PACMAS
Pacific Media Assistance Scheme

Samoa
STATE OF MEDIA & COMMUNICATION REPORT
2013

International
Development
Australian Broadcasting Corporation

Australian
AID

The SPREP headquarters. Photo by PACMAS

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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

Contents

Samoa Country Context

Samoa, formerly known as Western Samoa, is a Polynesian nation made up of two main islands and smaller islets. Samoa gained independence from New Zealand in 1962. Until 2007 Samoa was ruled as a constitutional monarchy under Malietoa Tanumafili II. Following his death, Samoa became a parliamentary republic. Samoa has a large and diverse media industry. Compared with the broader Pacific region, Samoa has addressed key policy areas in information and telecommunications, health and environment.

Key Insights

High levels of disaster awareness and preparedness

Samoa has one of the strongest disaster preparedness policies and coordinating bodies in the region. Samoa's disaster plans interweave old communication practices with new approaches and technologies. For example, the early warning system includes high-tech solutions such as a network of sirens in town areas and a refined SMS system, together with networks of village bells, where each successive village's bells warn the next village. In addition to technical solutions, Samoans utilise traditional knowledge, for example, observing changing weather patterns[5]. In many cases villages go through a separate process of identifying the risks and developing plans which supplement the national disaster plans and preparations.
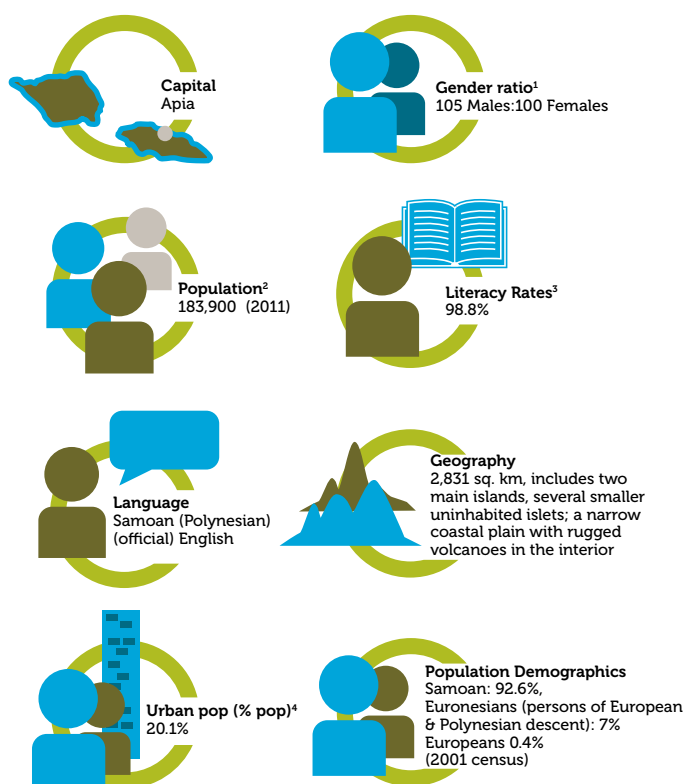
Growth of C4D Initiatives

Communication for Development (C4D) initiatives are gaining momentum in Samoa across a range of sectors. Representatives from SUNGO (Samoa Umbrella for Non-Governmental Organisations) described plans to facilitate community consultation and feedback on proposed government policies. OneLook, a local multimedia production company, runs several projects that involve video production designed to assist with more appropriate and effective communication of planned infrastructure developments within local villages. In addition, the proposed new church-based TV station EFKSTV, expressed an interest in working with young people to produce youth orientated content. The grassroots nature of these initiatives suggest an interest in and disposition towards C4D approaches.

Prominent Role of Women in Samoan Society

Women are playing a central role in facilitating social change in Samoa, and in villages women's committees are said to be the community's 'backbone'. The leader of the women's committees is the Minister's wife or *Faletua*, which literally translates to 'house back'. The *Faletua* organises events, runs youth camps and serves

Table j.1   Basic Country Data

Capital
Apia

Gender ratio[1]
105 Males:100 Females

Population[2]
183,900 (2011)

Literacy Rates[3]
98.8%

Language
Samoan (Polynesian) (official) English

Geography
2,831 sq. km, includes two main islands, several smaller uninhabited islets; a narrow coastal plain with rugged volcanoes in the interior

Urban pop (% pop)[4]
20.1%

Population Demographics
Samoan: 92.6%, Euronesians (persons of European & Polynesian descent): 7% Europeans 0.4% (2001 census)

1   CIA. 2012. CIA World Fact Book: Samoa. https://www.cia.gov/library/publications/the-world-factbook/geos/ws.html, Accessed 20 April 2012

2   UN ESCAP. 2012. Statistical Yearbook for Asia and the Pacific 2012 – ESCAP Statistics Division http://www.unescap.org/stat/data/syb2012/country-profiles/Samoa.pdf

3   UN ESCAP. 2012. Statistical Yearbook for Asia and the Pacific 2012 – ESCAP Statistics Division http://www.unescap.org/stat/data/syb2012/country-profiles/Samoa.pdf

4   UN ESCAP. 2012. Statistical Yearbook for Asia and the Pacific 2012 – ESCAP Statistics Division http://www.unescap.org/stat/data/syb2012/country-profiles/Samoa.pdf

5   Lefale, P.F., 2009. Ua 'afa le Aso Stormy weather today: traditional ecological knowledge of weather and climate. The Samoa experience. Climatic Change, 100(2), pp.317–335. Available at: http://www.springerlink.com/index/10.1007/s10584-009-9722-z.

as an inter-village communication network. The use of women's committees in the consultation around the rollout of services is particularly pronounced in village-level work around disaster preparedness. The strong entrepreneurial spirit evident in women's committees also extends to the media industry, where there are high numbers of women working in the industry as journalists and other professions.

State of Media and Communications

Media and Communications Platforms

Samoa has a large and diverse media sector, with both public and private broadcasters and print outlets. The media industry in Samoa is dynamic, with new players coming and going. Mobile penetration is exceptionally high in Samoa at 91.4 per 100 people, though internet usage was still low in the latest figures from 2010 (7 in 100 people)[6].

Television

The television sector in Samoa is dynamic, with a number of TV stations being established, closing or changing hands in the past five years. Samoa Broadcasting Corporation (SBC TV) broke up in 2008, underwent privatisation and is now known as TV1. TV1 is the main television station in Samoa and runs similar programming to the former public broadcaster. Other stations include the locally owned TV3 (broadcasting since 2006 as part of Apia Broadcasting Limited), China Central Television (CCTV-9) and Lau TV. Several free-to-air and cable television stations have ceased operations in recent years, including Samoa Television and Radio (STAR), Lau Television, ProCom Sky TV, and Graceland Broadcasting Network. Only two stations, TV1 and TV3, broadcast nightly and local news. TV3 is also used by international news organisations as a local source of footage and feeds.

Churches and religious institutions also play an important role in the television landscape. The Worship Centre Church owns and operates a commercial TV station, which exclusively broadcasts Christian content. The Congressional Christian Church of Samoa, the largest church in Samoa, purchased Graceland Broadcasting Network (TV2). From May 2013, they will broadcast as EFKSTV and have hired a new Station Manager; EFKSTV is donor-funded through organisations such as World Vision.

Table j.2:   Media and Communication Platforms: Television

Platform	Organisation	Ownership/Funding	Language/Content	Sector
Television	TV1	Samoa Quality Broadcasting Limited (previously the public broadcaster, SBC TV)	Broadcasts local content and content from NZ, ABC. Reaches 95% of Samoa.	Commercial
	TV3	Apia Broadcasting Limited		Commercial
	CCTV-9	Chinese government channel	Chinese produced English language content	Foreign
	EFKSTV	Begins transmission in May 2013. Owned by the Congressional Church of Samoa	Christian content, plans to cover also cover broader social development issues	Church/commercial
	Kingdom TV	Owned and operated by the Worship Centre church	Content entirely Christian programs	Church/commercial

Radio

While most of SBC was privatised in 2008, the AM radio station, 2AP, was retained as a public broadcaster. The locally owned Radio Polynesia network also operates a network of commercial radio stations including the most popular radio station in Samoa, Magik FM. Among the most recent additions to the radio waves is a student radio station broadcasting on 105.0FM, established with equipment provided by the United Nations Educational Scientific and Cultural Organization (UNESCO) and several other donors. The student radio was officially opened in December 2012[7].

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6   UN ESCAP. 2012. Statistical Yearbook for Asia and the Pacific 2012 – ESCAP Statistics Division http://www.unescap.org/stat/data/syb2012/country-profiles/Samoa.pdf
7   UNESCO. 2013. Enhancing Institutional Capacity of National University of Samoa through Introduction of Radio in a Box. IPDC Projects database. http://www.unesco-ci.org/ipdcprojects/content/enhancing-institutional-capacity-national-university-samoa-through-introduction-radio-box, Accessed April 12, 2013.

Table j.3:   Media and Communication Platforms: Radio

Platform	Organisation	Ownership/ Funding	Language/ Content	Sector
Radio	2AP/ SBC Radio 1 (540AM)	Government owned, partly government funded with some commercial revenue. Administered by the Ministry of Communications and Information Technology	News, talkback, entertainment, music. Broadcasts in Samoan and English	Government
	MaiFM 89.1	Owned by Samoa Quality Broadcasting		Commercial
	Magik 98.1	Part of the Radio Polynesia network, owned by Maposua Rudolf Keil	The most widely listened to radio station; broadcasts in English	Commercial
	K-Lite FM	Part of the Radio Polynesia network, owned by Maposua Rudolf Keil	Music, English	Commercial
	K-Rock FM	Part of the Radio Polynesia network, owned by Maposua Rudolf Keil	Music, English	Commercial
	Talofa FM	Part of the Radio Polynesia network, owned by Maposua Rudolf Keil	Music, Samoan	Commercial
	Lafou Christian	Owned by the Youth for Christ Ministry. Funded by advertising, sponsorship and supporter contributions.	Samoan Christian radio station	Church
	(not yet operational)	The Congressional Church of Samoa has purchased to Graceland Broadcasting Network	unknown	Commercial/ Church
	Aiga Fesilafaʻi	Run by the Catholic Church, funded by sponsorship and contributions.	Christian content	Church
	105.0FM	A student radio run by journalism students at NUS was officially launched in Oct 2012. Equipment provided by UNESCO and US Embassy	Student produced content	Community
	Showers of Blessing	Owned by the Worship Centre Church	Christian Content, local news	Church

Newspapers and Newsletters

Newspapers are recognised as an important medium in Samoa, with one interviewee stating 'if you really want to target the working population, you really need to use the newspaper' (SAMOA06). There are a significant number of local commercial print outlets, the largest of which is the bilingual daily the Samoa Observer, which employs 15 reporters and has a total of about 50 staff. The Samoa Observer has also recently expanded to New Zealand. Newsline is published three days per week in English. The Samoan government produces two newspapers; the Savali Weekly (bilingual) and the Savali Samoa (Samoan), which are published irregularly. Since 2004, the government has also produced a public notices insert, Lali, although this has been reduced to public notices, birthdays and deaths[9]. In addition there are three papers based and owned in New Zealand that are distributed in Samoa, including the Samoa Post, Samoana and Samoa International. SUNGO, the umbrella organisation for NGOs in Samoa, also produces a quarterly newsletter for members. Printing costs are a concern so only 100 copies are printed each quarter, with members who have internet access and email accounts receiving digital copies.

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8   One Panel of Expertise Member questions whether or not this station still exists.
9   One Panel of Expertise member notes Lali has closed, while the other states it has only been reduced.

Table j.4   **Media and Communication Platforms: Newspaper and Newsletters**

Platform	Organisation	Ownership/ Funding	Language/ Content	Sector
Newspaper	Samoa Observer	Owned by Editor-in-Chief Savea Sano Malifa and publisher Muliagatele Jean Malifa.	English and Samoan. Has the largest circulation and is the only daily paper. Has expanded into New Zealand.	Commercial
	Newsline	Owned by Pio Sioa	English. Publishes Sun, Wed, and Fri. Now owns its own printing press	Commercial
	Savali Weekly & Savali Samoa	Government owned newspapers. Distributed for free but obtain revenue from ads.	Savali Weekly: English and Samoan, Savali Samoan: Samoan (monthly) Reports that frequency of publication is often irregular	Government
	Lali	Government owned newspapers. Distributed for free but also obtain revenue from ads.	Public notices, birthdays and death notices.	Government
	Iniini Samoa	Operational as of February 2013 BETA Multi-Media Investments Co. Ltd. This paper took over the weekend edition of Le Samoa (Le Weekender)	English and Samon news, weekly	Commercial
	SUNGO News	Samoa Umbrella of Non-Governmental Organisations	Quarterly newsletter for SUNGO members. 100 copies and digital versions are emailed.	Community
	Samoa Post	Based and owned in NZ	Samoan, Weekly	Foreign commercial
	Samoana	Based and owned in NZ	Samoan, Weekly	Foreign commercial
	Samoa International	Based and owned in NZ	Samoan, Weekly	Foreign commercial

Online and Mobile Media

Mobile penetration is exceptionally high in Samoa at 91.4 per cent[10]. Samoa has a number of telecommunications companies, including BlueSky (formerly SamoaTel) and Digicel. 3G is available in Samoa and mobile coverage is available nationwide; although 4G services are being offered there are debates as to whether the population can fully access 4G speeds[11]. Digicel in Samoa estimates that of the 80,000 people on the network, 12,000 have smart phones (approximately 15 per cent) (SAMOA04) but this could increase with the company's imminent release of cheap smart phones. There are still low rates of internet use with 2010 figures at seven users for every 100 people[12]. Only 8.15 per cent of Samoans

Figure 1: Digicel Ad, Photo by Marion Muliaumaseali'i November 2012

are on Facebook[13] and the use of online communications did not feature strongly in many interviews. Online communication access and capacity is mentioned as being particularly low in rural areas. Several of the print publications run online news websites, while others publish online only.

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10   UNESCAP 2012 http://www.unescap.org/stat/data/syb2012/country-profiles/Samoa.pdf
11   See Office of the Regulator - Samoa (2012) for a discussion of the controversy around 4G service. http://www.regulator.gov.ws/files/documents/ Determination-Bluesky-and-Digicel-claim-4G.pdf
12   UN ESCAP. 2012. Statistical Yearbook for Asia and the Pacific 2012 – ESCAP Statistics Division http://www.unescap.org/stat/data/syb2012/country-profiles/Samoa.pdf
13   SocialBakers.com. 2012. Facebook Statistics: Samoa. http://www.socialbakers.com/facebook-statistics/samoa, Accessed October 5, 2012.

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

Platform	Organisation	Ownership/ Funding	Language/ Content	Sector
Online	Samoa Observer	Owned by Editor-in-Chief Savea Sano Malifa and publisher Muliagatele Jean Malifa.	Online news website in English and Samoan. Content updated daily at http://www.samoaobserver.ws/	Commercial
	Le Samoa	Owned by Lance Polu as part of Talamua Publications Limited	English and Samoan. Was previously distributed as a print publication but is now only an online publication. http://www.lesamoanews.com/	Commercial
	Savali	Government owned	Content is irregularly updated at http://www.savalinews.com/	Government
	Samoa News	Owned and operated by Osini Faleatasi Inc.	http://www.samoanews.com/	Commercial
	Talamua Media and Publications Limited	Owned by Lance Polu	http://www.talamua.com/	Commercial
Online and email	SUNGO	Run by SUNGO	Development and NGO news http://www.sungo.ws/	Community/ NGO

Other Communication Platforms

Village Councils remain a central communication point in Samoan society. NGOs also note a strong preference for face-to-face engagement for government and policy communication, especially in the consultation phases. Originally incorporated into the consultation process during the German administration in Samoa, women's committees and the Department of Women's Affairs now play a central role in the communication of health, environment and disaster planning issues.

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

Platform	Organisation	Language/Content	Sector
Other	Village Councils	Samoan	Community
	OneLook Communications	Samoan	Commercial
	Women's committees	Samoan	Community

Media and Communications Landscape

This section of the report focuses on Samoa'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 across these four areas and aligns them with Pacific Media Assistance Scheme (PACMAS) program components, as defined by the six PACMAS strategic areas: Technicians, Pacific Emergency Broadcast Systems, Technical and Vocational Education Training (TVETS), Media Associations, Climate Change and Non Communicable Diseases (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

The Broadcasting Act 2010 allowed for the establishment of a regulator within the Office of the Broadcasting Regulator. The regulator is appointed by the head of state to oversee the regulation and licensing of the broadcasting sector. The Act also establishes a Broadcasting Tribunal, which includes (among three tribunal members) one judge or qualified lawyer. The Act also outlines an approach to broadcasting policy that considers media diversity and universal access, and broadcasting competition policies. In addition, it outlines government powers in a state of emergency or disaster. It does not include specific community broadcasting legislation or licensing. The Samoa Broadcasting Corporation Act 2003 established the Samoan Broadcasting Corporation; however, the SBC was subsequently privatised (approved in 2008). 2AP (AM radio) continues to be run as a public service broadcaster.

There were reports of movement towards an independent council to regulate the media in 2012. This was proposed by government and supported by the Journalists Association of Western Samoa (JAWS). JAWS offers training on the Code of Ethics. The code is also covered in the curriculum of the TVET in Samoa. The Code of Ethics developed by JAWS is also widely used in the media industry, but adherence is viewed as the responsibility of each outlet[14]. There are no local content quotas specified in law, although the Broadcasting Act 2010 sets out a framework for the development of the content policies relating to public service programming requirements.

Section 13 of Samoa's constitution guarantees freedom of expression, however it does not make specific reference to freedom of the media and Samoa does not have Freedom of Information legislation. Samoan media can and have been able to criticise political leaders without fear of reprisals[15], however, of particular concern to interviewees, is the Newspaper and Printers Act 1992-1993. Under this Act, publishers and printers of newspapers must register with the government, and journalists can be compelled by courts to reveal confidential sources. In addition, the Act allows for members of government to use public funds to finance legal actions against newspapers and other media outlets.

The Telecommunication Act 2005 (with the 2007 and 2008 amendments) allows for telecommunications regulatory responsibilities to be managed within the Office of the Broadcasting Regulator. Samoa has high rates of mobile ownership, particularly since Digicel entered the market in 2005. In addition, Samoa has several telecommunications policies including the: Universal Access Policy 2010, Competition in the International Telecommunications Services Markets 2008, and International Telecommunications Services Markets 2008. Samoa has also established committees and engaged in training to implement e-Government[16] initiatives.

Media Systems

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

PACMAS Strategic Activity: Technicians

There is a general need to increase the number of local technicians, and improve the local technical capacity for current and future technologies (e.g. digital transmission). TV stations report calling in technicians from New Zealand when there is a major fault: '*There is a huge shortage of... [people in Samoa]. When we set up here, we ask a New Zealand friend to come and do ... the installation...[and] the basic training on our guys*.' (SAMOA03)

There are no specific associations for technicians and no formal support networks. Although a number of technical staff noted they are members of JAWS, the organisation was not regarded as a useful network for broadcast technicians. Technicians working for the telecommunications company Digicel acknowledged the accessibility of knowledge networks with other Digicel staff located in Fiji, PNG, Vanuatu, Tonga, Nauru, and the Caribbean; '*And some of those areas in which we may not necessarily have the skills that is in the house, but we have access to a support network either through you know the Digicel groups structure or alternatively from suppliers so we have a support system ... so from that point of view... we are not on an island*' (SAMOA04).

Interviewees from outside the mainstream news media sector also expressed a need for support and coordination among multimedia production and technical professionals in Samoa, especially in regard to training and advocating for legislative and regulatory changes. As SAMOA02 describes, '*it will be good to have ... one unit kind of thing to work together and develop industry and, and regulation and legislation. [It} would be a thing of the future*' (SAMOA02).

14   S Molnar, H. et al., 2006. Informing Citizens: Opportunities for Media and Communications in the Pacific: http://www.humanrightsinitiative.org/ programs/ai/rti/articles/informing_citizens_report.pdf
15   Perrottet, A. & Robie, D., 2011. Pacific Media Freedom 2011 : A status report. Pacific Journalism Review, 17(2),:167
16   Pacific Islands Forum Secretariat. 2010. Review of Pacific Regional Digital Strategy. Final report for the Pacific Islands Forum Secretariat Network Strategies Report Number 29029. 11 June 2010 http://www.forumsec.org.fj/resources/uploads/attachments/documents/Review%20of%20 Digital%20Strategy_PartA.pdf, Accessed November 5, 2012.

PACMAS Strategic Activity: Emergency Broadcast System

Disaster prevention is a high priority among all people interviewed in Samoa. The Disaster Monitoring Office (DMO) has made strategic use of media in the lead-up to drills and awareness days, and has locally produced videos online relating to disaster preparedness and awareness. Cyclone Heta (2004), Cyclone Evan (2012) and the 2009 tsunami influenced awareness and activity levels. As SAMOA02 observes, '...*the Tsunami has really taught us a lesson in terms of emergency, preparedness...people are now more proactive...we are better prepared now compared to couple of years ago'*.

The DMO works with the media sector to develop disaster management plans. The primary media outlet in a disaster is the government AM radio broadcaster 2AP (within the Ministry of Communication and Information Technology). Aside from 2AP, media outlets do not have finalised or endorsed disaster plans. As SAMOA05 describes, '*we still need to do a lot of work with them to get their plans in place and finalised and endorsed by the Disaster Advisory Committee. And we need to address preparedness from their perspective, where they are allocated in a hazard zone and also for them to identify emergencies location for them to evacuate to operating form from if anything happens to where they are at the moment'*.

There is also a National Emergency Telecommunications Plan that involves landline and mobile providers (Digicel and BlueSky Samoa). Outside of this national plan, Digicel has its own comprehensive disaster plan that is described as a 'living document'. It is developed collectively by a group of staff and it is reviewed every year. Its primary focus is on the safety and security of Digicel staff. The plan identifies a secondary operations site. All key Digicel staff have phones with competing telecom companies in case of network failures.

Media outlets report a lack of clarity around the processes of receiving accurate information during and post-disasters. One interviewee suggests that language has been a problem in communicating about disasters, as most of the content is in English rather than Samoan. Other challenges noted by interviewees include the understanding and use of technical terms associated with disaster management and warnings, and a high turnover of media staff. Another media outlet was reportedly told that it was no longer necessary for them to draw up a plan. The DMO is developing plans to run simulations with media twice each year.

The three main emergency communication platforms for early warnings are SMS, a network of sirens and bells, and the radio broadcasts from 2AP. Digicel can send a bulk SMS to customers upon receipt of warning information from a specific member of the disaster committee. The Samoa National Disaster Telecommunications Plan noted difficulties in the past with SMS warnings and the DMO plans to address the problem in 2013. The network of warning sirens covers all town areas, and in villages, church bells are used: '*One village will hear the other village and you...ring the bell'* (SAMOA02). Future plans to improve disaster preparedness include the building of a sub-emergency centre in Savaii, and a major project to improve internal communication among disaster response agencies using a digital radio communications network.

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 Samoa.

Interviewees made frequent reference to informal and in-house training and mentoring, provided by senior staff, international volunteers, visiting technicians or consultants, and through international film production projects. Television stations report capitalising on opportunities for extra in-house training by asking international technicians who are called in to fix equipment to also to run a training session. In-house training of this type is generally preferred. Representatives from Digicel stated that practical experience and an appetite for learning is more important than qualifications: *'we recruit for attitude and we train for skills'* (SAMOA04).

Qualifications from the National University of Samoa (NUS) are not highly regarded because graduates require additional on-the-job training. The need to train junior staff is a drain on time and resources and significantly impacts the availability of senior staff. The transient workforce in the media industry is an additional hurdle. As SAMOA07 observes, *'the trouble is, a lot of the time, is that you train people and then they move on, when they find that they've got the skills but they are not getting paid..., so they find other jobs'.*

PACMAS Strategic Activity: Media Associations

The Journalism Association of Western Samoa (JAWS) and the Pacific Islands News Association (PINA) provide support to media professionals in Samoa. The Pacific Media Association (PasiMA) was also established with several representatives from Samoa's media. Several interviewees are critical of JAWS due to perceived non-inclusiveness of membership, preferential treatment given around access to resources (e.g. training invitations), politics between members of the local media industry, and the failure to focus on providing training and workshops. As SAMOA03 summarises the situation, *'the sad thing is the fact that...we pay our subscriptions, we send our people there, but then for some reason we are excluded'* (SAMOA03). Lack of coordination between training providers and schedule clashes were also cited as an issue for training.

PACMAS Strategic Activity: TVETS

The Media and Journalism Department at NUS (which merged with Samoa Polytechnic in 2006) offers a certificate (1 year) in journalism, and recently added an additional diploma year in response to industry dissatisfaction with the quality of graduates. The courses are delivered fulltime with 56 contact hours over a 14 week semester. The course is aimed at and dominated by school-leavers. Where there have been discussions of running an out-of-hours model of delivery for up-skilling practitioners, the barriers identified included the availability and time constraints of media workers (due to family and community commitments), fees, and, from the university's perspective, viability (a minimum of 10 enrolments is required). Similar to previous reports[17], interviewees confirmed that the students are mostly female.

The course curriculum is based on the Pacific Media Communication Facilities (PMCF) course design developed by PINA. The curriculum is being implemented across the other TVETs in the Pacific (Fiji, Vanuatu and Tonga), with some additional courses developed by the local lecturers and through workshops with industry representatives. Following the first curriculum workshop, an Industry Advisory Panel (IAP) of seven representatives was elected, and five panel members continue to provide input into course delivery decisions. There are no non-mainstream media representatives (such as NGOs or media production professionals) on this panel. The IAP and Cabinet must endorse any changes to the courses, and their perspectives are highly valued by NUS staff: *'They are important because they are the employers, the future employers in of these graduates'* (SAMOA01).

In the past students raised their own funds to purchase cameras. However, the Media and Journalism Department recently acquired more equipment from JAWS, the US Embassy, UNESCO and PACMAS. The facilities now include cameras, Mac computers, editing equipment and a photocopier (though maintaining ink supplies to print student newspapers is a problem). In 2012 UNESCO provided radio transmission equipment, a 'radio in a box[18]', to enable a student radio station. Course materials (such as books and CDs) have been provided by the PMCF.

Though many graduates have entered the local media industry, there are also other kinds of graduate pathways. Two graduates have gone on to do a bachelor degree in Auckland, and three students have received scholarships to study in China. Two graduates have been employed at banks based on their interviewing skills. The graduates now working in the media sector tend to take on technical and production roles such as camera operation and promo-production: *'One of the boys I have in TV3 [local television station], he is a very diligent student but when it comes to writing, I guess it's really the problem goes to... maybe the primary school or secondary school. Simple sentence he cannot write ... he didn't want to become a reporter but he is a very good cameraman. And so he works for TV3 as a cameraman'* (SAMOA01).

The courses have quite high dropout rates. The inability to pay fees is cited as a major barrier to completion, although basic financial assistance is available to high-performing students after their first semester. Based on their results, up to five students can have their fees paid by the government. Other students may seek financial assistance from family living abroad or from churches.

Respondents were consistent in their identification of the major issues affecting the quality of the course and graduates: the primary problem is the calibre of the students at the point of intake. Skuse reported that journalism was not the first or even second choice of many students[19]. But, more critically, enrolling at the polytechnic is one of the only options for further education open to students who have not achieved high scores in the Pacific

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17   Skuse , A. 2011. Journalism Training Study. AusAID Pacific Media Assistance Scheme (PACMAS) AidWorks Initiative No: INJ270, February 2011.
18   UNESCO. 2013. Enhancing Institutional Capacity of National University of Samoa through Introduction of Radio in a Box. IPDC Projects database. http://www.unesco-ci.org/ipdcprojects/content/enhancing-institutional-capacity-national-university-samoa-through-introduction-radio-box, Accessed April 12, 2013.
19   Skuse , A. 2011. Journalism Training Study. AusAID Pacific Media Assistance Scheme (PACMAS) AidWorks Initiative No: INJ270, February 2011.

Secondary School Certificate (PSSV). Thus, all interviewees described the students as struggling with literacy and language skills throughout the course and, upon graduation, failing to meet the skills expectations of the industry. *'But I think problem they may be having up there is the quality of the students that are being accepted. And so we can't always, you know, expect the students to ... do the kind of work and the kind of investigating work that, that you'd expect'* (SAMOA07).

To address the problem of low graduate skills, the NUS, in collaboration with the IAP have created incentives, including: an extra year of work for Diploma students; a curriculum workshop with representatives from the industry; increasing the 2013 entrance requirements in the areas of English and Samoan; increasing the initial intake in the hope that more students will graduate; and a focus on technical and production skills, such as photography, editing, and layout. There remains some skepticism from the industry representatives, especially around who is included in the IAP. However, NUS and others are optimistic that the situation will improve as changes take effect: *'when we see those students on TV and during the news, that before they came to media journalism they couldn't even write simple things, and here they have the confidence now to talk, to do shooting, to do interview with people. I feel like if I can, we can do one or two, that's a big accomplishment considering the background of the student'* (SAMOA01).

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.

PACMAS Strategic Activity: Climate change
Samoa's mountainous geology is not vulnerable to sea level rises in the same way as low-lying atoll islands; however, 70 per cent of Samoa's population and industry are in low-lying areas which leaves Samoans vulnerable to the impact of climate change. Droughts, floods, and increased storm surge and cyclone activity are other risk factors for the nation. Agriculture is the industry most discussed in relation to climate change in policies and reports, as two-thirds of Samoans are involved in or rely on farming for household consumption or commercial sale. Access to potable water is also a major concern, especially following a recent period of drought.

Samoa has made progress in relation to policy and legislation. The Ministry of Natural Resources and Environment is reported to run a page in one of the local newspapers on environmental issues twice a week. General awareness about climate change among the government, the media and the public is reported to be 'medium to high'. Most of the media coverage of climate change references natural disasters such as tsunamis and cyclones.

Despite the levels of awareness, media professionals expressed the need for additional support through workshops and training. They reported challenges such as difficulty in accessing ministers for information, and English language challenges among some reporters, which limit their ability to access international reports online. In addition, interviewees also suggest there is room for improvement in the way climate change is communicated. Translation of technical terms is mentioned by several interviewees as a key challenge: *'that's one of the biggest problems is actually transferring all those policies and all those legislations that into language that people would not only understand but actually be motivated to do something about...because there is a mountain of legislation'* (SAMOA02). SAMOA07 concludes, '' *they just need to be skilled in putting it in a way that more people can read and understand it'*.

PACMAS Strategic Activities: NCDs
In terms of NCDs diseases and risk factors, Samoa has among the lowest rates of diabetes, hypertension and high cholesterol in the Pacific region. However, medium-high levels of tobacco use and high rates of alcohol use. In addition, there are moderate rates of low physical activity and obesity, especially among women. Despite this, Samoa is among a small group of Pacific countries to have a National Non-Communicable Disease (NCD) Policy, and at the time of writing, consultation work was happening in relation to a National Food Policy. In addition, they have higher rates of fruit and vegetable consumption than other countries in the region.

The media coverage of NCDs reported by interviewees includes awareness campaigns on radio and TV, and news and lifestyle coverage in newspapers, such as healthy eating tips. For example, TV3 is currently filming a program on basic health with support from the Department of Health. Interviewees also reported that there has been no recent access to training for reporting on NCDs, including for NGOs with communications officers. Untargeted messaging, conflicting messages and the shared responsibility for health communication represent key challenges.

Figure 2: Media Partnership Conference: Julia Wallwork, Country Director at ADRA Samoa, presenting at the Media Partnership Conference on ADRA's engagement with the drug community in Samoa.

As one participant observed: *'When it comes to issues that really affect people, like non-communicable disease, and you... tend to work together... to make sure that the right information goes out. It's when there are issues that need to be addressed. They're not doing it properly, not handling distribution of different things; then that is when things start to, you know, break down'*. Several interviewees noted the gap between awareness and changes in behaviour: *'There is still a lot of room for improvement... not just being aware but actually doing something about it'* (SAMOA02).

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 Samoa.

Discussions of disability are limited but there are some noted cases where issues have arisen. Disability was seen as a barrier to entry into the journalism program at NUS. A blind applicant was initially rejected on the basis that the university didn't have the resources to support him, but the Dean intervened to ensure he was included. Disability is also mentioned as being a consideration in village disaster planning and preparedness.

Women and women's groups feature in several government communications processes. The Department of Women's Affairs is a key stakeholder in village level disaster planning and preparedness. In addition, at the most recent Disaster Awareness Day, four tsunami-affected villages were invited to debate on the theme of women and children as partners in disaster risk reduction. Several interviewees mentioned that women dominate the media industry in Samoa, but that women require higher levels of qualification to enter and progress in the industry.

The new TV station EFKSTV proposes to include youth participation in its programming by holding workshops around the country. As SAMOA07 describes: *'we want to do some drama training with the... youth groups. Teach them the skills to make the programs themselves. Write the scripts, film, edit, putting altogether themselves.'* (SAMOA07) Communication with youth is also important in disaster awareness activities. The school curriculum includes climate change and disaster management with resource kits available for teachers from early childhood level through to secondary school.

Summary of Findings

The media and communication environment in Samoa is diverse and rich, with considerable opportunities to support and grow systems and capacities across the component areas. The key insights across the four areas of policy and legislation, media systems, capacity building and content are summarised below.

Policy and Legislation

- Media and Communication Legislation in Samoa includes the Broadcasting Act 2010, Film Control Amendment Act 2010, Newspapers and Printers Act 1992-1993, Telecommunication Act 2005, Telecommunication Amendment Act 2007, Telecommunication Amendment Act 2008 and the Samoa Broadcasting Corporation Act 2003
- Section 13 of Samoa's constitution guarantees freedom of expression, though there is no specific reference to freedom of the media.
- No freedom of information legislation in Samoa.
- The Broadcasting Act 2010 allowed for the establishment of a regulator within an Office of the Broadcasting Regulator.
- The Code of Ethics was developed by JAWS (Journalists Association of Western Samoa)
- The Telecommunication Act 2005 (with the 2007 and 2008 amendments) allowed for telecommunications regulatory responsibilities to be managed within the Office of the Broadcasting Regulator.
- Samoa has also developed policies in the area of ICTs and e-Government.

Media Systems

- There are no specific associations for technicians and no support networks; JAWS is not viewed as a successful network for technicians.
- Telecommunications technicians access knowledge within their companies.
- The primary media outlet in a disaster is the government AM radio broadcaster, 2AP (within the Ministry of Communication and Information Technology).
- There is also a National Emergency Telecommunications Plan that involves landline and mobile providers (Digicel and BlueSky Samoa).
- The Disaster Monitoring Office uses media strategically in the lead up to drills and awareness days, and has published locally produced videos online relating to disaster preparedness and awareness.

Capacity Building

- JAWS and PINA provide support to media professionals in SAMOA. PasiMA was also established with several representatives from Samoan media.
- Reliance on in-house training is not as easy for all local media outlets and the need to train junior staff is a drain on the time of senior staff.
- The Media and Journalism Department at the National University of Samoa (which merged with Samoa Polytechnic in 2006) offers a one-year certificate in journalism; an additional diploma year was added in response to industry dissatisfaction with the quality of graduates.
- The course curriculum is based on the Pacific Media Communication Facilities (PMCF) course design developed by PINA and is being implemented across the other TVETS in the Pacific (Fiji, PNG, Vanuatu and Tonga).
- A major challenge of the programs is that enrolling at the polytechnic is one of the only options for further education open to students who have not achieved high academic scores in the PSSV (Pacific Secondary School Certificate).

Content

- Samoa has made progress in relation to climate change awareness, and concern among the government, the media and the general public is reported to be medium or high.
- Little access to workshops and training for media professionals is reported on NCDs or climate change. Training is welcome, particularly for assistance with interpreting scientific reports written in English.
- Barriers to media coverage of NCD-related issues are reported to include confused messages due to the fragmentation of the health sector; a lack of awareness of who is responsible for health communication; lack of targeting of messages; and conflicting messages.
- Youth have been important to disaster awareness activities; the school curriculum includes climate change and disaster management with resource kits available for teachers from early childhood level through to secondary school.

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