



PACMAS

Pacific Media Assistance Scheme

Nauru

STATE OF MEDIA &
COMMUNICATION
REPORT
2013



International
Development

Australian Broadcasting Corporation





View of Nauru Airport photo by Cedric Favero 2005

The study was undertaken by Jo Tacchi and Heather Horst at RMIT University, Australia; Evangelia Papoutsaki at UNITEC, New Zealand; and Verena Thomas and Joys Eggins at the University of Goroka, Papua New Guinea. The research data for this report were collected by a team of researchers who conducted both desk-based research and interviews in person, by telephone and/or email while in Nauru. Researchers for Nauru included Sandra Kailahi and Jessica Noske-Turner; Sandra Kailahi completed interviews in Nauru in November 2012. This report also benefits from the verification and survey documents completed by members of the Panel of Expertise.

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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Nauru Country Context

The Micronesian nation of Nauru is one of the smallest independent island nations in the world. Nauru faces many challenges, including economic development, and environmental problems. Some of the key issues repeated throughout reports and policy documents are: environmental problems following almost a century of phosphate mining which has left much of the island a wasteland; lack of access to drinking water; dependence on food imports due to lack of arable land to grow vegetables; lack of local industries; and political instability. The Australian refugee detention and processing centre was a significant addition to the local economy (making up 20 per cent)¹ and was a significant financial loss when it closed in 2007. The reopening of the centre in 2012 has generated controversy and attracted regional media coverage. In addition, a second phase of phosphate mining began in 2005, giving the struggling economy² a boost. Nonetheless, Nauru remains dependent on foreign aid and has one of the highest unemployment rates in the world³. The government-owned and run media system is very small.

Key Insights

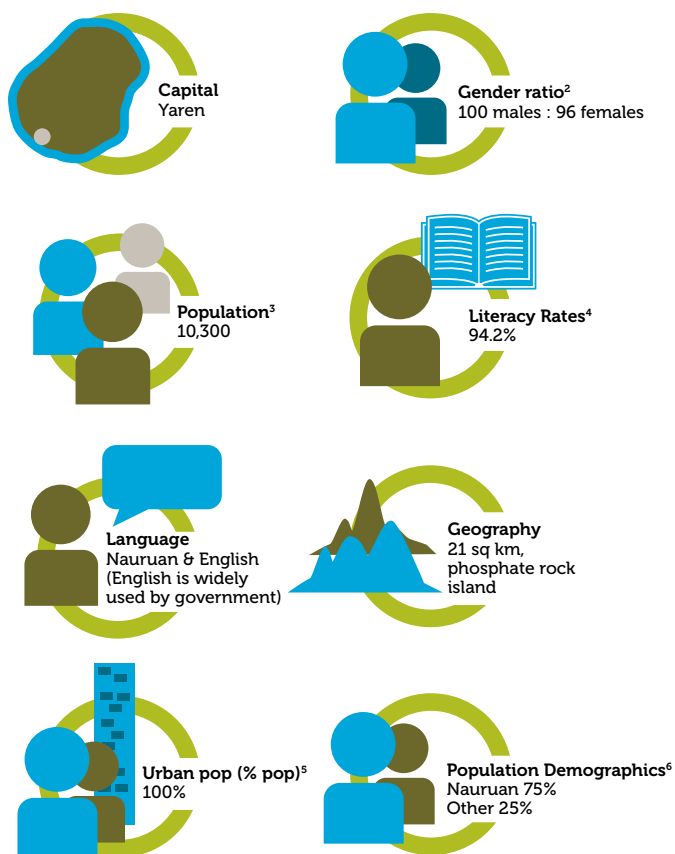
Telecommunications, the State and the Public Good

The telecommunications sector has changed dramatically over the past decade, with the rapid uptake of mobile communications reshaping the island's communicative ecology. Specifically, telecommunication services moved from a government monopoly (RONTEL), which was indirectly regulated by government, to a commercial monopoly (Digicel, Ltd.) in 2009. The Nauru government declared the first day of Digicel's operation (September 1, 2009) a national holiday, and within two years 6,500 people (of a population of 10,000) were mobile phone subscribers. According to a recent Lowy Report⁷, 'Digicel estimates that over half of these subscribers are using their mobile phones to access the internet and social media sites'. Alongside mobile phone adoption, Digicel provides many of the public services traditionally offered by the state and government sector, including emergency communication and financial services in a country with no banks, ATMs or other financial institutions.

Decreases in NCD rates

Nauru has been in the most high-risk population group in the Pacific in terms of Non Communicable Diseases (NCDs), with diabetes rates peaking in the 1970s. Some of the claimed reasons behind

Table f.1 Basic Country Data



1 Freedom House. 2013. Freedom of the World Report: Nauru <http://www.freedomhouse.org/report/freedom-world/2013/nauru-0> Accessed April 2013

2 Nauru Government. n.d. Our Country <http://www.naurugov.nr/about-nauru/our-country.aspx> Accessed April 28 2013

3 Reported as 90% and ranked 201 in the world, with only Zimbabwe listed as worse at 95%, see <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2129rank.html?countryName=Nauru&countryCode=nr®ionCode=aus&rank=201#nr> Accessed 28 April 2013

4 Nauru Bureau of Statistics 2007. Census and Surveys. http://www.spc.int/prism/country/nr/stats/CensusSurveys/popn_agegrp.htm Accessed April 22 2013

5 UIS Statistics in Brief 2012. Education (all levels) profile – Nauru. http://stats.uis.unesco.org/unesco/TableViewer/document.aspx?ReportId=2896IF_Language=eng&BR_Country=5200&BR_Region=40515 Accessed April 22 2013

6 Nauru Bureau of Statistics 2002

7 Cave, Danielle (2012). Digital Islands: How the Pacific's ICT Revolution is transforming the region. Lowy Institute for International Policy Report, 21 November 2012, p. 6. <http://lowyinstitute.org/publications/digital-islands-how-pacifics-ict-revolution-transforming-region> Accessed April 28 2013

the high rates of NCDs have included the disposable income associated with phosphate mining, leading to the purchase of imported and processed food; and the related land degradation that has occurred over 90 years of phosphate mining. However, a decrease in diabetes and obesity has taken place over the last few years, as a result of income reduction and public health campaigns.

Relationship with Australia

Australia administered Nauru as a dependent territory from 1914 to 1968. Today, Nauru's economy, media and other sectors continue to be influenced by its relationship with Australia. Nauru views the re-introduction of the Australian refugee detention centre as a significant stimulus to the local economy; estimates suggest that prior to the centre's closure in 2007 the detention centre boosted the economy by 20 per cent. In addition, Nauruans work as seasonal workers in Australia's horticultural industry. It is estimated that in 2012-13 Australia provided AUD\$31.8 million in aid to Nauru. Australia's influence in the media sector is particularly strong. With the exception of two hours of television in the evening and six hours of radio programming, almost all of the media content aired on Nauru Television and national radio is re-broadcast content from the Australian Broadcasting Corporation (ABC).

State of Media and Communications

Media and Communications Platforms

The Nauru Media Bureau is under the direction of the Home Affairs Department. With about 30 staff, the bureau operates Radio Nauru, Nauru Television and the Mwinen Ko Newspaper. These government-owned and run media outlets have a monopoly on the island. This is of concern to some media professionals, who would like to see the media acting as a watchdog in society. Despite this, Radio Nauru plays a major role in everyday life on the island. The bureau offers free airtime to NGOs and government departments; however commercials and campaigns incur costs. The Nauru Media Bureau does not use social media, and therefore lags behind state media in some other Pacific countries.

The Government Information Office (GIO) is the public relations arm of the government, and is currently run by a former Nauru Media Bureau journalist. With only two staff, the office handles all local and international media requests. The GIO produces a digital news email bulletin, but its website is not updated regularly.

In the telecommunications field, Digicel entered the market in 2009. This broke the government-owned monopoly of RONTTEL, and enabled a rapid increase in mobile communications.

Television

Nauru Television currently provides one channel, which predominantly broadcasts content from the ABC's Australia Network and the British Broadcasting Corporation (BBC). Two daily local news bulletins are broadcast at 7.30pm and 9.30pm, in the Nauruan language. This bulletin also includes locally produced awareness programs and advertisements. At full capacity, Nauru Television broadcasts from three TV transmitters. However, the two UHF transmitters were damaged in a fire in 2005-06, leaving just one transmitter, and capacity for only one station.

Table f.2 Media and Communication Platforms: Television

Platform	Organisation	Ownership/ Funding	Language/ Content	Sector
Television	Nauru Television	Nauru Media Bureau is government-owned and operated under the Home Affairs Department	Broadcasts predominantly in English. Local news in Nauruan, they otherwise rely on ABC content for most of the programming	Government

Radio

Radio Nauru operates between 6.00am and 11.00pm, seven days a week. There are four shifts during that period, then programming switches to the ABC's Radio Australia. Radio news is on the hour in both the Nauruan and English languages. Local programming and content includes a variety of music, announcements, public notices and local news as well as live and pre-recorded interviews. Radio transmission was upgraded in 2008 with funding from AusAID, enabling the entire island to receive a radio signal.

Table f.3 Media and Communication Platforms: Radio

Platform	Organisation	Ownership/ Funding	Language/ Content	Sector
Radio	Radio Nauru 105.1FM	Nauru Media Bureau is government owned and operated under the Home Affairs Department	Broadcasts local programming in Nauruan and English 6:00am-11pm. Also broadcasts ABC's Radio Australia.	Government

Newspaper and Newsletters

The *Mwinen Ko* newspaper is published monthly and printed in Fiji. It was launched in 2010 with financial support from AusAID⁸. When *Mwinen Ko* was launched, many Nauruans were sceptical about whether it would be able to sustain a monthly edition. However, the paper has now published over 30 editions and is generating a modest income. Several other newspapers have ceased operations in the past decade, including: *Central Star News*, *Nauru Chronicle*, and *People's Voice* (an opposition newsletter).

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

Platform	Organisation	Ownership/ Funding	Language/ Content	Sector
Newspaper	Mwinen Ko	Published by Nauru Media Bureau which is government owned and operated under the Home Affairs Department, monthly publication	English	Government

Online and Mobile Media

Online media is not a central media platform in Nauru, though some movement towards online media is starting to emerge. There are only six internet users per 100 people but 65 mobile users per 100⁹. Digicel is the sole provider for both services; Digicel's internet service covers 50 per cent of the island.

Produced by the Government Information Office (GIO), the Nauru Bulletin is a fortnightly email with a circulation of about 1,000 that promotes news from different government departments, including stories on NCDs and climate change. The GIO also maintains a website, though the information is out of date: *'We have a website but it's all incorrect information. The government they have [listed] is not the government, they have the old president on the website. ... I thought they would have been able to sort that down or at least put a disclaimer on it and say that, you know, don't use the information here is incorrect because they have been working on the new website.'* (NAURU07). The Nauru Media Bureau plans to launch a news website in mid-2013.

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

Platform	Organisation	Ownership/ Funding	Language/ Content	Sector
Email	Nauru Bulletin	Government Information Office (PR)	Publishes fortnightly in English. Includes government news ad announcements	Government
Online	Forthcoming Nauru Media Bureau website	Nauru Media Bureau is government-owned and operated under the Home Affairs Department	Reports on a new news website to be launched in the new financial year 2013	Government
	Facebook	Facebook	The number of Facebook users increased in 2012 by 31.8% but numbers had declined at the beginning of 2013	Commercial
Mobile Media	Digicel	Digicel	Provides affordable internet and mobile phones	Commercial

8 See AusAid. 'Let's talk about the issues': Developing Nauru's media industry. 05 July 2012. <http://www.ausaid.gov.au/HotTopics/Pages/Display.aspx?QID=701> Accessed 28 April 2013

9 UNESCAP Statistics Division. Internet statistics from 2010, Mobile statistics from 2011

10 Social Bakers. 2013. Nauru Facebook Statistics <http://www.socialbakers.com/facebook-statistics/nauru> Accessed April 2013

Other Communication Platforms

Nauru has 14 District Councils, which are key communication channels, especially for public health initiatives. The Youth Association is very active in Nauru and is used to promote and discuss issues such as NCDs and climate change. Local churches are also important communication spaces and the Director of Public Health has started working with churches on the island to spread the message about NCDs and other health matters.

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

Platform	Organisation	Language/Content	Sector
Other	District Councils	Nauruan and English	Community
	The Youth Association	Nauruan and English	Community
	Churches	Nauruan and English	Community



Figure 1: Nauru Media Bureau Assistant Director, Sharain Hiram, and Radio Nauru Editor, Dominic Appi. Photo by Sandra Kailahi, January 2013

Media and Communications Landscape

This section of the report focuses on Nauru’s media and communication sector across four key areas: policy and legislation; media systems; capacity building; and content. It provides an overview of the state of media in these four Pacific Media Assistance Scheme (PACMAS) program components, explored through the six PACMAS strategic areas: Broadcast Technicians, Pacific Emergency Broadcast Systems, Technical and Vocational Education and Training (TVETs), Media Associations, Climate Change and NCDs. Media Systems includes a focus on Broadcast Technicians and Pacific Emergency Broadcasting 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 the PACMAS program components.

Policy and Legislation

There is no legislation covering the Nauru Media Bureau; and the only relevant legislation is the Wireless Telegraphy Act of 1974. There is no freedom of information legislation and a bill of this type was rejected by parliament in 2004. Article 12 of the Constitution protects freedom of expression, with exclusions in relation to libel and national security issues. There have been no reported instances of direct censorship in recent years.¹¹ There is no local self-regulatory body and no code of ethics although, as government employees, Nauru Media Bureau staff are obliged to abide by the Public Service Act. Although there are no legislated content restrictions or policies, the Nauru Media Bureau does report having some in-house requirements that journalists must comply with and respect.

11 Perrotet & Robie (2011) Pacific Media Freedom 2011: A status report. Pacific Journalism Review 17 (2) p 162

The telecommunications sector suffered serious technical breakdowns in the early 2000s and the government struggled to find the funds for repairs¹². It has undergone some changes in recent years with telecommunication services moving from a government monopoly (RONTEL), which was indirectly regulated by government, to a commercial monopoly with the entrance of Digicel into the market. The Telecommunications Directorate is administered under the Ministry of Transport and Telecommunications.

Media Systems

Media systems takes into consideration technical skills, support and infrastructure. It also explores emergency broadcast systems and experience from past disasters and crises in Nauru.

PACMAS Strategic Activity: Technicians

Technical assistance is limited in Nauru as there is only one technician for the Nauru Media Bureau. Technicians need to be skilled across a range of different broadcast equipment, but it's difficult to send the lone technician away for further training, as he plays a key role in keeping the broadcast systems operational on the island. The Nauru Media Bureau indicated that they would like to send the technician to Singapore for further training, but in the interim, he receives assistance from Digicel to help fix faulty equipment.

PACMAS Strategic Activity: Emergency Broadcast System

The Disaster Risk Management Act was formulated in 2008 and a National Disaster Risk Management Office (NDRMO), which currently employs one staff member, was established in 2010. Nauru also has an Emergency Operations Centre, which has facilitated training for police, fire, rescue and other departments. The act states that in emergencies, TV and radio will be used for broadcasting, however at this stage there are no emergency management or communications plans in place. Currently, the official communication must come from the police commissioner, who receives permission from the president before notifying the media. Only the police and Digicel own satellite phones. As one interviewee says: *'We also need to get a communication structure plan, response plan, evacuation plan. All we currently have is this national plan, so it's basically just starting from scratch.'* (NAURU06)

The NDRMO is working on a national drill. Nauru does not have a Red Cross agency on the island and, therefore must rely on other sources in emergencies. However, emergency agency representatives describe government officials as 'apathetic'. As NAURU06 describes: *'I visit the departments and HODs [Head of Departments] and try to get them active but in the past they just kind of just sit there and wait for someone to take the lead. That's why I find it very hard to get the ball rolling cause people don't understand what DRM is all about.'*

The NDRMO is also exploring options regarding early warning systems, such as a siren or public announcement (PA) system; there is a preference for an audible siren system over lights. The NDRMO deputy controller held a workshop late in 2012 to discuss a tsunami plan, as the current legislation does not include one. Although the office is working closely with Digicel on communications during a tsunami warning, some issues regarding community awareness became apparent during the 2009 warning. An SMS warning caused some panic, and some parents went to the school to collect their children, instead of going to evacuation points. The former evacuation centre is currently being used as a camp by Australian authorities to house refugees. Although mining authorities are working on identifying other locales, Nauru is currently without an alternative evacuation centre. There are no formal plans for post disaster recovery. Decisions are made informally and on an ad hoc basis.

Media representatives expressed interest in receiving training in emergency broadcasting and reporting. As one interviewee noted: *'I think there should be some sort of training and you know learn how to work with the other agencies. In 2007, we had a tsunami alert. The police came and just evacuate everybody and then nobody was here at the station but then who's going to look after people and how you're going to know what to do. So I went to the radio station. I put it on Radio Australia and then I ask the TV operator to put it on DVD. We were showing some stories every so often and then Radio Australia was following the developments of the tsunami alert so least you could hear it. I was thinking that, you know, we should do some training on how to do this.'* (NAURU01).

12 Budde Comm. 2013 Nauru – Telecoms Market Overview & Statistics <http://www.budde.com.au/Research/Nauru-Telecoms-Market-Overview-Statistics.html> Accessed 2013



Figure 2: Evacuation Centre sign and the road that leads to the highest point on the Island. The centre is now used as a refugee processing centre. Photo by Sandra Kailahi, January 2013.

Capacity Building

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 Nauru.

'I think mostly the training of staff is quite important to us to develop further because there is no such training available on the island yet. We haven't been attending such training, so ... typical work like reporting or even announcing, we just learn from our colleagues who have been in the field for longer than others.' (NAURU01)

Capacity building of media professionals in Nauru is severely affected by a lack of available funds, as most training opportunities are overseas and too expensive. The bureau has instead used the skills and experience of its director, an Australian national, to support local staff, and there is some in-house training, with new staff being trained by more experienced staff members. Most staff multi-task between radio, television and writing for the newspaper.

AusAID and UNESCO each report having provided media capacity building in Nauru¹³. UNESCO funded a new TV operations room in 2008 and AusAID helped fund a radio transmission room upgrade and supported the establishment of the Nauru Media Unit, which employs 30 people and trains reporters and production staff¹⁴. Nauru will need a new radio tower in the next 18 months. In addition to equipment, UNESCO's contribution includes training in Nauru and short-term training for some journalists in Suva; this capacity building included technicians.

Senior staff receive limited training and there is a perception that support for training has dwindled and, in the case of the Australian Development Scholarship Program, media training is not given priority. For example, the last time Radio Nauru's acting manager received training was in 2001. NAURU01 summarised the situation: *'In the old days, announcers would train in PNG at the Divine (Word) University or go to USP in Fiji but that's not happening ... much now.'*

13 UNESCO. 2008. Nauru <http://www.unesco-ci.org/ipdcprojects/sites/default/files/ipdc-project-descriptions/Nauru%20-%20Capacity%20Development%20for%20Nauru%20Media%20Bureau.pdf> Accessed 28 April 2013

14 <http://www.ausaid.gov.au/HotTopics/Pages/Display.aspx?QID=701>

Despite the challenges with capacity building, there are notable changes. For example, the new director of the Nauru Media Bureau was appointed in 2008 and one of his first jobs was to give media training to the politicians. Journalists reported a better relationship with politicians resulting in more balanced reporting.

PACMAS Strategic Activity: Media Associations

Nauru does not have a national media association. Our interviewees stated that they do not see the need for an association. Nonetheless, the Nauru Media Bureau has noticed an increase in the number of foreign freelance journalists covering stories in Nauru, since the reopening of the Regional Processing Centre.

The Nauru Media Bureau is a member of the Pacific Islands News Association (PINA). However, their last contact was in 2008. The Freedom House Press Freedom Report of 2008 mentions that in 2007 'a number of media executives from Nauru joined the newly-formed Micronesian Media Association to protect free and independent journalism and public access to information'. However, the Micronesian Media Association was not mentioned as significant by our interviewees. Members of the media have not participated in any training by PINA off the island for a number of years, primarily due to funding constraints.

PACMAS Strategic Activity: TVETs

There are no TVETs in Nauru.

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 strategic activities in the PACMAS program.

PACMAS Strategic Activity: Climate Change

Nauru is well behind other Pacific countries in terms of policy formulation and action on climate change. Climate change is included in the Sustainable Development Strategy, with most key documents (that other countries have completed) aiming to be drafted in 2012 and signed-off in 2015. These include a National Adaptation Program for Action (NAPA) and the Second National Communication to the United Nations Framework Convention on Climate Change (UNFCCC). According to the First National Communication to the UNFCCC in 1999, some documentaries on sea level rise have been aired on TV and some announcements made on radio. A review by Adaptation Partnership (a global climate change organisation) lists donor programs that are said to include Nauru, but conclude: *'There is no evidence of proposed adaptation actions within Nauru at this time... Adaptation action in Nauru is low relative to other Pacific Island countries, and it does not appear a number of new projects are in development within the country.'*¹⁵

The Nauru Media Bureau says they have not done any investigative reporting on climate change but will continue to report on climate change stories. Media professionals have had no training on how to report on climate change, and staff in the Climate Change Unit have little training on how to communicate and engage with the media on climate change issues. The NDRMO deputy controller often has consultants visiting the island; interviews with these consultants are often broadcast on Radio Nauru. Like other countries in the Pacific, there are challenges with the terminology and translation of climate change concepts into the Nauruan language.

The Nauru Youth Association is active and interested in climate change, and while members work with the public health department, they don't necessarily view the media as an accessible outlet when promoting events and activities around climate change. As one member of an organisation noted, while they use media to promote events, they sometimes feel it is too difficult to get the media to the event to report on and spread awareness about climate change.

Forthcoming assessment documents, developed with the assistance of two hospital staff, will address the health impacts of climate change. *'That still has to be completed by the ... department for submission to World Health Organisation (WHO) - that would have to be the first document on climate change [a health department has produced] in relation to climate change, you know, the impacts of climate change to health'* (NAURU08).

¹⁵ Adaptation Partnership. 2011. Review of Current and Planned Adaptation and Action: The Pacific, Nauru [http://www.adaptationpartnership.org/sites/default/files/Pacific%20Country%20Profiles%20\(Nauru\).pdf](http://www.adaptationpartnership.org/sites/default/files/Pacific%20Country%20Profiles%20(Nauru).pdf) p7 Accessed April 2013

PACMAS Strategic Activity: NCDs

Obesity, diabetes, hypertension and high cholesterol are the most prominent NCDs in Nauru. The daily fruit and vegetable intake of Nauruans is a serious problem, with 97 per cent of the population consuming less than the recommended amount (second only to Kiribati). This is likely due to the high dependence on food imports as a result of land degradation from 90 years of phosphate mining. The statistics for levels of physical activity are moderate compared to other Pacific countries, with 57 per cent of women in the low physical activity category and 47 per cent of men. Obesity levels are extremely high at about 75 per cent of the population, the second worst in the Pacific, only just behind American Samoa. About 50 per cent of the population uses tobacco daily and the figure is slightly higher for women in Nauru. Nauru is one of the only countries in the region where women's tobacco use is higher than men's. It is also among the highest average rates in the Pacific region (second only to Kiribati, which has very high rates of male smokers). Alcohol consumption rates are average compared to other Pacific countries, with men having a significantly higher rate. Combined, these factors make Nauru the highest-risk population in the Pacific, with 79.3 per cent of people in the high-risk category, and relatively high levels of diabetes, hypertension, and high cholesterol¹⁶.

The NCD National Strategy was completed in 2012 and the director of the Public Health Department is working with WHO on a new draft plan for the next five years. NCDs are also referenced in the Sustainable Development Strategy. The director of the Public Health Department has been active in delivering NCD programs across Nauru's 14 District Councils; each district has its own primary health worker. A budget has been approved to develop a communications plan, with the goal of setting up a communications unit within the department to produce content. The department is also exploring working more with churches to deliver health messages, especially on NCDs. In addition, the Public Health Department works closely with the Nauru Youth Association to deliver messages directly to young people. The department also works closely with the media in the lead-up to special events, conducting interviews and hosting quizzes on radio and TV.

Despite the challenges, the rate of diabetes has decreased since the 1970s, when the rate reached peak level (among the worst in the world at the time). This peak in the 1970s was linked to the high disposable incomes associated with phosphate mining at the time, an income source which has recently entered a second phase¹⁷.

The Tobacco Control Act was passed in 2009 to regulate the promotion, sale and use of cigarettes and other tobacco products, however enforcing the legislation is a challenge. As NAURU09 describes: *'if you walk into any shops and just ask for a single cigarette they are not supposed to sell it. It's called pid in the Nauru language and [if] you say 'give me a pid' and without hesitation, they will give you a single cigarette. That's against the Tobacco Act.'*

Cross-Cutting Issues: Disability, Gender and Youth

The cross cutting issues explore how gender, youth and disability engage with and are represented within the media and communication environment in Nauru.

There is little or no information on the National Policy on Disability that was recently introduced. Research participants did not mention disability as a key issue in Nauru¹⁸.


The Department of Women's Affairs is the most active government department with a regular program on Radio Nauru. The program discusses health issues, healthy lifestyles, and NCDs, which impact on both women and men. Ninety-three per cent of the population consumes less than five servings of fruit and vegetables a day, and about half of the population smokes (56 per cent of women and 49 per cent of men). Specific issues for men include the consumption of alcohol (60 per cent of men). Cervical and breast cancers are also high amongst Nauruan women.

The Nauru Youth Association is very active on the island, promoting awareness of climate change and NCD issues. Most youth are members of their own District Councils and use face-to-face communication to get their message across. Youth are also heavily involved with climate change advocacy organisations, such as 350.org. One interviewee suggested there has been a generational shift in attitudes towards NCDs: *'I think the issue*

16 Secretariat of the Pacific (2010). NCD Statistics for the Pacific Islands Countries and Territories, Healthy Pacific Lifestyle Section. Public Health Division

17 Secretariat of the Pacific (2010). NCD Statistics for the Pacific Islands Countries and Territories, Healthy Pacific Lifestyle Section. Public Health Division

18 While this does not mean that disability is not a key issue in Nauru, it does reflect the observations of those who took part in this research, who work in key media and other relevant organisations, as detailed in other parts of the Baseline report.



of obesity was the generation before us. That's when they had a lot of money and they didn't have to work, you know they didn't have to go fishing; they could buy the fish. In the glory days, you know the money was just falling from the sky down into their lap, so they were eating the wrong food cause they were eating Chinese (food) every day. It kind of ruined a lot of their health back then and you would see that's when the diabetes prevalence was high when we had the money. That's when obesity showed up, diabetes showed up and hypertension showed up.' (NAURU07).

Summary of Findings

The media and communication environment in Nauru faces challenges due to its scale and size. The main findings across the four components of policy and legislation, media systems, capacity building and content are summarised below:

Policy and Legislation

- The key organisation is the Nauru Media Bureau, which is government-run.
- Relevant legislation: Wireless Telegraphy Act of 1974.
- No freedom of information legislation.
- Telecommunications have shifted from a state monopoly to a private monopoly.

Media Systems

- There is only one technician for the media bureau.
- Technician training is received primarily from the local telecommunications company.
- The Disaster Risk Management Act was formulated in 2008 and mandates that radio and television are the primary communication vehicles during an emergency or crisis.
- The National Disaster Risk Management Office (NDRMO) was established in 2010.
- The NDRMO is developing a national drill and exploring possibilities for an early warning system such as a siren or PA system.
- The former evacuation centre is currently being used as a camp by the Australian authorities to house refugees; Nauru does not have another evacuation centre.

Capacity Building

- Capacity building of media professionals in Nauru is severely affected by a lack of available funds.
- Training is received from senior staff, but the senior staff have few, if any, opportunities for additional training.
- There are no TVETs in Nauru.
- Participation in media associations (like PINA) has ceased since 2008.

Content

- Nauru is behind other Pacific countries in terms of policy formulation and action on climate change.
- Climate change is included in the Sustainable Development Strategy, with most key documents slated to be drafted in 2012 and signed off in 2015.
- The Nauru Media Bureau reports on climate change but has little training in communication.
- The Nauru Youth Association is involved in awareness campaigns for climate change.
- Nauru has the most high-risk population in the Pacific, with 79.3% of people in the high-risk health category, and relatively high levels of diabetes, hypertension, and high cholesterol, although the rates of diabetes have declined since the 1970s..
- The director of the Public Health Department in Nauru has been very active in delivering a number of NCD programs across Nauru's 14 District Councils, with budgets for communication plans.





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Further information:
<http://www.pacmas.org/>
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