, there was expression of interest in broadcasting locally produced programmes but very little evidence of local programming in transmissions. In both Belau and Pohnpei the multi-channel cable television systems make provision for broadcasting locally produced educational and developmental programmes, but the available channel (CH6), is, for very large part of the time, inactive. Programming, therefore, is largely of foreign origin and initially designed for a foreign audience. These factors would have a strong influence on any attempts by Pacific island countries to initiate and develop an effective programme exchange mechanism.

The mission is of the opinion that the main purpose for which television is utilised in Micronesia is entertainment (movies, music shows, sports, etc.). As is the case in many countries, the man in the street sees this as a desirable reason for possessing a television system. This opinion is not supported by detailed research, but was formed by speaking to non-media people of the general public the mission members encountered. Second, in order of popularity, seemed to be international news and information - this was the view of the more mature informants. In the countries surveyed, there were expressions of interest in local television news, but no apparent current efforts at producing regular bulletins. However, the mission was able to view a fairly comprehensive locally produced news

bulletin at Guam, an important transit point for travellers in Micronesia.

The lack of development oriented television material lends some support to the view that there is an entertainment bias in the mainstream programming. There was evidence of local video production in Belau, Yap, Pohnpei and Marjuro (of varying content and quality) but, in terms of providing significant television programming inputs, not of sufficient volume. However, very few of the development oriented programmes produced were utilised in television broadcast transmissions. The educational programmes produced by the Belau Ministry of Education and the Belau Community Action Agency are examples of this. On the other hand, in Marjuro a poorly produced, unedited video-recording of a local dance display received consecutive repeated transmission.

With previous involvement in radio operations, the entry of church organisations into video production and television broadcasting is a notable development in the region. In Belau, and Chuuk the mission encountered Catholic Mission video units producing educational, social and religious oriented programmes. In Pohnpei we visited the Pacific Missionary Aviation (PMA) organisation which, as the name suggests, runs an outer islands air service. They also operate a medical ship providing free treatment and a printery producing educational and religious materials. PMA is currently in the process of constructing a massive television studio and broadcasting complex close to Pohnpei town. This interdenominational group has an ambitious local production plan and intends to televise religious, educational and community development programmes via broadcast standard equipment and a high powered transmitter to the populous of Pohnpei Island. The main television studio, with a seating capacity of 300, is designed to accommodate a complete church service. PMA's television operation may well take a lead in terms of locally produced programmes but this will not be apparent until after a period of practical production and on-air experience.

As is the case in most developing countries in the Pacific region, television technical expertise is in short supply. Most of the video and television systems encountered by the mission operate with minimal technical maintenance knowledge. Complex electronic problems are catered for by private companies based in Guam, Honolulu and U.S. mainland. This of course means freighting the faulty equipment item, usually by air, for costly repairs. An important factor relating to less complex incountry technical maintenance is that spare parts are quite often not available locally and recourse to Guam, Honolulu and the U.S. mainland is again necessary. The mission encountered several instances of a unit waiting many months for the supply of a spare part or connecting cable. We also encountered the phenomenon of personnel not knowing how to acquire spare parts or accessories.

Although local production expertise is improving, through training efforts mounted by UNESCO and the South Pacific Commission (SPC) over the last three years, the mission noticed variations in expertise both between units in a country and between countries. This is inevitable, in terms of human general ability capacities, but continued training development efforts should achieve further aesthetic improvement and more comparable levels of production expertise. Improved production expertise could lead to improved motivation to produce acceptable local news and other programmes that would be received favourably by local television viewers alongside imported programmes which have set the "generally accepted production standards" of viewers. The saturation of television transmissions with "electronically slick", "fast moving" imported programmes is very much the order of the day. It is difficult for local producers to emulate and compete with these productions as they do not possess the modern electronic special effects equipment available to United States programme producers. This, however, should not be seen as a factor to discourage local producers but rather as a challenge to improve their programmes. This challenge needs to be seriously considered as it relates not only to local programming inputs but also to the feasibility of television programme exchange between Pacific island countries.

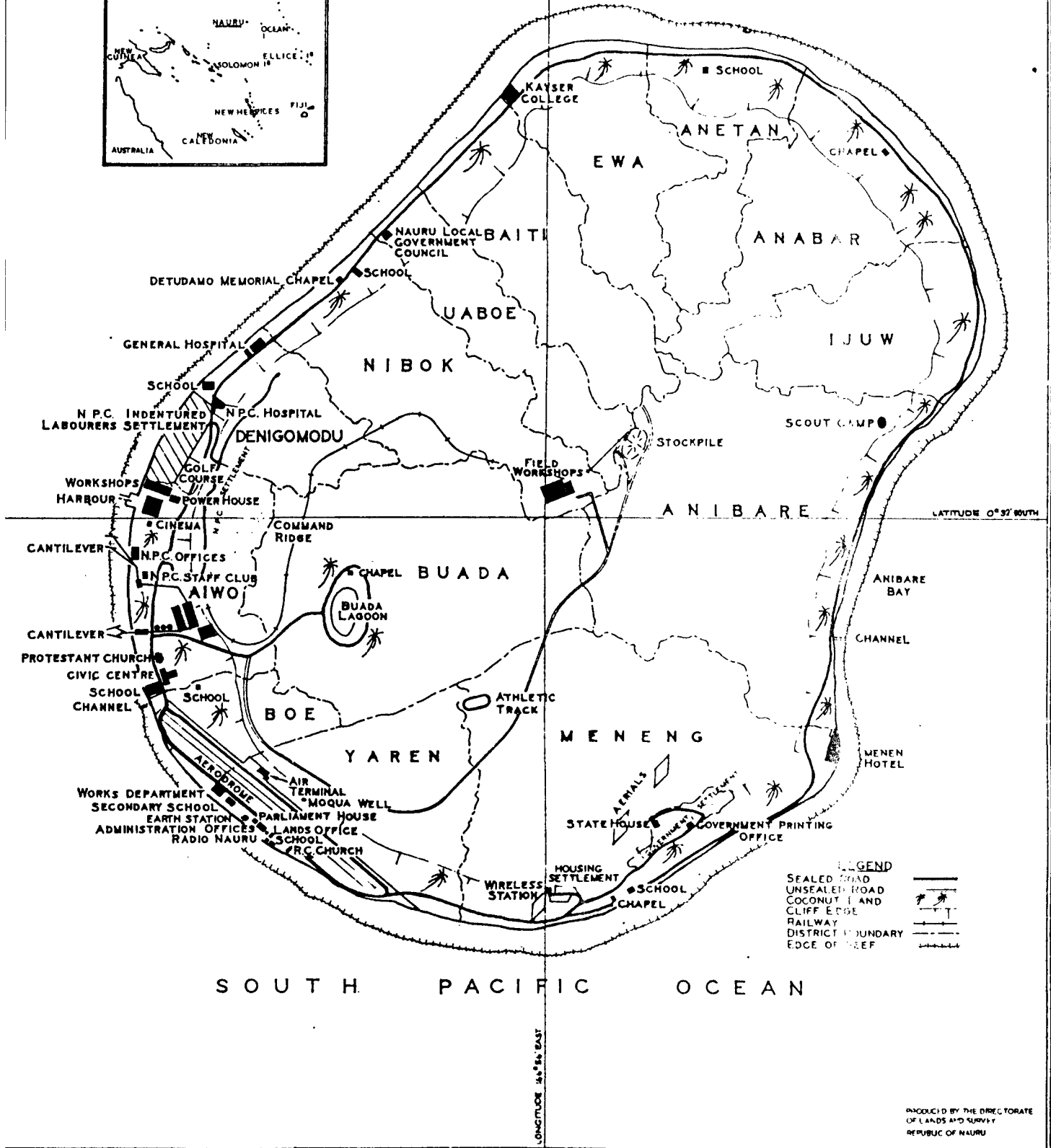
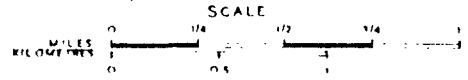
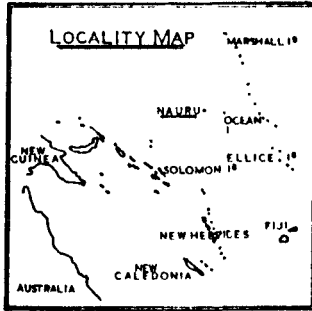
In overall view, most of the Micronesia countries have, on a small scale, imported two key elements of the television broadcasting medium - that is, basic technical infrastructure and programming - and these imported elements rely heavily on foreign sources of supply for sustainability. In the transfer process provisions for the development of local technical expertise, important to the efficient maintenance and operation of a television service, were lacking. There was a similar lack of planning for the provision of local programming inputs and because of this, transmissions contain little reference to the traditional Micronesian ways of life or support for local social and cultural feelings and aspirations.

Local feelings conveyed to the mission by government officials, television managers and production personnel indicate a strong wish for a "suitable volume" of local content in television programming, but the means to achieve this in terms of policy, planning and equipment is required. Private individuals supported local television inputs and some views expressed were - "Local programmes need to be interesting" - "Cover a lot of sports and don't make development programmes too long" - "Local news would be a good local shows" - "I would like to see some local programmes for children as well as for women" - "There is a need for local news, we don't know what's going on in this country" - "Our people have forgotten how to grow things, what about agriculture". The road to achieving these aspirations may be long as much needs to be done towards transposing expressions of interest into tangible development actions.

These actions have wide scope and embrace the development of all important aspects of television broadcasting operations. The extension of transmission infrastructures and service areas, the upgrading of on-air studio facilities, the provision of adequately equipped production studios, the further training of production and management personnel, the development of technical maintenance expertise, the preparation of suitable programme production plans, effective levels of programme production and

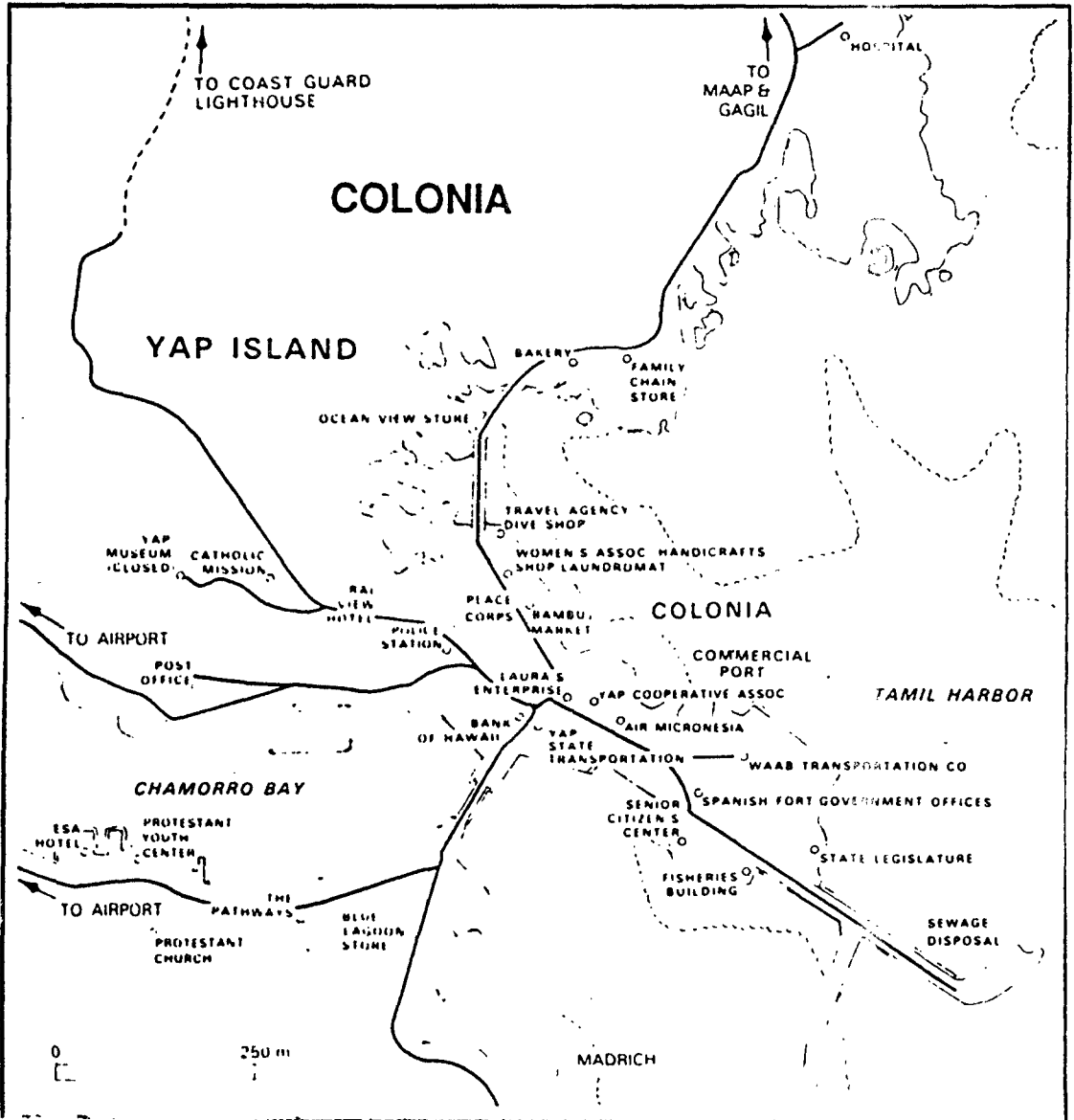
the formulation of coherent policies to guide national strategies and the overall development processes in the desired directions.

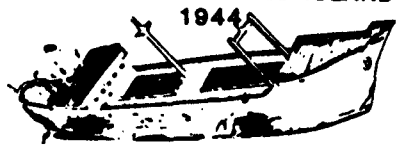
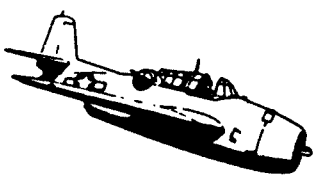
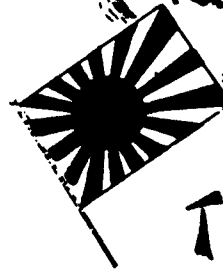
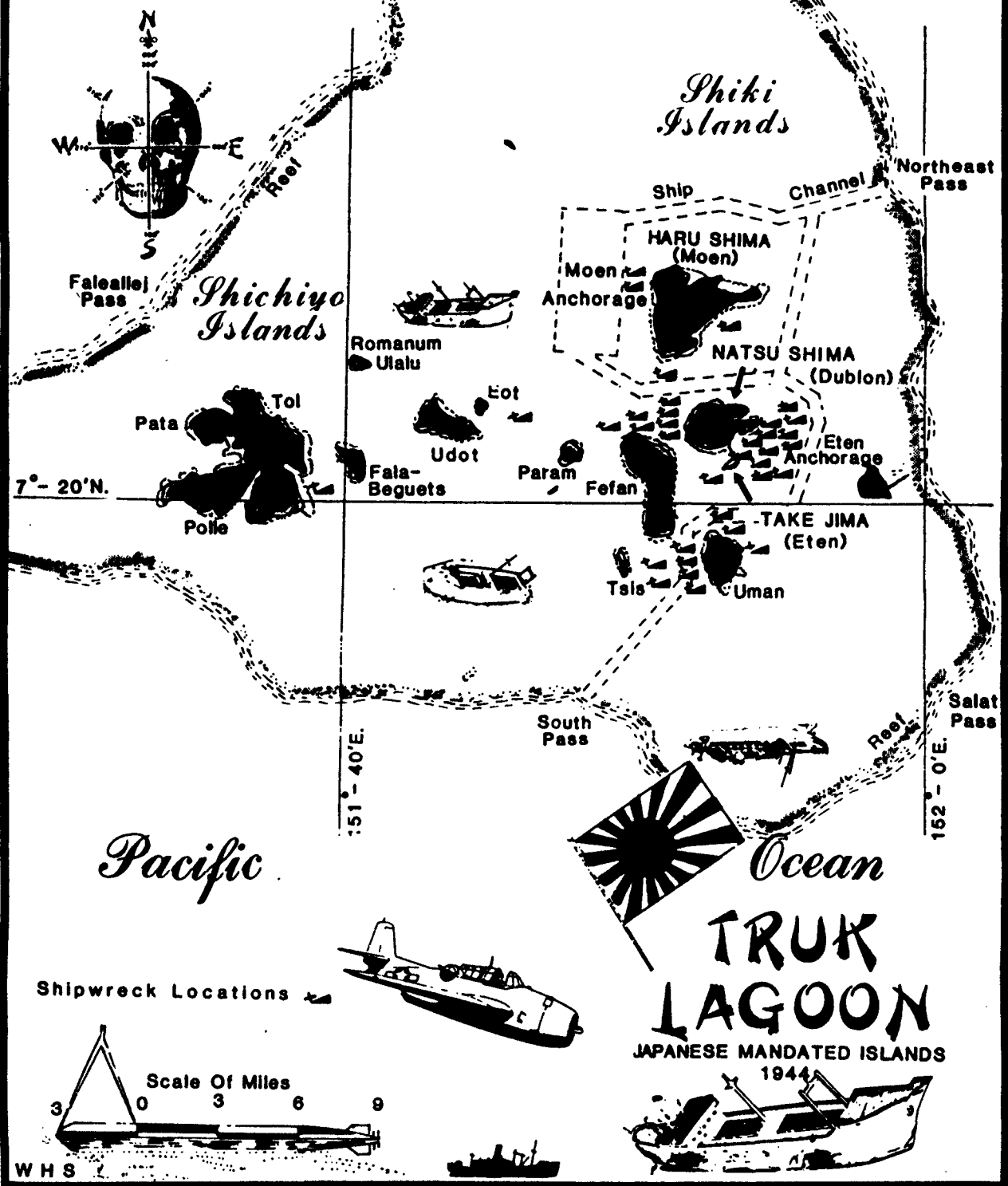
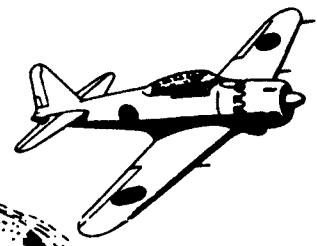
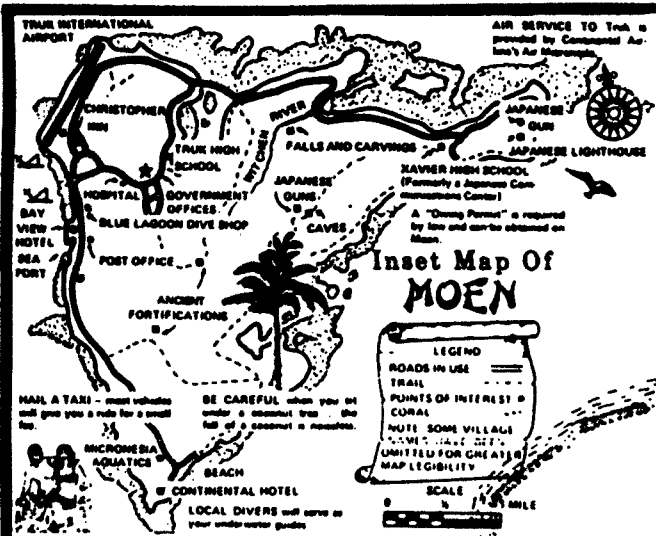
REPUBLIC OF NAURU

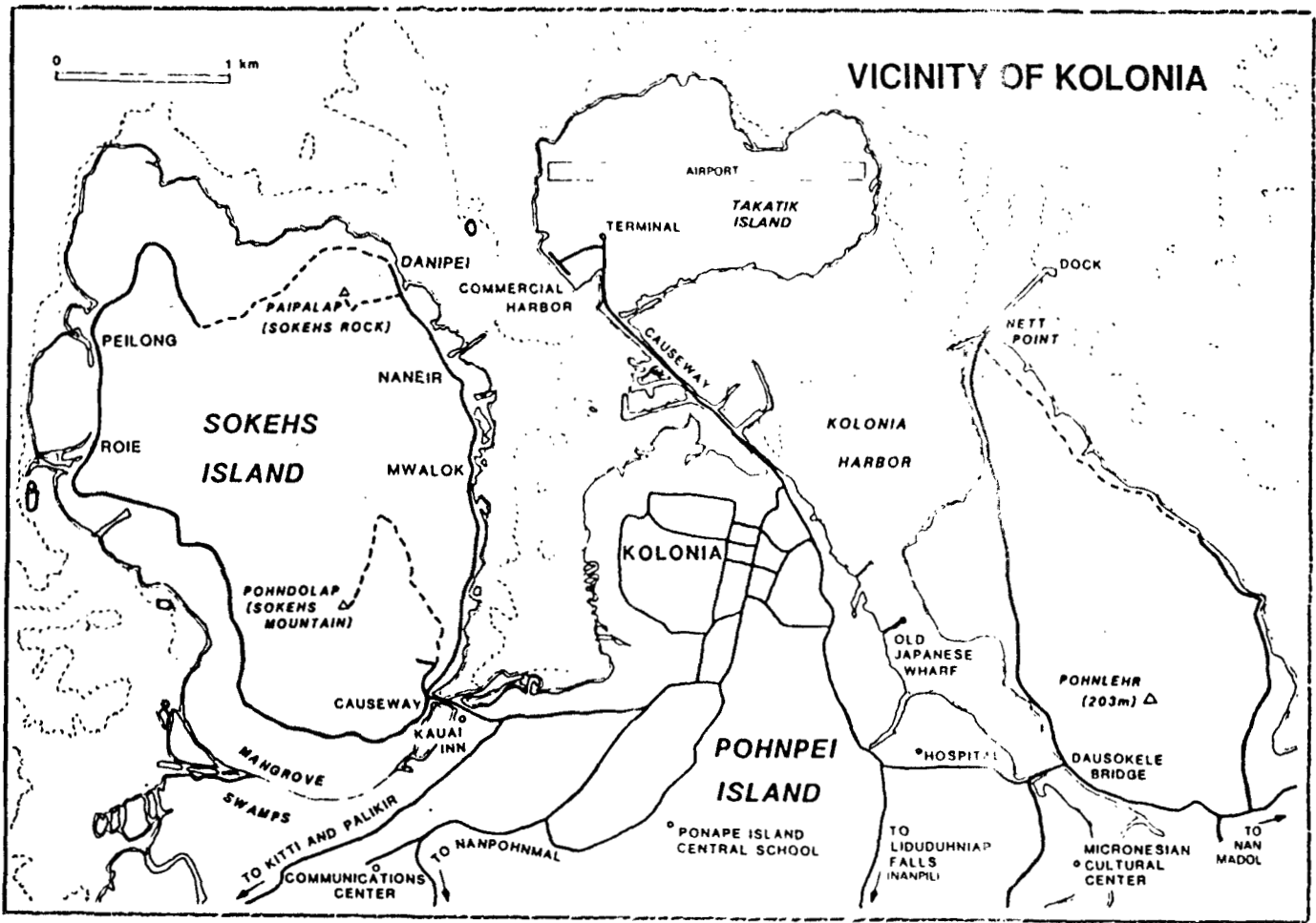


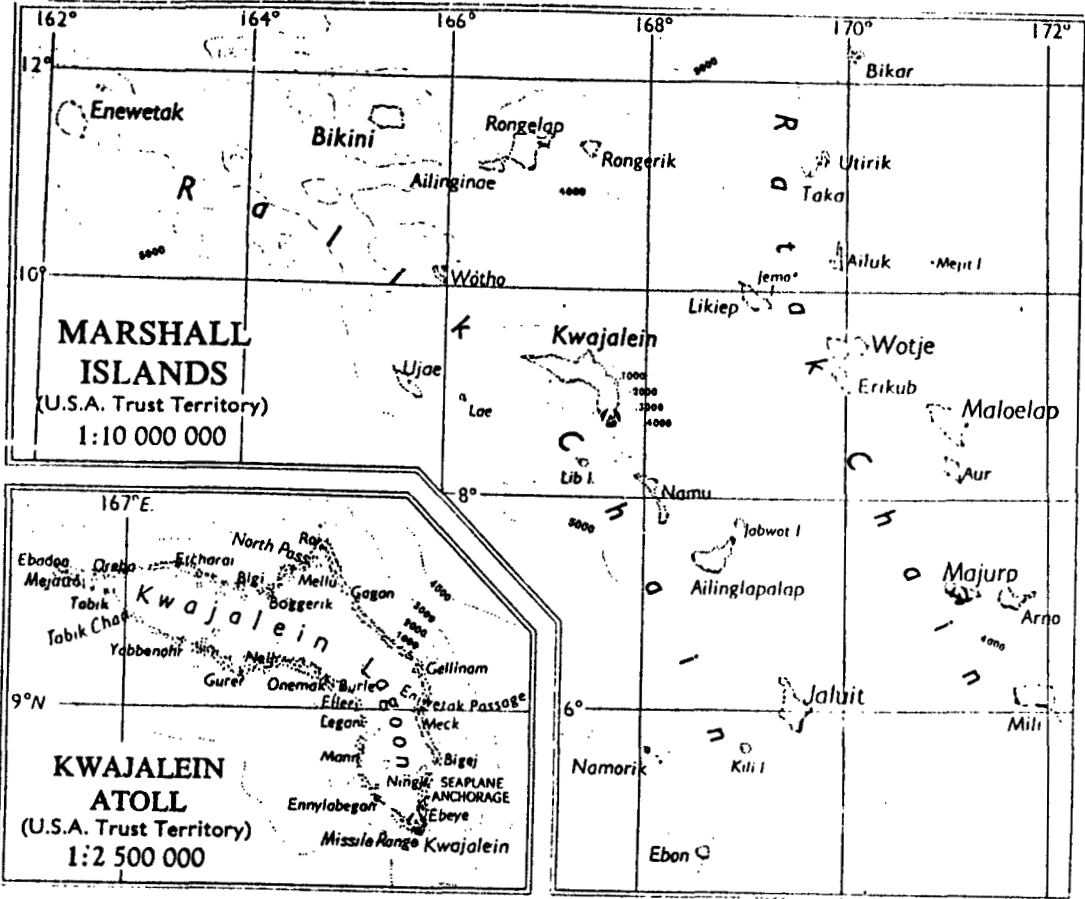
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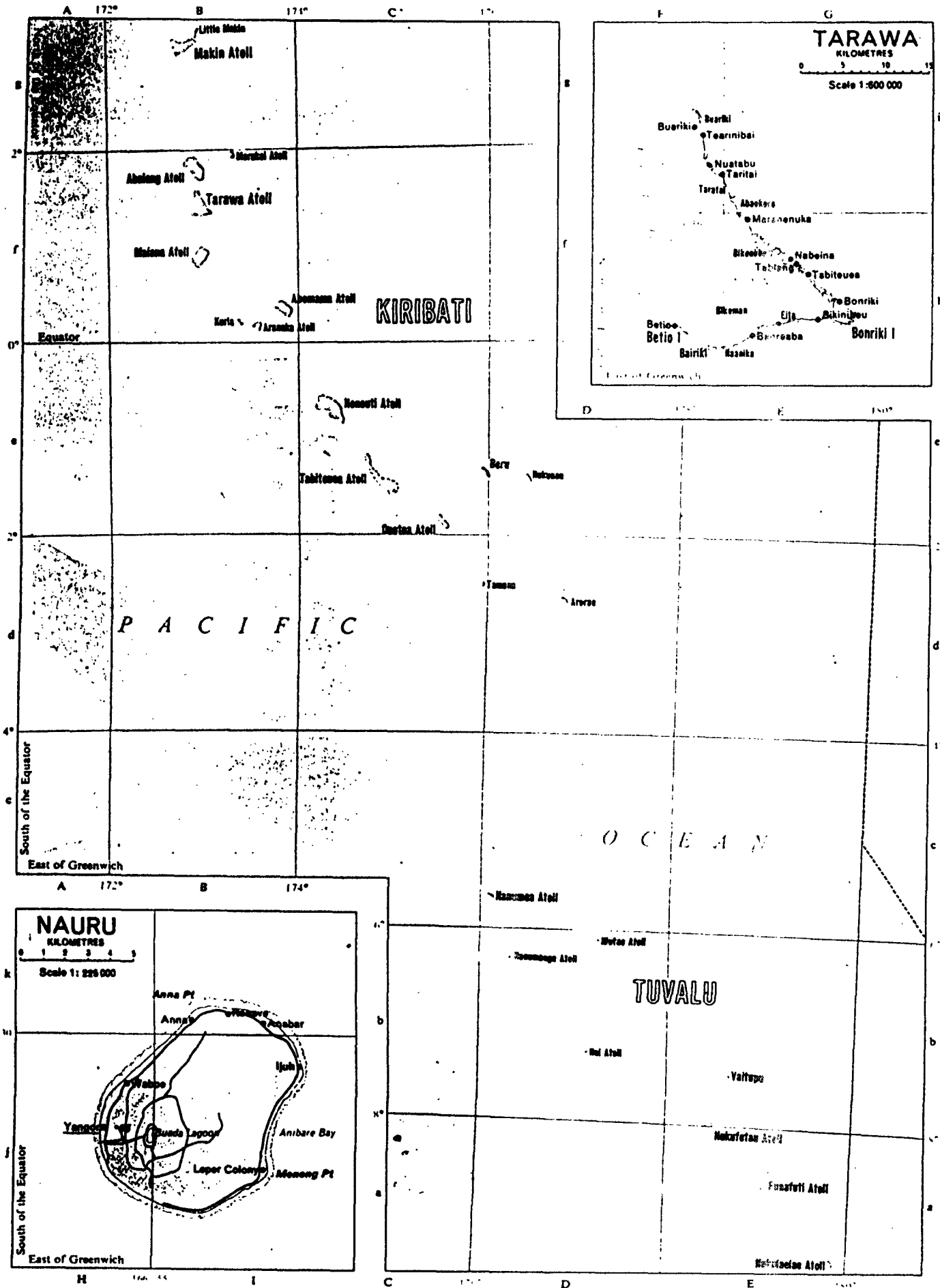
- SEALED ROAD
- UNSEALED ROAD
- COCONUT PLANTATION
- CLIFF EDGE
- RAILWAY
- DISTRICT BOUNDARY
- EDGE OF REEF











Scale 1:6 000 000; 1 centimetre to 60 kilometres
 Miller Oblated Stereographic Projection
 Heights and depths in metres

