PACMAS
Pacific Media Assistance Scheme

Federated States of Micronesia
STATE OF MEDIA & COMMUNICATION REPORT
2013

Federated States of Micronesia Pohnpei Airstrip photo by Matt Kieffer

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Any opinions represented in this report are those of the authors and research participants and do not necessarily reflect the views of the Australian Government or the Australian Broadcasting Corporation.

The findings are presented in three sections:
1. Country Context
2. State of Media and Communications
   - Media and Communications Platforms
   - Media and Communications Landscape
3. Summary of Findings

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Federated States of Micronesia Context

The Federated States of Micronesia (FSM) include 607 islands occupying 2,600,000 square kilometres of Pacific Ocean and incorporates the four states of Chuuk (pop of 53,000,) Pohnpei (34,000), Yap (11,200), and Kosrae (7,700). The total population of FSM is just over 107,000[1], with many FSM citizens living in the US, Hawaii, Guam, and the Northern Mariana Islands. FSM has a Compact of Free Association with the USA, which provides the nation with economic and defence assistance, and visa-free access to the USA for its citizens. The US has military bases on the island, and US citizens have reciprocal rights to enter FSM without a visa. The constitution and legislative environment is broadly based on US protocols. FSM is increasing ties with China, which, among other things, offers increased opportunities for scholarships to study in China. Due to the federate governance structure, it can be difficult to make general statements about policies and legislation, and even statistics, since some are managed by the individual states.
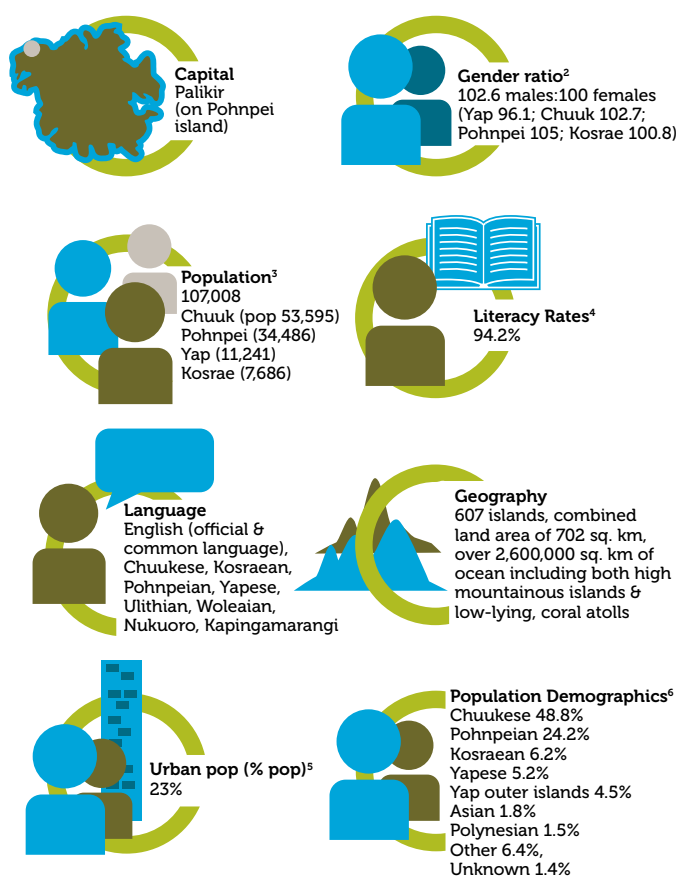
Key Insights

Implications of Federation

The four states that make up FSM (from east to west), Yap, Chuuk, Pohnpei and Kosrae, were federated as a sovereign nation in 1979 in contrast to other UN Trust Territories in Micronesia which opted to become republics (i.e. Marshall Islands, Nauru, Palau, Kiribati). The decision to become federated states has had implications for both international and domestic relations. Domestically, there are significant differences between the states, including linguistic and legislative differences. For media and communication, regulatory responsibility is mostly at the state level, leading to uneven levels of legislative development throughout the Federation. At the same time, despite the differences, researchers and international agencies tend to treat Pohnpei as if it represents the nation. Although the Federation affords the states many opportunities and efficiencies that would otherwise not be possible, the geographic distance exacerbates linguistic and cultural differences - one interviewee described the states as "*different countries*" (FSM01).

Communication flows and blockages

Airline routes have a significant impact on communication and regional relationships, particularly for some of the more isolated Pacific countries, and those like FMS that span a large geographic area. As this quote from one research participant demonstrates, communication is made difficult due to indirect travel options: '*I*

Table d.1   Basic Country Data

Capital
Palikir
(on Pohnpei island)

Gender ratio[2]
102.6 males:100 females
(Yap 96.1; Chuuk 102.7; Pohnpei 105; Kosrae 100.8)

Population[3]
107,008
Chuuk (pop 53,595)
Pohnpei (34,486)
Yap (11,241)
Kosrae (7,686)

Literacy Rates[4]
94.2%

Language
English (official & common language), Chuukese, Kosraean, Pohnpeian, Yapese, Ulithian, Woleaian, Nukuoro, Kapingamarangi

Geography
607 islands, combined land area of 702 sq. km, over 2,600,000 sq. km of ocean including both high mountainous islands & low-lying, coral atolls

Urban pop (% pop)[5]
23%

Population Demographics[6]
Chuukese 48.8%
Pohnpeian 24.2%
Kosraean 6.2%
Yapese 5.2%
Yap outer islands 4.5%
Asian 1.8%
Polynesian 1.5%
Other 6.4%,
Unknown 1.4%

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1   Government of the State of Micronesia. Overview. http://www.fsmgov.org/info/people.html, Accessed April 25, 2013
2   Government of the State of Micronesia. Overview. http://www.fsmgov.org/info/people.html, Accessed April 25, 2013
3   Government of the State of Micronesia. Overview.
4   UNESCO Institute for Statistics. 2012. UIS STATISTICS IN BRIEF http://stats.uis.unesco.org/unesco/TableViewer/document.aspx?ReportId=121&IF_Language=eng&BR_Country=4845&BR_Region=40515 Accessed April 2013.
5   World Bank. 2013 United Nations, World Urbanization Prospects. UN World Development Indicators http://data.worldbank.org/indicator/SP.URB.TOTL.IN.ZS Accessed April 2013.
6   Federated States of Micronesia National Government. 2002. FSM Census of Population and Housing 2000. Division of Statistics, http://www.spc.int/prism/country/fm/stats/Publications/Census_Survey/2000_Census/FSM/Analytical%20Report/00NatlCenRept.pdf Accessed April 2013.

went to Tonga for a Non Communicable Diseases (NCDs) conference, but it took five days to get there; through Hawaii, two days in a hotel room and then back to Fiji, one night there, and you know how it goes. It probably took you that long to get here!' (FSM01).

Travel routes also have implications for domestic communication flows and markets. *Kasalehlie Press*, for example, is published bi-weekly, but as it is printed in Guam, it relies on United Airlines for distribution throughout each of the states and islands. It often gets to readers five days after publication (or longer if flights are disrupted). Furthermore, the high distribution costs mean that newspapers struggle to stay profitable in FSM; this last remaining newspaper is run as a not-for-profit enterprise.

Radio displacement by imported video

Although radio maintains its importance across the Pacific, research participants in the FSM observe a gradual displacement of radio by other media. Of particular note are imported DVDs of mainstream popular films from the USA and Japan. Some research participants report that listening to community radio is gradually being replaced by watching action movies with neighbours. One interviewee says: '*Before it was like a new thing, you know, people buy radios and even if I don't have in my house, ...we're listening to all these announcements ... we can be sharing from the neighbours because it's very loud ... Now people bring [video] programs from US, from Japan and they are .... like action... war, violence movies, that's what they like'*.(FSM02). In keeping with this trend, there is a growing interest in producing videos, and several church and NGO groups are seeing this medium as a way to maintain the interests of their audiences: '*There is a problem with radio nowadays ... people now are not listening to the radio, so we like to look for other source of media [that help us] get the attention of people'* (FSM08).

State of Media and Communications

Media and Communications Platforms

As media is regulated at the state level, each has different funding and broadcasting models. There is a media presence in each of the states, though most media outlets are concentrated in Pohnpei. Television in most states is provided by the FSM Telecommunications Corporation (commercial), but all the other platforms (radio,

Figure 1: Communication Landscapes. Photo by Marion Muliaumaseali'i January 2013

print, multi-media) can be characterised as operated by either government or church-based Non Government Organisations (NGOs). Across the FSM, video content and informal delivery systems are an important component of media environments.

Television

Each state makes its own TV provisions. FSM Telecommunications Corporation owns Island Cable TV (ICTV) in Chuuk, Kosrae and Yap, but in Pohnpei it owns 50 per cent[7], and each of these cable TV stations are funded by subscription. They primarily offer foreign satellite channels (CNN, ESPN, Al Jazeera, NHK, BBC, ABC Australia, FOX, CBS). With the exception of Pohnpei ICTV, none operates local channels or broadcasts local content.

ICTV Pohnpei's local channels are provided free of charge and promote educational and informational content, which is mostly provided by the Secretariat of the Pacific Community (SPC) and works across 22 Pacific Island countries, and the Micronesian Seminar which is a Jesuit organisation involved in public education using media in Micronesia since 1992. The station also broadcasts US-based programming brought in on hard-drives, and produces local advertising using PowerPoint slides. There has been interest from the community in creating a local news program, and a 30-minute sample DVD was submitted to Island Cable TV Pohnpei, but no action has been taken at this point.

Table b.2   Media and Communication Platforms: Television

Platform	Organisation	Ownership/ Funding	Language/ Content	Sector
Television	Island Cable Television (ICTV) – Kosrae	Owned by FSM Telecommunications Corporation, funded by subscription fees	International satellite-based content, mostly English	Commercial
	ICTV, Pohnpei:	Owned 50 per cent by FSM Telecommunications Corporation. Funded by subscription fees.	Provider of international satellite television. Also operates some local channels with regional content and local advertising.	Commercial
	ICTV, Chuuk	Owned by FSM Telecommunications Corporation, funded by subscription fees.	International satellite-based content, mostly English	Commercial
	ICTV, Yap	Owned by FSM Telecommunications Corporation, funded by subscription fees.	International satellite-based content, mostly English	Commercial

Radio

Each of the four states has a state-run AM radio station. Major technical issues were reported throughout 2007 following weather damage. Pohnpei also has a commercial radio station, which broadcasts ABC Radio Australia content exclusively, and a not-for-profit radio station run by Paradise Media Pohnpei, an NGO with a youth and community focus. Paradise Media Pohnpei broadcasts music and community updates, and hope to produce local programs in the future.

Two stations in Pohnpei have closed in recent years: 89.9 HM, which was owned by Herman Herman, and V6CR, a student-run community radio station which ceased operations when the College of Micronesia's Media Studies course was cancelled.

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7   It is in dispute with the other shareholders, see Kaselehlie Press. 2011. Fifty per cent Shareholder FSMTC Files Suit Against the Pohnpei Cable Television Company. http://www.fm/news/kp/2011/feb11_4.htm Accessed April 2013.

Table b.3   Media and Communication Platforms: Radio

Platform	Organisation	Ownership/Funding	Language/Content	Sector
Radio	V6AH, Pohnpei	Owned and operated by Pohnpei state government	Broadcasts some local news	Government
	V6AJ, Kosrae	Owned and operated by Kosrae state government	Broadcasts some local news	Government
	V6AK, Chuuk	Owned and operated by Chuuk state government	Broadcasts some local news	Government
	V6AI, Yap	Owned and operated by Yap state government	Broadcasts some local news	Government
	V6AF, Pohnpei:	Religious FM station owned and operated by the Independent Baptist Church	Broadcasts some local news	Church
	88.1 Pohnpei	Owned by Bernard's Enterprises (a local Pohnpei business)	Rebroadcasts ABC Radio Australia 24 hours a day	Commercial
	V6BC, Chuuk	Owned by Thomas Phillip (a local businessman)	No local news production	Commercial
	V6W1 – Paradise Media FM-88.1	NGO-run. Operates from Kaselehlie Press offices in Pohnpei but they are not affiliated with one another	Currently does not produce local news though it has aspirations to do so. Broadcasts hip-hop, reggae, and community updates	Community

Newspapers and Newsletters

With the closure of several newspapers over the past decade, the only paper still in production is the *Kaselehlie Press*, a bi-weekly English language publication based in Pohnpei, which operates as a not-for-profit NGO. The *Micronesia Alliance*, the *Yap Networker*, the *Chuukago Shark*, and the *Da Ronhg* have all ceased operations.

Table b.4   Media and Communication Platforms: Newspaper and Newsletters

Platform	Organisation	Ownership/Funding	Language/Content	Sector
Newspaper	Kaselehlie Press	Non-profit non-Governmental corporation	English language paper, broadly circulated on a bi-weekly basis	Community
Newsletter	Environment Office	Pohnpei State Government	Produces a quarterly newsletter on Climate Change	Government

Online and Mobile Media

FSM has developed a National Information and Communication Technologies (ICT) and Telecommunications Policy and Strategic Action Plan[8], which are aligned to the FSM Strategic Development Plan that defines social and economic goals for the FSM. The ICT Plan is built upon a vision to develop 'secure, efficient, and affordable ICT to achieve equitable communication for the people of the FSM', recognising that telecommunications and ICTs are important for communication between islands and with the global community, and for social and economic development[9]. Twenty per cent of the population were using the internet in 2010[10], 13.76 per cent of the population was on Facebook in 2012[11]. There were 24.8 mobile subscriptions per 100 people in FSM in 2010[12] with coverage available in the main town areas in all states.

Two local media outlets have accompanying websites; *Kaselehlie Press* operates a news website as well as a digital subscription service (as a PDF) to the bi-weekly newspaper. The website includes a discussion forum. The NGO-operated radio station, Paradise Media Pohnpei, has a website with an events section, a Facebook page and a Sound Cloud (audio sharing/networking) account.

8   The Federated States of Micronesia National ICT and Telecommunications Policy. 2012. http://www.ict.fm/documents/communications/policy/ict-policy2012.pdf Accessed April 2013.
9   The Federated States of Micronesia National ICT and Telecommunications Policy. 2012. Pg. 2.
10   UN ESCAP. 2013. Annual Core Indicators Online Database http://www.unescap.org/stat/data/ Accessed April 2013.
11   Social Bakers. 2012 http://www.socialbakers.com/facebook-statistics/federated-states-of-micronesia Accessed December 2012.
12   UN ESCAP. 2013. Annual Core Indicators Online Database http://www.unescap.org/stat/data/ Accessed April 2013.

Micronesia Forum is a large online discussion forum with a range of topics. Although it was originally part of the Jesuit organisation Micronesian Seminar (MicSem), the online forum is no longer affiliated, and a private person now maintains and moderates the discussions.

Table b.5   Media and Communication Platforms: Online and Mobile Media

Platform	Organisation	Ownership/ Funding	Language/ Content	Sector
Online	Kaselehlie Press	NGO, some funding from subscriptions	Online news site and a digital edition subscription service www.kpress.info	Community
	Paradise Media Pohnpei	NGO	Website to accompany the radio station includes some irregular updates and events notices. They also have a Facebook page and use Sound Cloud http://www.paradisemediapni.com/	Community
	The Micronesia Forum	Non-profit, formerly operated by Micronesian Seminar, now moderated by private individual	An internet discussion forum covering a wide range of issues	Community
	Government owned radio stations in Pohnpei, Chuuk, Kosrae and Yap. See table b.3.	Streamed through FSM Telecommunications Corporation.	Radio content streamed live, and is available for two days following the broadcast http://www.fm/radio.htm	Government

Other Communication Platforms

Traditional methods of communicating, like face-to-face or village meetings, are still important especially in the outer islands where not every household has a radio. Government departments and NGOs report that visiting villages and communicating directly with people is still the most effective means of getting their messages across due to several factors including age, low levels of education, and for reasons of cultural respect. Face-to-face communication is described by these research participants as considered more trustworthy by villagers, '*so it's like a culture thing when you really go out and they feel like you care about them and they can interact with you and they can participate ... People are more trusting when you tell them a message*' (FSM08). Village Chiefs also play an important role in government and village communications.

There is some local video production, such as the Catholic media organisation, Kaselehlie TV Production in Pohnpei, and the Jesuit-run MicSem based in Kosrae. Kaselehlie TV produces content based on religious and social themes, which have been broadcast on Pohnpei's local channel in the past.

Table b.6   Media and Communication Platforms: Other Communication Platforms

Platform	Organisation	Language/ Content	Sector
Other	Face-to-face communication with villages	Pohnpeian	Health, government
	Village chiefs	Pohnpeian	Government
Video production	Organisations such as Kaselehlie TV, MicSem, Micronesian Conservation Trust	Local language	Church and NGO

Media and Communications Landscape

This section of the report focuses on FSM's media and communication sector across the four Pacific Media Assistance Scheme (PACMAS) program components: policy and legislation, media systems, capacity building and content. It provides an overview of the state of the media across these four areas through the six PACMAS strategic activities: Technicians, Pacific Emergency Broadcast Systems, Technical and Vocational Education and Training (TVETs), Media Associations, Climate Change and NCDs. Media Systems includes a focus on Technicians and Pacific Emergency Broadcast Systems (PEBS); Capacity Building includes TVETs and Media Associations; and Content looks at climate change and NCDs. It provides an overview of media and communication across these areas and aligns them with PACMAS program components.

Policy and Legislation

Communications legislation is broadly based on US protocols. The relevant legislation is the FSM Code, Title 21: Telecommunications 1991 which includes radio licensing, Pohnpei State Title 20 Public Broadcasting 2001, and Kosrae State Regulation no. 60-02 Broadcasting Authority Regulations 2002. The Federal Department of Transportation, Communications and Infrastructure is responsible for licensing radio and television stations. States are responsible for their own legislation but it is non-existent in some cases.

Freedom of expression is guaranteed in the Constitution (Article 4, Section 1) but there are no guarantees for freedom of the media. Freedom of speech is respected in practice, and there have been no recent attacks on the media[13]. Although there is no specific Community Media Legislation, groups can apply for a radio frequency for community broadcasting.

The FSM Telecommunications Corporations Act of 1981 governs telecoms in the Federated States of Micronesia. All telecoms services are provided by the public corporation, FSM Telecommunications Corporation (FSMTC). Regulation of telecoms is the responsibility of the Department of Transportation, Communication and Infrastructure. Although FSMTC has a monopoly over service provision, they are an anomaly in the Pacific region in that research participants say their rates are lower than most island nations where competition exists, and that they constantly innovate and expand services.

Media Systems

> '...but I guess the radio did a very good job and it [made the general public] aware... to leave their houses and homes and move to higher ground.' (FSM03)

Media systems take into consideration technical skills, support and infrastructure. It also explores emergency broadcast systems and experience from past disasters and crisis in the Federated States of Micronesia.

PACMAS Strategic Activity: Technicians

A shortage of technicians is noted in Pohnpei. Of the interviews conducted, the three organisations that required technicians either sought help within their executive board or contracted the job out to what seems to be the only technical services provider on the island, RadioCom[14]. RadioCom has repair facilities in Guam, Saipan and Pohnpei, and has trained technicians to repair and maintain two-way radio. RadioCom is also carrying part of the responsibility for installing and maintaining the new Emergency Operations Centre.

The government-owned radio stations no longer have an engineer or a technician on staff. The previous technician's contract ended and there has been no replacement. The stations contract a technician from one of the other radio stations for any technical issues. Island Cable TV Pohnpei has technicians who are not formally trained. Most of the technical issues that their technicians need assistance with have been referred to the previous general manager and current owner of the station. For any other matters, advice has been sought online or within the community of technicians on the island. The station has a long-standing relationship with a US-based company that provides all their equipment, technical assistance and advice when sought.

PACMAS Strategic Activity: Emergency Broadcast System

The most common disasters in FSM are typhoons, tsunamis and drought. There is an Emergency Assistance Officer in the Department of Public Safety (DPS), who has recently revised the Disaster Preparedness Plan and submitted it for approval. Current stakeholders and community agencies involved in the plan are: FSMTC, Public Utilities Corporation, Public Transport Agency, local government, the Red Cross, the International Organisation for Migration (IOM), the Salvation Army, the local radio stations and private businesses. The new plan includes a recommendation that a full briefing with all the stakeholders and community be held to ensure that everyone is aware of their role during an emergency. At the time of writing, most of the stakeholders were not aware of the new plan and there was a lack of clarity around roles and responsibilities. The Emergency Assistance Officer is unaware of any emergency broadcast or communication plan, but attributes this to only recently being appointed. No other research participants could point to a formal document or procedure, but unofficially they could describe the process in general terms.

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13   Perrottet & Robie. 2011. Pacific Media Freedom 2011: A status report. Pacific Journalism Review 17 (2) p159 http://www.pjreview.info/sites/default/files/articles/pdfs/PJR17_2_pacific%20media%20freedom2011.pdf
14   See RadioCom website http://www.radiocom.biz/Services.html Accessed April 2013.

When there has been an emergency, the Meteorlogical Office has alerted the DPS. Once the DPS assesses the situation they send police out around the shoreline, to read out a warning message prepared by the government using loud hailers or public announcement (PA) systems. In a state of emergency, police have the authority to commandeer private businesses to aid in ensuring public safety. Private enterprises can seek compensation for any loss of business caused by assisting in an emergency.

The federal government has recently purchased a siren warning that is activated by a text message. This will be especially useful on the atolls where the siren will be heard across the community; vast distances have hindered effective early warning systems in the past. '*It's a loud sound, obnoxious sound that people need to shut... off. The only way to shut it down is to open it up and when they open it up they will see the text [message] there. And from the lower atolls from one end to other, if you walk it's about 20 minutes, 30 minutes to cover the entire island so if that thing goes off, pretty much the entire community can hear it*' (FSM03). The sirens have been installed across Pohnpei and other states are expected to follow.

High Frequency (HF) radio is used for communication between disaster response stakeholders, including the police. The newly built Emergency Operations Centre (funded by the European Union) comes equipped with high frequency radios and antennas. It is the main hub during an emergency: '*They install radios on the other islands mainly on the northeastern side of the island. They've installed high frequency radios and antennas. We tested them and it worked. We prioritised the outer island and once those outer islands are complete then we came back here [Pohnpei], and that is because here we have a communication system in place [and] we can reach the locals [here], but the atolls are very vulnerable so we prioritise that [we] want to put those radios out there*' (FSM03).

A barrier to an effective emergency preparedness plan is a lack of awareness amongst the general public about what to do in an emergency. The DPS is mandated to raise public awareness, but research participants report that lack of funds mean they have not been able to be effective in this. Face-to-face communication has been successful in past campaigns: '*When I was a police officer the division of police and security established a network with the community where they bring this village chief and the people in an area [together] and then every now and then they'll follow up. So I'm thinking to take this approach ... and I'm going to go out to the schools as well*' (FSM03).

Expertise on emergency procedures is sought from the Office of Environment and Emergency Management (OEEM) and online sites such as the Federal Emergency Management Agency (FEMA), Google Earth, and the National Oceanic and Atmospheric Administration (NOAA) weather centre based in Guam. The NOAA held a three-day training workshop on the island that focused on tracking tsunamis, hurricanes and adverse weather patterns. Education leave is available to selected staff of the DPS, which allows staff to take a year's paid leave to pursue education.

Capacity Building

> '*A lot of it is just self-education through the internet. Participating on forums on the internet. As I realise I have a deficiency, I try to fill that deficiency. Of course first, journalism is not my background. But you learn quickly just by reading'.*
> *(FSM01)*

Capacity building includes an understanding of the level of qualifications among existing media and communication practitioners, training and capacity-building support and organisations providing such support. It also takes into consideration media associations and TVETs in the Federated States of Micronesia.

Capacity building and access to training is a challenge across the board for all organisations interviewed. The resources and expertise are not available within FSM and, usually, only one person is able to attend regional or international training due to staff shortages. Hawaii remains the preferred location for formal training in journalism and media, with some regional short training courses offered there on occasion. Interviewees also report using online resources to build their own skills. A recent important initiative at regional level involves the first Television Producers Training Workshop organised by Oceania Television Network (OTV) to be held in Palau

and Majuro[15]. The workshop, funded by PACMAS, aims to train producers across the region to contribute stories and news segments to a regional television program.

A representative from Pohnpei attended a climate change communication workshop in Samoa. The training was reported on favorably by the attendee, although the invitation didn't specify who the workshop was suitable for, and as was reflected by other research participants, the most suitable person does not always attend training opportunities: '*it was ... last minute ... when I came and saw the agendas I said, oh, I should have [brought] the media guy 'cause those are really the people that are doing the day-to-day work*' (FSM06).

PACMAS Strategic Activity: Media Associations

According to online news articles and reports[16], a regional media association has been formed, and will be known as the Micronesian Media Association, based in Pohnpei. This association, reportedly established in 2007, is said to include members from the Commonwealth or the Northern Marianas, Guam, Palau, FSM, Marshall Islands, Kiribati and Nauru, and to include regional newspapers, television stations, radio stations, magazines, and regional websites. This research suggests that if such an association has been established, it does not include the key media and communication organisations in FSM.

An association mentioned by interviewees in FSM is the North Pacific Media Federation of Media Professionals, which was being established at the time of writing. The members of this association, as listed on the website (http://pacificfederation.org/), are the Oceania TV Network, Marshall Islands Journal, the Kaselehlie Press and Roll'em Productions. Some dissatisfaction was expressed with the idea of a regional organisation, because of the need to travel to other countries when travelling around the FSM alone is already a challenge: '*I understand that there is a media association for the north Pacific but, number one, I was never invited. Number two... if I was invited, I couldn't afford to go. I can't even get to the other islands ... So I can't be part of that*' (FSM01). Kaselehlie TV Productions is part of SIGNIS Pacific (official name: World Catholic Association for Communication), an Oceania arm of a Catholic communications association. They supply a newsletter and some regional training (http://www.signispacific.org/).

PACMAS Strategic Activity: TVETs

There are no TVETs offering journalism or related studies in the FSM. The College of Micronesia (COM), a vocational college, delivered a course in the past but it was discontinued when the founder and lecturer left for other employment. This raises the issue of sustainability of local initiatives that rely on individual leadership: '*Primarily the media course that we were teaching here was on desktop publishing and radio program. We had a college radio and, of course, for that, media editing, audio and video and, I believe, there was a journalism course that was connected to that. It's sort of being shelved until we can update the program and find someone to continue*' (FSM04). Some interviewees indicated that one of the main issues COM faced was the lack of employment opportunities for the graduates, and offered some insights about the role of cultural and social norms on journalism practices: '*What they discovered, essentially, was that the graduates would get out of the program and have no place to go. That was the number one problem. Number two problem was graduates were 20, 21 years old and, culturally, it would be inappropriate for a 21 year old to do an interview with their elders. So it was resistance to that coming from the older folks*' (FSM01).

Content

Media content focuses on communication platforms and programs and ways to address issues related to climate change and NCDs. Climate change and NCDs are two core areas of focus for the PACMAS program.

Most content for the state-run radio stations comes from government, with the Department of Education being the most active content producer. The Catholic media studio produces two programs; a religious program called Catholic Hour (Sundays), and the daily Rohng Tohrohr program, a radio drama covering social themes. Rohng Tohrohr is very popular and people often call to request repeats. KTVP Kaselehlie Television Productions is a new organisation within the Catholic Church in Kolonea that intends to become a stand-alone NGO.

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15 Oceana TV. 2012. Candidate for the First Television Producers Training Session Selected. http://www.oceaniatv.net/2012/10/29/candidates-for-the-first-television-producers-training-workshop-selected/, Accessed 12 April 2013

16 See Saipan Tribune. 2007. Regional journalists form Micronesian media group. Wednesday, September 26, 2007 http://www.saipantribune.com/newsstory.aspx?newsID=72699&cat=1, Freedom House. 2008. Micronesia http://www.freedomhouse.org/report/freedom-press/2008/micronesia

PACMAS Strategic Activity: Climate Change

FSM has a Nationwide Climate Change Policy[17], which lists some broad-based approaches to adaptation and mitigation. There is also a National Communication Strategy[18], which is modelled on a PR campaign structure, and includes some media strategies. Current climate change projects include climate proofing road infrastructure in Kosrae, coastal erosion prevention and sea walls, tree planting, and food security projects. Each state is responsible for their own adaptation and mitigation strategies, as each state has different issues and their own native language. Every two years an environmental summit is held for all four states where environmental representatives from each state network and share ideas.

The Micronesian Conservation Trust worked with local climate change agencies and put together a Climate Change Toolkit in the form of a DVD. The DVD is now part of the Environment Office awareness resources. The Environment Office climate change awareness programs targets communities and school children. '*We have the quarterly newsletter. All the activities that we [have] done during the quarter ... we put it in the newsletter and then take it around*' (FSM06).

Both media and climate change organisations report a lack of connection between media and climate change organisations, and low capacity and interest on the part of radio stations to write stories on climate change: '*We still have to develop the capacity of our media people so that they can relay the message properly... lack of understanding, lack of equipment - these are the challenges that we face*' (FSM06). Print material is used during national and international awareness days in conjunction with other types of awareness activities: '*We have the Earth Day and those are the times we like publications. We even do some awareness depending on the theme ... we have printed some T-shirts of clean up the road, clean up trash and also climate change issue like "do not over fish"..., and those are the small messages that we put on the T-shirt and ... gave out to public*' (FSM06).

PACMAS Strategic Activity: NCDs

> '*I went to the NCD conference about two years ago. I committed to putting an article weekly in the paper. Naturally, you try to make that happen. It's been an uphill battle in trying to train anyone... what I really wanted to do were success stories, you know. We did a story on the 'Biggest Loser' competition that the national government was doing with few ladies... But, in terms of finding success stories and trying to file stories, it's very difficult to find.' (FSM01)*

NCD statistics are only available for Pohnpei and Chuuk. The NCD issues in both Pohnpei and Chuuk are high cholesterol, hypertension and diabetes. A total of 56.7 per cent of Pohnpeians[19] and 62 per cent of Chuukese[20] are in the high risk category for developing NCDs. The Pohnpei Primary Health Care Office is responsible for implementing the state's NCD Plan, and is currently focused on legislation dealing with increased physical activities, reduction of alcohol and tobacco consumption. Overall health funding is a major concern, especially as the support provided from the US to the FSM health budget is being reduced.

The Pohnpei Primary Health Care Office is considering employing an NCD Coordinator to bring stakeholders together to increase awareness and promotional activities. Currently, the awareness initiatives by the different stakeholders are uncoordinated: '*What we plan to do is to organise it so, you know, there is a key person to oversee all of this and coordinate the activities, because right now they do their own thing*' (FSM07). The office has begun the process of bringing stakeholders together as a 'coalition'. Relationships with the media are equally dispersed, which limits the effectiveness of NCD communication: '*We really don't have a program that [is] solely doing media and or awareness program. The set up here is each program has their own way... of dealing with the media when it comes to awareness... When they have a campaign they have to organise themselves and come up with a plan and then implement it*' (FSM07). This research participant identifies a need for training on how to better communicate with the community. Currently, the money that is allocated is used to fund banners and pamphlets and some radio spots, however this is not considered an effective way to reach audiences.

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17   http://www.climatedigitallibrary.org/sites/default/files/Nationwide_Climate_Change_policy.pdf
18   National Communication Strategy http://www.sprep.org/attachments/climate_change/fsm_pacc_communication_plan.pdf
19   NCD Statistics for the Pacific Islands Countries and Territories, Healthy Pacific Lifestyle Section, Public Heather Division, Secretariat of the Pacific Community http://www.spc.int/hpl/index.php?option=com_docman&task=doc_download&gid=67
20   World Health Organisation. Federated States of Micronesia (Chuuk); NCD Risk Factors STEPS Report http://www.who.int/chp/steps/2006_STEPS_Report_Micronesia.pdf Accessed April 2013
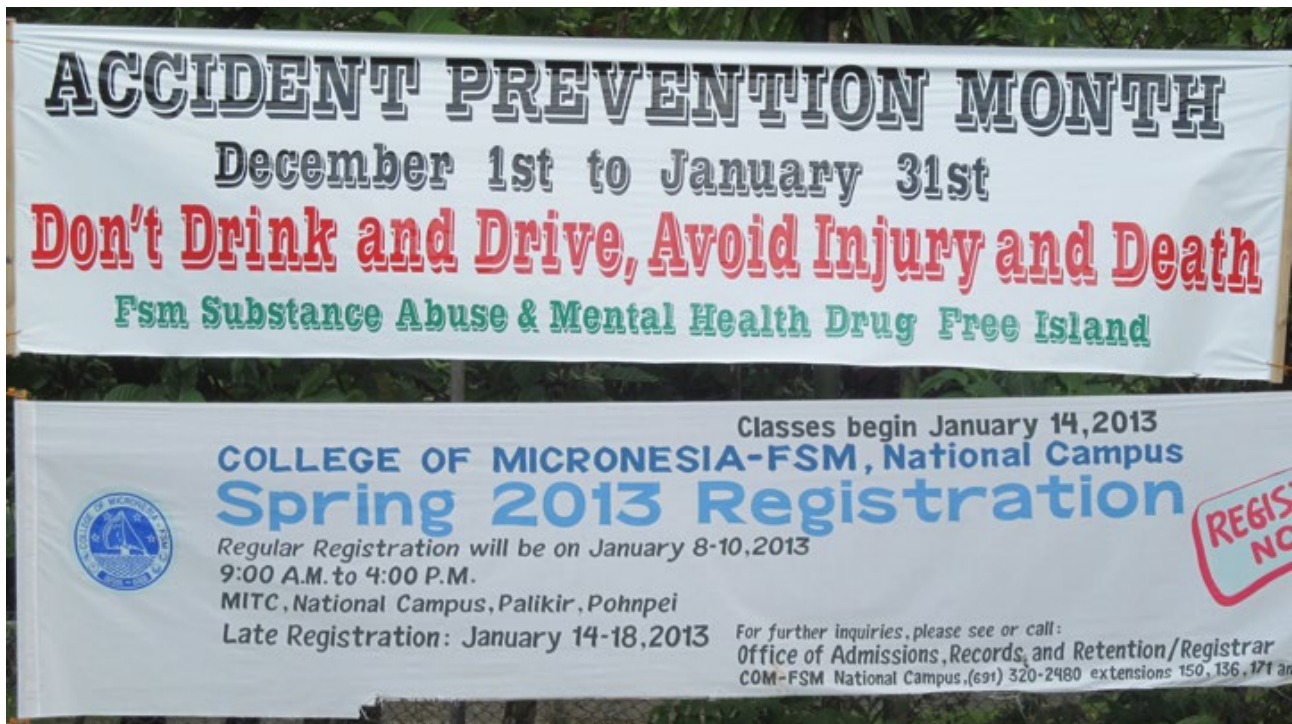
Figure 2: Health Campaigns in FSM. Photo by Marion Muliaumaseali'i, January 2013

FSM has received grants from SPC for a number of initiatives, including the Chuuk Healthy Lifestyle and Physical Exercise project, a Seafood Handling Safety and Security project, a project in the Dolon community promoting local food, the YWA Local Market/Eatery project, and the Go Local project, which promotes local vegetable production and consumption.

Crosscutting Issues: Disability, Gender and Youth

The crosscutting issues explore how gender, youth and disability engage with and are represented within the media and communication environment in the Federated States of Micronesia.

Disability is not seen as a prominent issue among those interviewed, except in relation to chronic illnesses such as diabetes. Most interviewees were unsure how NCDs or climate change affect this community.

NCDs affect men and women in different ways. The WHO statistics show that more women are in the 'at risk category' for NCDs, and interviewees state that men are dying of heart disease at high rates. Yet there was no discussion by research participants of targeting communications according to gender.

Most of the youth on Pohnpei are involved in church initiatives or youth groups. Kaselehlie TV Production recruits the actors for the productions from the Catholic primary and intermediate schools: '*We have a school here, Pohnpei Catholic School. And I just go and get my characters from there*' (FSM02). Outside the churches there is also some interest in developing media production skills among youth: '...*the younger generation and how they can get involved in it, maybe radio production documentary production things like that, so now I think they know how to get involve*' (FSM04).

Youth are an important target group for advocacy around NCDs and climate change. A health representative says: '*Our strategy is to look at the younger generation and see how we can prevent getting this stream ... it has been shown now our young people are dying before the elders, they are some result of NCD*' (FSM07). The Conservation Society of Pohnpei has youth initiatives around conservation and climate change, including a Twitter and Facebook account promoting the Youth Environmental Ambassadors club and community outreach.

Summary of Findings

The media and communication environment in the Federated States of Micronesia faces challenges due to distances between population centres and linguistic differences. Government, commercial and not-for-profit enterprises all contribute to the communications landscape. The main findings across the four areas of policy and legislation, media systems, capacity building and content are summarised below:

Policy and Legislation

- Communications legislation is broadly based on a US model.
- States are responsible for media legislation and regulation, resulting in uneven development in this area.
- Freedom of speech is guaranteed in the constitution, and freedom of media has not been challenged in recent years.
- Telecommunications is regulated nationally; FSM Telecommunications Corporation is the only telecommunications provider.

Media Systems

- There is a shortage of technicians in Pohnpei.
- Technicians in Pohnpei, at the different companies, generally support one another, both formally (for a fee) and informally.
- Technical support is available through US-based companies.
- The Disaster Preparedness Plan has recently been reviewed; the key stakeholders had not yet been briefed on their roles and responsibilities.
- There is no local awareness of an emergency communications or broadcasting plan.
- The national government has recently installed new sirens in Pohnpei; similar systems are planned for the rest of the states.

Capacity Building

- There are reports of at least two new media associations being launched in Micronesia with strong links to FSM, though interviewees did not report being part of those groups and regional travel was raised as an issue; one local Catholic media production organisation is supported by a regional Catholic media association.
- The College of Micronesia's media program has been discontinued due to staff shortages, raising an issue of the sustainability of initiatives that rely on individuals.
- As well as a shortage of employment options for media and journalism students, there are social and cultural issues with young people trained in journalism questioning elders, resulting in the limiting of career options.
- Media and communications practitioners report using the internet to teach themselves new skills.
- Lack of targeted training invitations can result in valuable training opportunities being missed by the most appropriate people within organisations.

Content

- NGO, church and government groups are active content producers on a range of themes.
- Radio staff are seen as not having the capacity to clearly communicate climate change issues.
- There is a lack of connection between media and climate change organisations.
- Currently, NCD communication and awareness activities are not coordinated; there are plans to better coordinate the different stakeholders.

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