



PACMAS

Pacific Media Assistance Scheme

Papua New Guinea

STATE OF MEDIA &
COMMUNICATION
REPORT
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International
Development

Australian Broadcasting Corporation





Capturing discussions by Centre for Social and Creative Media at University of Goroko. Video by University of Goroka

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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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PNG Country Context

Papua New Guinea (PNG) is an independent state including the eastern half of the island of New Guinea, sharing a border with the Indonesian province of West Papua. The population of 7 million is unevenly spread across geographically challenging terrain. PNG has the highest linguistic diversity in the world with more than 800 distinct languages; English, Tok Pisin (Melanesian Pidgin) and Hiri Motu are the official languages. PNG's economy consists of a formal sector that focuses on large-scale export of natural resources, and an informal sector of subsistence activities, in which 85 per cent of the population participate¹. Mining and resource extraction, the largest government revenue source, has had both positive and adverse effects on the country.

Infrastructure development such as electricity, telecommunications, roads and other transport remain an important determinant for growth. Infrastructure, low literacy levels and high linguistic diversity pose challenges for addressing issues such as the HIV/AIDS pandemic². PNG's media industry, the most vibrant in the South Pacific, has been experiencing a substantial growth, embracing online and mobile forms of communication. It is also central to PNG's National Strategic Plan, Vision 2050³.

Key Insights

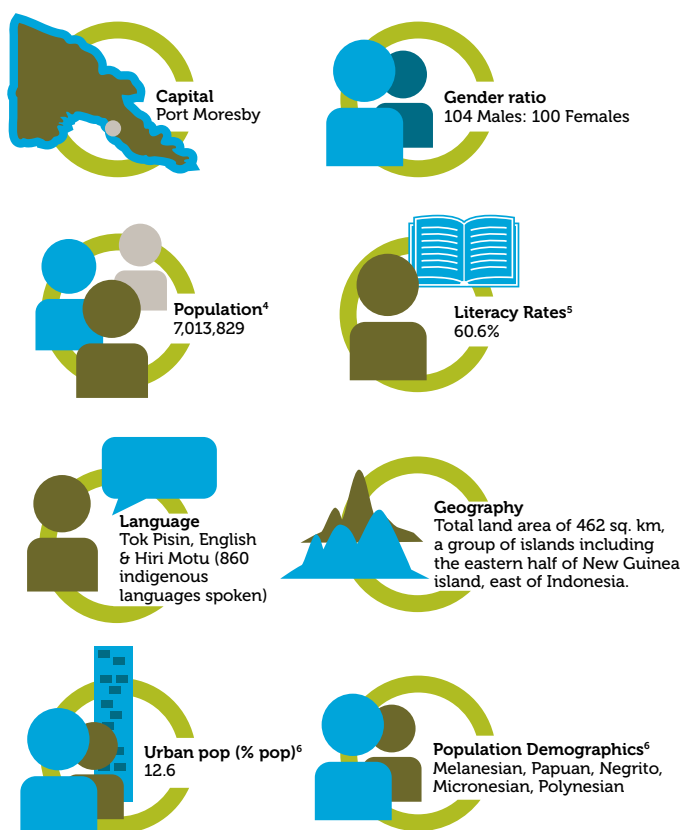
Impact of Churches on media content and technologies

Churches play an influential role in PNG, often providing key services in health and education. They run a number of radio stations and promote the integration of technologies, such as the Christian Radio Mission Fellowship's (CRMF's) High Frequency (HF) radio network across the country. Churches are central to the production of media content, such as the Adventist Development and Relief Agency's (ADRA) film production around issues of HIV and AIDS. Church-based media often have a religious and community development focus in their content. Non Government Organisations (NGOs) and donor agencies collaborate with churches in the area of development communication, which often helps to secure overseas funding to support media activities⁷.

New Media: Social and Mobile

Due to developments in telecommunications policy and improvements in infrastructure over the past decade, more Papua New Guineans have access to social media than ever before. Social network sites such as Facebook are used by journalists and media organisations for news reporting, complaints processing, and

Table i.1 Basic Country Data



1 The World Bank. 2013. Papua New Guinea. Washington, DC: The World Bank Group. <http://www.worldbank.org/en/country/png>, accessed May 2013

2 PNG has the fourth highest HIV/AIDS prevalence in the Asia Pacific region.

3 'Papua New Guinea Vision 2050', National Strategic Plan Taskforce, p.6. <http://www.forumsec.org/resources/uploads/attachments/documents/2011.png.vision.2050.pdf>

4 The World Bank. 2013. Papua New Guinea. Washington, DC: The World Bank Group. <http://www.worldbank.org/en/country/png>, accessed May 2013

5 UN ESCAP. 2012. Statistical Yearbook for Asia and the Pacific 2012 – ESCAP Statistics Division <http://www.unescap.org/stat/data/syb2012/country-profiles/Papua-New-Guinea.pdf>

6 UN ESCAP. 2012. Statistical Yearbook for Asia and the Pacific 2012 – ESCAP Statistics Division <http://www.unescap.org/stat/data/syb2012/country-profiles/Papua-New-Guinea.pdf>

7 Eggins, J., 2008. The potential of church based radio broadcasting in PNG. In Papoutsaki, E. & Harries, U., (Eds.), South Pacific islands communication: global issues, local perspectives. AMIC: Singapore.

communicating directly with the public. The PNG Code of Ethics does not reflect the move to online platforms, and some research participants expressed concern about this issue. A prominent local blogger captures this sentiment: 'The amount of complaints or issues being raised by people, I think to some degree have always been there, but with the provision of social media, we now see those issues gaining prominence.'⁸ In the run up to the 2012 elections, Papua New Guineans used social media for public debates. For example, Facebook, Twitter and mobile phones were used in April 2012 to organise a protest march in Port Moresby against the deferral of the national elections⁹. Facebook and blogs are also being used to tackle political and socio-cultural issues such as sorcery, and violence against women. Facebook users now receive information in a more immediate way, using the site to create solidarity, and to mobilise social action. The increase in mobile technology enables greater availability of social media but also operates as powerful communication tool, for example, sending out messages about health via mobile phones.

Informal media distribution networks

The remoteness of most of PNG's communities, lack of infrastructure, and the increase of availability of media technologies such as DVD players, has contributed to the rise of village cinemas, or haus piksas, especially in the densely populated Highlands region of PNG. Village cinemas are central houses in the community, equipped with a TV and DVD player. The owners operate small businesses by charging audiences for film screenings, which are predominantly foreign in content, including overseas action movies and soap operas. National broadcast media is not always available in the village cinemas, the majority of which operate via generators. Haus piksas have become one of the main ways that people in the Highlands consume audiovisual media in their communities.¹⁰

State of Media and Communications

Media and Communications Platforms

PNG's mainstream mass media, including radio, television and print, is the most vibrant and diverse in the region. Media penetration is highest in urban areas where the English speaking populations live¹¹. While the establishment of new broadcasters and publishers in the past decade introduced changes, the rapidly increasing mobile telecommunications sector and emergence of online media, represent the most influential shifts in the media landscape. Mobile telecommunication has increased rapidly over the past six years and has opened up opportunities for the way people communicate. These modes of communication have generated public dialogue and information exchange between journalists, media practitioners and their audiences. In addition, the introduction of mobile telecommunications company Digicel to PNG in 2007 had a recognisable impact on the country's GDP¹².

Television

The penetration of TV is reportedly on the rise, with most growth concentrated in urban areas due to affordability, infrastructure and signal restrictions in rural areas¹³. EM-TV is a national free-to-air television station that was sold to Fiji Television Limited in 2004 (it was formerly a subsidiary of Australia's Channel 9 Network). EM-TV's local content includes programs such as Tok Piksa, Resource PNG, Olsem Wanem Nau?, Business in PNG, and entertainment programs such as In Moresby Tonight, Digicel Stars and Rait Music. The EM-TV news also connects to America's CNN news through their news ticker and reports. The main daily news program is a one hour bulletin, which replays in the evening. Other content includes programs from the Nine Network in Australia, as well as a link to the Australian Broadcasting Corporation's Australia Network from midnight onwards. EM-TV has also developed a virtual studio for its news program.¹⁴

8 <http://www.abc.net.au/news/2012-07-04/an-social-media-shines-in-png-election/4110096>, accessed 24 June 2013.

9 Cave (2012) Digital Islands: How the Pacific ICT's revolution is transforming the region. Sydney: Lowy Institute.

10 A current study is being undertaken on village cinemas in the PNG Highlands, under the PACMAS Innovation Scheme by Thomas, V.; Eby, M. (2012-13) Centre for Social and Creative Media, University of Goroka.

11 Papoutsaki, E. McManus, M. and Matbob. P. 2012. Communication, Culture and Society in Papua New Guinea: Yu to wanem? DWU Press and Pacific Media Centre: Madang and Auckland.

12 Batton, A, Guoy, J and Duncan, R, 2008, Papua New Guinea Economic Survey: from boom to gloom?. Pacific Economic Bulletin. Vol. 24. No. 1 2009. The Australian National University. Pp. 1-27.

13 Citizen Access to Information in Papua New Guinea (ABC 2012)

14 'EMTV embraces new technology'. In Post Courier, May 08 2013 cited in Islands Business News, via <http://www.islandsbusiness.com/news/papua-new-guinea/1120/emtv-embraces-new-technology/>

In 2008, the public broadcaster National Broadcasting Corporation (NBC) introduced a new TV station, Kundu 2 TV, in an effort to promote more local content. Kundu 2's local content includes programs such as Yumi Go We?, Kundu Magazine, Arts and Culture, Beautiful Mind and Tok Stret supported by the Young Women's Christian Association. The AusAID-funded Media for Development Initiative (MDI) has been training Kundu 2 staff to produce programs with a focus on development issues. The National Youth Commission also collaborated with Kundu 2 to run a mock parliament sitting on Bougainville. Most of these programs are broadcast after the 7pm news until the station closes at 11pm. Kundu 2 also does a live broadcast of Parliament sittings at 10pm and 2pm.



Figure 1: Blaise Nangoi, Chief Editor of The Port Moresby Courier, PNG's largest daily, showing the newspaper's printing presses during consultations with PACMAS. Photo by Jean-Gabriel Manguy

HiTRON Ltd is the main provider for satellite television in Papua New Guinea, with the largest number of subscribers concentrated in Port Moresby. HiTRON offers a number of TV channel packages as well as radio.

Table i.2 Media and Communication Platforms: Television

Platform	Organisation	Owner/funding	Language/ content	Type
Television	EM-TV	Fiji Television Limited	English/Tok Pisin/Hiri Motu Local News, Talk shows, entertainment, magazine programs, overseas content	Commercial
	Kundu 2	GoPNG	English/Tok Pisin Local News, PNG documentaries, features	Public
	Hitron Television	Hitron Limited	Provides access to 117 TV and 15 radio stations, overseas channels	Commercial

Radio

PNG has a large number of radio stations, including public, commercial, church and mining radio services. Radio has a wide reach and is available to most of the population. The NBC, established and funded by the Government of PNG, provides a national radio service, under the provisions of the Broadcasting Corporation Act. It has two main services: Karai National Radio, operating nationally on shortwave (SW), and on AM and FM in the National Capital District, and Kundu Radio Services, operating in the 19 provincial centres¹⁵. Karai National Radio presents music and development programs as well as news every hour. It also does live crosses to Parliament sessions or sporting events. The provincial stations provide local news content to the national station including the NBC's Current Issues program. The provincial stations air their own news before they link up to the national news on the hour. Some provincial stations however are reported to be under-functioning due to lack of funding and technical support¹⁶.

Commercial radio stations like FM 100, YumiFM (which broadcasts in Tok Pisin) and NauFM are popular and have a young audience focus. Church-run stations, often community or province based, are increasing in popularity. A number of radio stations are also operated by mining companies. Consumption of radio is often communal, for example on public transport or in public spaces¹⁷. Young people in particular are accessing radio via mobile phones that have FM features¹⁸.

15 See NBC's website. <http://www.nbc.com.pg/aboutus.htm>

16 Papoutsaki, E. McManus, M. and Matbob. P. 2012. Communication, Culture and Society in Papua New Guinea: Yu Tok Wanem? DWU Press and Pacific Media Centre: Madang and Auckland.

17 Australian Broadcasting Corporation. 2012. Citizen Access to Information in Papua New Guinea. Melbourne: ABC International Development.

18 Australian Broadcasting Corporation. 2012. Citizen Access to Information in Papua New Guinea. Melbourne: ABC International Development.

Table i.3 Media and Communication Platforms: Radio

Platform	Organisation	Ownership/ funding	Language/ Content/ reach	Type
Radio	NBC National Radio - Karai (Nationally on Shortwave, and on AM and FM (90.7) in the National Capital District)	State-owned	English and Tok Pisin, Local news, live broadcast, talk back, music and entertainment, development content, radio dramas, sports and weather reports	Government
	NBC Provincial Radio - Kundu (19 provincial centres in PNG)	State-owned	English and Tok Pisin Local news, talk back radio	Government
	Tribe FM	State-owned	Youth focus/entertainment	Government
	FM100	Kalang Advertising Ltd a subsidiary of Telekom PNG	News, entertainment and talk back http://www.fm100.com.pg/	Commercial
	Yumi FM under PNG FM (93.1FM)	Communications Fiji Limited	Tok Pisin Entertainment	Commercial
	Nau FM under PNG FM (83 FM)	Communications Fiji Limited	English Youth focus/entertainment	Commercial
	Hot FM (97 FM)	Kalang Advertising Ltd	FM100's sister radio station launched on Oct. 26. 2012 Youth focus/commercial	Commercial
	Rait FM (99.5 FM)	CHM Supersound belonging to Raymond H Min	Appears to be a subsidiary of CHM Supersound, a major music recorder and distributors in PNG and Pacific Entertainment	Commercial
	New Dawn FM (95.3 FM)	Community	Towns and villages of Tinputz and the Buka passage area (Bougainville) http://bougainville.typepad.com/	Community
	Legend FM under PNGFM (101 FM)	Communications Fiji Ltd.	English Music and entertainment	Commercial
	Radio Maria (103.5 FM Pom, 103.7 FM Lae, 98.1 FM Mt. Hagen, 91.3 & 88.1 FM Rabaul, 92.9 FM Aitape, 91.5 FM Vanimo, 103.5 FM Wewak, 103.1 FM Wabag, 103.3 FM Alotau, 103.1 FM Kimbe.)	World Family Radio Maria	Radio Maria is a Catholic Radio station based in Port Moresby. It is part of the World Family of Radio Maria.	Church-based
	Voice of Peter ToRot Radio		Radio Peter Torot is a Catholic radio station based in Vunapope, East New Britain. It runs its own programs and connects to Radio Maria in Port Moresby. The Voice of Peter ToRot also runs a TV series called Signs of the Times on Kundu2 TV and a website: www.voiceofrorot.com and http://torot.tv/ English and Tok Pisin	Church
	Wantok Radio Light	Papua New Guinea Christian Broadcasting Network	English and Tok Pisin Religious/community	Church
	Fly Radio – Ok Tedi (Kiunga 95.3 and 103.8 Tabubil, shortwave relays on 3915kHz and 5960kHz)	Ok Tedi Mining Ltd.	English and Tok Pisin, News, health and education messages, community information, Tok Saves (Announcements), community programs	Community / mining
	Krai Bilong Baibel Network (KBBN)	Brad and Deborah Wells	English and Tok Pisin Religious/community	Church
	Trinity FM	Catholic Archdiocese of Mt. Hagen	English, Tok Pisin and Melpa	Church
	FM Central and FM Morobe	Operated by Hired Holdings Ltd	Content in Hiri Motu	Commercial

Newspapers and Magazines

Newspapers are popular, but access is restricted, particularly in rural areas, due to cost, distribution and low literacy levels (60 per cent)¹⁹. There are two main English language newspapers; The Papua New Guinea Post-Courier is majority owned by News Corp with about 30 per cent local ownership; the second newspaper, The National, is owned by the Malaysian logging company, Rimbunan Hijau. The Wantok Niuspepa of Word Publishing Ltd is a national weekly Tok Pisin paper owned and operated by mainland Christian churches. The Sunday Chronicles, which focuses on politics and development issues, is owned by PNG businessman Wesley Raminai and published by PNG Magazines.

Newsletters are regularly published by NGOs and community development initiatives (e.g. Appropriate Technologies Project's PNG Dev News), but publishing electronically, and distribution via online is on the rise. Gavamani Sivarai is a monthly newsletter produced by the Department of Information and Communication (DIC) and distributed via the Post-Courier and The National. The DIC hopes to turn the Gavamani Sivarai newsletter into a weekly paper as part of the department's Corporate Plan 2012 – 2016.

Stella Magazine is a new women's magazine (and website) published bi-monthly by Pacific Pencil, that focuses on lifestyle, arts and women's issues. Both airlines operating in PNG, Air Niugini and Airline PNG, publish a bi-monthly magazine that is predominantly targeted at tourists, and is also read by people travelling in and out of the country.

Table i.4 Media and Communication Platforms: Newspapers and Newsletters

Platform	Organisation	Owner / Funding	Language / Content	Type
Newspaper	Post Courier	News Corp Ltd	English News, current affairs, features, commentaries, etc. Mon – Fri Weekend edition Online: www.postcourier.com.pg	Commercial
Newspaper	The National	Rimbunan Hijau	English News, current affairs, features, commentaries, etc. Mon – Fri Online: www.thenational.com.pg	Commercial
Newspaper	Wantok Niuspepa of Word Publishing Company Ltd	Owned and operated by a Board of Directors comprised of membership from 4 of the 5 mainline churches in PNG Roman Catholic: 55% Lutheran: 25% Anglican: 10% United Church: 10% Receives grants from the mother churches	Tok Pisin News, current affairs, features, commentaries, religious etc. Weekly.	Church
Newspaper	Sunday Chronicles	Wesley Raminai Published by PNG Magazines	English Community oriented, development. Weekly Sundaychronicles.blogspot.com	Commercial
Newsletter	Gavamani Sivarai	Department of Communication and Information Government	- Weekly newsletter * Plans to become a newspaper	Government
Magazine	Stella Magazine	Pacific Pencil	English. Lifestyle, women's issues, the arts Published by-monthly www.stellamag.com	Commercial
Newsletter	CDI Foundation NIUS	Community Development Initiative (CDI)	Publishes a regular newsletter	Community

¹⁹ Australian Broadcasting Corporation. 2012. Citizen Access to Information in Papua New Guinea. Melbourne: ABC International Development.

Online and Mobile Media

The availability of mobile telecommunications and online media has transformed the communication landscape in PNG. Facebook has become a forum for discussing topics such as media ethics and journalism in the country and wider regions (PNG01). The creation of media organisation pages or ad hoc groups (e.g. 'Media Monitor') enables journalists and media practitioners to engage in dialogue and exchange stories and pictures across the country.

Mobile phones have become an important device for communication, radio listening and internet access. However, user rates in PNG are still low (2 users per 100 population in 2011²⁰), constrained by poor mobile signals, and low ownership of internet enabled phones²¹. Mobile reception remains a significant barrier, with rural people walking long distances to 'bush phone booths' or spots where they can get a signal. Other barriers to mobile phone use include affordability, access to markets and lack of electricity for charging phones²².

The Post Courier and The National both have news websites. Facebook is also being cited as an important hub for news, and the audience is larger than other news websites with 53 per cent of weekly users reporting the use of online social media compared to the two main newspapers' websites (The Post Courier at 33 per cent and The National at 32 per cent)²³. Perrottet and Robie describe how Facebook pages were set up by working journalists, and report 'In a single day some pages carried more words than a year's worth of letters to the editor in all national print media.'²⁴

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

Platform	Organisation	Ownership/ Funding	Language/ Content	Sector
Online	EM-TV	Fiji Television Limited	www.emtv.com.pg News site and EM-TV programming	Commercial
	PNG Village / PNGFM website	PNGFM Limited	www.pngvillage.net News, streaming of three radio stations	Commercial
			news.pngfacts.com News and links	Commercial
	Facebook Groups	Sharp Talk	www.facebook.com/sharptalk Discussions around political and development issues	Community
	Example Blog Sites	Garamut	garamut.wordpress.com	Individual Blog
		Malum Nalu	malumnalu.blogspot.com	Individual Blog
		Masalai	masalai.wordpress.com/	Individual Blog

Other Communication Platforms

Over 85 per cent of PNG's population lives in rural areas, with limited infrastructure and access to media. People predominantly communicate by word of mouth, face-to-face or through meetings and storytelling. Studies suggest that people in rural areas value interpersonal communication more than people in urban areas, in particular in regards to educational messages²⁵. Churches also provide a space where people receive and share information; messages delivered by leaders of the church are usually considered trustworthy. People also share information at village court hearings and cinemas (haus piksas), especially in the PNG Highlands²⁶. There are some suggestions that these new spaces have at times replaced the common gathering places in communities²⁷.

20 UN ESCAP. 2012. Statistical Yearbook for Asia and the Pacific 2012 – ESCAP Statistics Division <http://www.unescap.org/stat/data/syb2012/country-profiles/Papua-New-Guinea.pdf>, Accessed May 15, 2013

21 Australian Broadcasting Corporation. 2012. Citizen Access to Information in Papua New Guinea. Melbourne: ABC International Development.

22 Watson, H. A. A., Tsunami alert: the difference a phone makes. In Journalism Education Association Annual Conference, Nov. 24 – 26, University of Technology, Sydney, NSW 2011: 167

23 Australian Broadcasting Corporation. 2012. Citizen Access to Information in Papua New Guinea. Melbourne: ABC International Development.

24 Perrottet, A. & Robie, D., 2011. Pacific Media Freedom 2011 : A status report. Pacific Journalism Review, 17(2), p. 166

25 Maibani-Michie, Geraldine; Kavanamur, Dorothy; Jikian, Mckenzie and Siba, Peter (2007). Evaluation of the Poro Sapot Project: Intervention-Linked Baseline and Post-Intervention Studies Papua New Guinea Institute of Medical Research, Goroka, PNG. Australian Broadcasting Corporation. 2012. Citizen Access to Information in Papua New Guinea. Melbourne: ABC International Development.

26 Thomas, V., Papoutsaki, E., and Eggins, J. (2010). Visual dialogues, community action and social change: a South Pacific islands HIV/AIDS project application. Paper presentation at 19th AMIC annual conference. Singapore. And Thomas, V., Eby, M. (forthcoming) Haus Piksas: Using informal media distribution for HIV and AIDS communication in Papua New Guinea, IAMCR Conference Dublin, June 2013.

27 Thomas, V., Papoutsaki, E., and Eggins, J. (2010). Visual dialogues, community action and social change.

NGOs and development organisations have introduced community conversations and theatre to relay educational messages, especially around HIV/AIDS. Led by trained facilitators, community conversations engage groups in discussions with members including women, men, youth and children. Each member is given the opportunity to talk about his or her concerns. The Tokaut AIDS Community Awareness Theatre uses participatory approaches and drama to promote education in communities²⁸.

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

Platform	Communication	Language/Content	Sector
Other	Face-to-face communication in villages and market places	Local language, Tok Pisin (some English) Every-day talk	Community
	Traditional Ceremonies and Gatherings	Local language, Tok Pisin and (some English) Bride price ceremonies, compensation, funerals	Community
	Church	Local language, Tok Pisin and (some English) Religious activities as well as wider community significant information	Church
	Village court hearings	Local language, Tok Pisin and (some English) Legal proceedings, social justice, moral obligations	Community
	Traditional Instruments and Sounds	Conch shell, Slit gong (Garamut), Yodeling	Community
	Haus Piksa (Village cinema)	Foreign productions and a few local films	Community

Media and Communications Landscape

This section of the report focuses on Papua New Guinea'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 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 (PEBS), Technical Vocation Education Training (TVETs), Media Associations, Climate Change and Non-Communicable Diseases (NCDs). Media Systems includes a focus on Technicians and 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

Relevant media and communication policy and legislation in PNG includes the Postal Services Act 1996; the Stamp Duties (2008 Budget Amendment) Act 2007; the Telecommunications Act 1996; the Broadcast Corporation Act 1973; the Telecommunications Industry Act 2002; the Telecommunications (Cable Television Service Licence Fees) Regulation 2005; the Radio Spectrum Regulation 1997; the Classification of Publication (Censorship) Act 1989; the Printers and Newspapers Act 1956; the Printers and Newspapers Regulation 1958; the Television (Prohibition and Control) Act 1986; the Defamation Act 1962; the National Policy on Information and Communication (NPIC); the 1989 Censorship Act; and the National Information and Communications Technology Act 2009.

PNG has experienced recent changes in telecommunication regulation. Up until 2007, there was a dual regulatory system led by the Independent Consumer and Competition Commission (ICCC) and the Papua New Guinea Telecommunications Authority (PANGTEL). The ICCC had a multi-sectorial economic and social regulatory function; PANGTEL had a sector-specific mandate that included spectrum and technical regulatory function as well as broadcast licensing. The high costs of Information Communication Technologies (ICTs) and telecommunications and the overlap in the functions of the two separate bodies was regarded as hindering the growth of a converging media and ICT industry. In 2008, the National ICT Policy (NICTP) was established with amendments made to the Telecom Act of 1996. A reform of ICT regulation also paved the way for the entry of two new mobile companies. Phase 2 of the NICT Policy introduced a competitive approach to policy development, and concluded with the formation of the National Information Communication and Technology Act (NICTA) in 2009. NICTA became the regulator responsible for ICT and broadcast regulation. The ICCC retains powers of general competition to the ICT industry, but does not regulate it.

28 Levy, C., HIV and AIDS awareness programs in remote areas of PNG: an evaluation of VSO PNG Tokaut AIDS impact in the second year of activity. In *Contemporary PNG Studies*, DWU research journal, 6, pp. 53-62. Divine Word University Press: Madang.



Figure 2: Some of the work that the Centre for Social and Creative Media at University of Goroka are doing. Video by University of Goroka

NICTA is anticipated to promote healthy competition among industry participants, who are being challenged to conform to NICTA's regulations. There are currently three mobile phone operators, B-Mobile, Citifone and Digicel, while Telikom PNG has a monopoly on fixed line provision. Digicel has already taken advantage of the new trends in ICT policies by recently receiving the first content license for a potential IPTV (internet protocol television) set-up. NICTA has also been progressive in supporting the increase of mobile phone and internet access.

In terms of media legislation, an enabling clause in Section 46 of the Constitution guarantees freedom of expression, freedom of the press, as well as freedom of information. Defamation is a civil offense. PNG citizens generally perceive local media as freely able to report on issues, and that they have unrestricted access to media in order to express their views; however, the constitutional right to freedom of press is challenged by issues such as employment conditions for journalists. The increased use of social networks such as Facebook has also sparked debate among practitioners about adherence to the general Code of Ethics, with suggestions that a review of the current Code of Ethics is required. Research participants commented on the fact that news is being utilised as propaganda. For example, (PNG11) notes: *'There is [a code of ethics] but nobody follows it. The challenge that we see in the industry today is ... employment conditions and salary is so poor that many journalists are exposed to, I guess you'd have to call it bribes. ... What we saw in the lead up to the last election was quite worrying, sums of money being given to journalists for showing up to certain press conferences and doing stories on certain politicians...'*

Media Systems

Media systems take into consideration technical skills, support and infrastructure. It also explores emergency broadcast systems in PNG.

PACMAS Strategic Activity: Technicians

I've never been able to find people with the training for the gear that we've had to deploy. Over the course of our operation here in PNG, we've had to buy equipment and then train people to use them ourselves. And that's just the nature of the industry here in PNG and I guess throughout the Pacific Islands.

Retention is a problem that we face. We've found that our people, in the effort to take the next step up in their careers, leave for other engineering inclined industries, mining and petroleum, that kind of thing. So the cycle of training and all that yeah, tends to be a very big problem for us. (PNG11)

The key challenges in regards to technical staff in PNG are the provision of appropriate training and retention of skilled staff. To resolve the issue, the industry provides on the job training using their own equipment. Each of PNG's media industries complains of losing staff to the mining and petroleum sectors which pay higher salaries.

Technician training is offered at the University of Technology (Unitec) in Lae (Bachelor of Electrical Engineering) and Don Bosco Technical Institute (Electronics / IT). Journalism training is available through Divine Word University (DWU) and the University of Papua New Guinea. Both Unitec and Don Bosco offer more technical courses and the DWU program provides a more classic approach to journalism studies.

Working with equipment and accessing information, transportation and communication is often easier within the major urban areas but becomes challenging in smaller centres. Practices such as a live TV feed of an event cannot be done further afield without incurring substantial costs. Technicians often rely on the internet and other communication channels to source technical information.

Plans to implement digital and terrestrial services were mentioned by one media organisation. Most of their key sites are digitally enabled and, to date, they report having the resources and skills to continue progress in this area. As spare parts for analogue transmitters are no longer being manufactured, technicians note that a conscious decision to prepare to make the switch was made. There are concerns that when the organisation makes the switch, it will discover that a big portion of its audience does not have digital screens or set top boxes to receive the signal. One research participant called for more direction from regulators.

Technicians in PNG are not part of a specific association but might be part of a workers union or other media group. Larger broadcasters, such as the NBC and EM-TV, have links with overseas organisations for capacity building and training. EM-TV has established a link with CNN International; the NBC is supported under the Media for Development Initiative (MDI), which is managed by the Australian Broadcasting Corporation (ABC).

PACMAS Strategic Activity: Emergency Broadcast Systems

PNG is prone to natural disasters including cyclones, earthquakes, volcanic eruptions, tsunamis, landslips, river and coastal flooding and droughts. The PNG Vision 2050 highlights the importance of information and communication technologies to address some of these issues, and the need for early warning systems to be installed in each province, to support economic livelihood, the environment and core sectors like health and education

The National Disaster Centre (NDC) is responsible for coordinating disaster risk management activities in the country. It has established the National Disaster Management Plan, the National Disaster Mitigation Policy and Disaster Risk Reduction, and Disaster Management National Framework for Action 2005-2015. The NDC also has a Disaster Management Act (1984), which is being reviewed in 2013 to address the lack of staff and resources to carry out its work. The PNG National Disaster Center conforms to UN standards, involving key stakeholders, the military, media and telecommunications providers in preparedness, response and post disaster responses through the formation of a Disaster Management Team (DMT). *'Looking back at the experience that we had in 2007 about the cyclone Gubba in Oro Province we felt that the plan ... help[ed] to actually regulate our performance'* (PNG17).

The NDC coordinates 21 provincial disaster offices, and helps develop their preparedness plans and the dissemination of messages to rural communities. This coordination includes liaising with the National Weather Office, Geo Physical Observatory, Telikom and the NBC including its 19 provincial stations. The NDC relies on radio to disseminate information via the internet and mobile phones. It is in the process of connecting to all provinces via internet and emails.

Telikom PNG, with funding from the National Planning Department, has established receiver stations (small satellite dishes) in disaster prone areas such as the volcanic island of Manam, Ulamona in West New Britain and on Tasman Island: *'We offer the infrastructure where [the] Geo Physical Observatory actually used the [internet] bandwidth [...] information is actually sent to the Disaster Centre.'* (PNG04). Telikom PNG also has a network operation centre that detects when a site is down. In times of emergency, there is a call centre that assists people using a toll free number. Telikom PNG and PNG Power Ltd have emergency back up systems in place and work closely with their in-house media units to disseminate information. They also have emergency evacuation systems and drills in place.

PNG Power Ltd does not have any disaster services or resource agreements with the National Disaster Centre, but it has a budget allocation for emergency broadcasting and uses other media platforms to disseminate any urgent information regarding its services. PNG Power Ltd communicates its plans to government through its policy, email or face-to-face communication. The company uses social media for communicating any disruptions to power supply; they will also install fibre optic cables in the country in order to collect data.

Warnings from the National Weather Office appear in the main EM-TV news bulletin. In a situation where a disaster or crisis has not been notified by the authorities, one research participant said that editors may run a story without prior checking with the PNG National Disaster Centre, and then follow up with authorities to see how they are addressing the situation.

Research participants from the media consider that information on disaster preparedness is not readily available to them. Media workers, including technicians, indicate that they have not received training to respond to emergency disaster situations. One research participant stated that there are no reporting guidelines or protocols in newsrooms (including safety issues for journalists). Editors, or the chief of staff, make decisions on who covers a disaster story including assigning story angles. Reporters educate themselves by researching and searching the internet. One participant noted that disaster and crisis report training is covered by the Divine Word University's journalism curriculum.

The staff at the NBC are guided by broadcast ethics and regulations, which determine how they respond, especially to man-made crises (e.g. a political crisis). One research participant felt that there was a need to ensure the safety of journalists, such as through safety training and strategies to cope with crisis situations like natural disasters. Strengthening relationships with national and provincial disaster offices was also noted as a priority.

Capacity Building

This section of the report looks at capacity building mechanisms, opportunities and gaps through media associations and TVETs for media communications workers in the country.

PACMAS Strategic Activity: Media Associations

There is a national media association. It is utterly dysfunctional. They went through a period when there were allegations of misuse of aid funds and so for a long while now the industry has been disjointed because there's been no coordinating national body. (PNG11)

The PNG Media Council (PNGMC) is PNG's main media association. Recently established associations include the PNG Media Workers Association (PNGMWA) and the Communication Arts Professionals Association (CAPA), which is comprised of graduates from the Communication Arts Department at Divine Word University.

The PNGMC sees itself as a predecessor of the former Press Council of PNG, which began in 1985. As the main media association, it has had a long involvement in the media industry. However, research participants indicated a lack of activity over the past five years. One participant notes that a fully equipped resource centre exists within the PNGMC space, but it is generally under utilised. Several controversies are linked to the PNGMC, including allegations of misuse of funds and complaints concerning lack of training and questionable outputs from donor money.

The PNGMC established a Code of Ethics, a Broadcasting Code of Practice, Code of Ethics and Practice for Broadcast Advertisements, and Regulations around Advertising for Children. The current Media Code of Ethics is perceived by interviewees as outdated due the emerging issues around new technologies and social media.

The PNGMWA was established in 2012 in response to a perceived lack of support for journalists and media professionals. The Media Association Blong Vanuatu (MAV) and the Pacific Islands News Association (PINA) provided advice for setting up of the association. The PNGMWA has a constitution and is registered with the Investment Promotion Authority of PNG. There is also an interim committee who are mandated to manage the association for the first 12 months of operation. The committee members are volunteers who all have full time jobs.

Within this context, it is important to distinguish between the respective roles of the PNG Media Workers Association and the PNG Media Council. While the PNGMC concentrates on the interests of the media houses, the PNGMWA is perceived more as an association for journalists and other media workers. Its commitment is to the media workers (employees) rather than the organisations they work for and concentrates its activities on improving the quality of all media and professional communication skills. It is open to media workers such as camera operators, videographers, technicians, as well as public relations officers and communications officers within NGOs. As one member notes, '*[...] the [PNG Media Workers] Association has gone out of its way just to ensure that we are out there and we are here for journalists and also to try and monitor journalist; that they are protected, their rights are protected and that they are aware of their rights, which is important*' (PNG07).

The PNGMWA provides training, with members receiving priority attention. Trainers are sourced externally, or from within the association. Examples of training offered include rights training (supported by the International Federation of Journalists [IFJ] and the Pacific Freedom Forum) and election training (supported by IFJ and the UNDP, attended by AusAID personnel, the Prime Ministers Media Unit and the former PNGMC President). The PNGMWA uses Facebook to report instances of abuse or harassment, and members of the association linked to Facebook advocate for journalists' rights through press statements. The Facebook forum provides a valuable discussion and information sharing point in this process.

While the PNGMC is currently considered inactive, media professionals are proactive in creating their own associations and networks that can cater for their needs. There is a Communication Arts Professionals Association (CAPA) started by graduates of the DWU Communication Arts program, established in 2011. CAPA has been active in hosting conferences that bring together communication workers. Both PNGMWA and CAPA demonstrate a new wave of media engagement, and both use social media as an advocacy tool for its members. Funding and the time of volunteers remain obstacles, and members rely on their networks to fund regular activities.

PACMAS Strategic Area: TVETs

'... you need to graduate from a technical college or from Unitec Lae where you can graduate with a degree in electronics or communications... So that's the qualification you need to be able to equip you well in order to work in a television station.' (PNG12)

There are no TVETs in PNG offering media and communication training for either entry-level or professional up-skilling. However, media training is available through a number of educational institutions, and as Robie states, based on a survey comparing PNG with Fiji, 'Papua New Guinean journalists appeared to be better qualified and have more sophisticated values in their relationship and role within the community than in Fiji, which can probably be attributed to a broader tertiary education base.'²⁹

Media training in PNG is primarily in the area of journalism and communications, and is widely offered at university level. Institutions providing training include Divine Word University (Communication Arts [Journalism] Department); the University of Papua New Guinea (Journalism and Media Studies Strand); the University of Goroka (Centre for Social and Creative Media, postgraduate program); and the University of Technology (Communication for Development). Technicians working in the media sector will have received general technical training either in electronics or IT. Such training is provided at the University of Technology (Unitec) in Lae, the Don Bosco Technical Institute (DBTI) in Port Moresby, and Port Moresby Technical College.

²⁹ Robie, D. (2011). The campus and the newsroom: Papua New Guinean media in education profile. In Papoutsaki E, McManus M, Matbob P. (Eds.), *Communication, Culture and Society in Papua New Guinea: Yu tok wanem?* Madang, PNG: Divine Word University Press; and Auckland: Pacific Media Centre. p. 215.

Divine Word University's journalism program is currently the strongest media and communications education provider, skilling students in basic to advanced radio and television production, print journalism and research. The weekly newspaper Liklik Diwai (small tree), Diwai Magazine and a compulsory third year publication (including website design) are among the required outputs for journalism students for assessments. Liklik Diwai was launched as an online newspaper (e-Liklik Diwai). Third and final year bachelor students take on more academically grounded programs in preparation for their final year research projects (dissertation).

Some foreign-owned media houses train their staff abroad. Some provide online training for staff. As one of our research participants detailed, the online training provided by News Limited for its staff has included sub-editing, page design and layout, basic reporting, and newsroom management (PNG09). The Media for Development Initiative (MDI) was noted as providing training and technical support to the National Broadcasting Corporation. While most journalism graduates come from journalism schools, a number of practitioners learn on the job. PNG05 noted a gap in education for newer online media: 'There is no available training on how to work in a new media environment'.

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

PNG has a National Climate Change Committee (NCCC) with the Office of Climate Change and Development (OCCD) acting as its secretariat. The OCCD, funded in 2010, is the government's coordinating body for all climate change related policies and actions in the country. All climate change interventions are guided by The National Interim Action Plan (NIAP) for Climate Compatible Development (2011-2015) and prepared by the Department of Environment and Conservation. Under the OCCD, there are three working divisions: REDD+ and Low Carbon Growth, Adaptation, and Consultation. REDD+ and Low Carbon Growth focus upon the carbon trading initiative for changing forestry practices, responsible for the majority of PNG's emissions³⁰.

The OCCD has developed the Strategic Program for Climate Resilience (SPCR) and is the designated National Authority under the United Nations Framework Convention on Climate Change that PNG signed in 1992. It coordinates the team that represents PNG in these negotiations and work with organisations such as the Secretariat for the Pacific Regional Environment Programme (SPREP) and international scientific bodies like CSIRO. International partners such as the Secretariat of the Pacific Community (SPC), AusAID, German Development Agencies and European Union focus upon national consultation and awareness. Other networks include a technical working group with experts on climate change.

The main mitigation plan is to reduce emissions by 50 per cent by 2030, an ambitious goal compared to other countries around the world³¹. The government describes the reduction in emissions as a form of economic development as it brings economic benefits from carbon trade, changes in land use, and forestry practices.

NIAP notes consultation and communication as key priority interventions. It has included a consultation process in order to 'build local understanding' of climate change, understand local needs, and test community interest in the REDD+ schemes. It also involves the development of relationships between the government Office for Climate Change and Development, and NGOs to 'empower local governments to communicate the national strategy'³².

Climate change is regarded differently among journalists. Some report a lack of rigorous information coordination and regular output from the Office of Climate Change and Development. As one journalist commented: *'I found it only gets coverage... when press releases are coming in specifically for this. I have seen a few coming, I see them coming quite regularly from people, from regional organisations like the SPREP guys out in Samoa and also the Secretariat of the Pacific Community. Again, we don't have a specific person assigned to these beats so stories covering this issue are few and far between'* (PNG11).

30 REDD+ stands for Reducing Emissions from Deforestation and Forest Degradation. The '+' indicates a commitment to the 'conservation, sustainable management of forests and enhancement of forest carbon stocks in developing countries'

31 Office of Climate Change and Development. 2010. PNG Interim Action Plan for Climate-Compatible Development: Document for public consultation. Port Moresby: Government of Papua New Guinea. <http://www.pacificclimatechange.net/index.php/eresources/documents?task=view&id=330&catid=110>, accessed 10 May 2013

32 *ibid.*

Others believe the media and other organisations are taking a more active role in issues around climate change. As PNG05 describes the changing situation: *'...if you just go out to Port Moresby along the Magi Highway, people are starting to move inland you know, you actually see it and you know we've actually tried to go out and help them, the media have played their part by educating them on how important mangroves are at the moment because that's the only way you can try to help this issue [...] so we've gone out and helped them, even planted mangroves in those areas to do our part to help this issue as well.'*

Interviewees noted that general public awareness on climate change is lacking due to communication challenges such as lack of funding, resources and access to affected communities outside of Port Moresby. For example, Cateret, Manus, Tasman and Bougainville islanders are highly affected by climate change and have received media coverage. While there has been a range of awareness campaigns, programs and approaches in the past, such as school sponsored climate change programs (PNG18), the general perception is that they have not been enough. A new Corporate Policy for 2013 includes a long-term plan to have a climate change curriculum developed and rolled out by the education department. Finally, mainstream media research participants also note the instability of leadership in the OCCD as a contributing factor in inconsistent media relations. The OCCD has a public relations officer who disseminates approved information from the Executive Director or Minister.

The World Wide Fund for Nature (WWF) supports training at the NBC to produce programs around environmental issues. In 2010 the WWF facilitated a writers training course for selected NBC staff to produce radio drama around Millennium Development Goal (MDG) number 7, 'Ensure Environmental Sustainability'. A drama program called Tomara also airs on FM100.

PACMAS Strategic Area: Non-Communicable Diseases

The National Department of Health (NDoH) has a NCDs Coordinator and a Health Promotion and Education division that produces information materials. The National Health Plan 2011 – 2020 is PNG's only policy for NCD prevention ('Promote Healthy Lifestyles' under Objective 4 of Key Result Area 7). PNG has the lowest incidence of high risk NCDs of all the countries in the Pacific, with 21.9 per cent of people in the high risk category³³. Other health issues, including tuberculosis and HIV/AIDS, are a priority for the government, evident by the funding allocated to these areas.

The National Health Plan acknowledges PNG's underdeveloped health ICT infrastructure. The one exception is the health radio network that links around 1,300 facilities across the country, one of the largest networks in the world³⁴. The Ministry of Health in PNG signed a memorandum of understanding with the SPC in July 2011 to provide support to PNG's NCD initiatives to prevent and control NCDs³⁵. The SPC is expected to provide funds of up to AUD\$450,000 to PNG, supplementing their technical advice and small grants program, for civil society and NGOs.

The Appropriate Technologies Projects (ATprojects) is a social enterprise that brings together media, engineering and medical professionals. Its volunteers are trained on how to use a Scanopi Scale to identify health trends in a target group. This initiative began with Family Health International; however ATprojects was able to develop a more efficient database system and acquired a three-year grant from AusAID to complete this work. They provide a rapid glucose testing equipment system that nurses use to check blood sugar levels for anyone requesting it. A referral is made for a diabetes test if a patient shows a +7 count in the test. ATprojects cover an estimated population of 50,000 within their target area. In 2012 they had tested and retained records for about 600 people.

33 NCD Statistics for the Pacific Islands Countries and Territories, (2012) Public Health Division, SPC, http://www.spc.int/hpl/index.php?option=com_docman&task=doc_download&gid=67, accessed 24 June 2013

34 National Health Plan 2011-2020. Transforming our health system towards health vision 2050. Vol 1 Policies and Strategies. Government of PNG, June 2010 pg 16; www.wpro.who.int/countries/png/PNGNHP_Part1.pdf, Accessed 20 October 2012

35 Lepers, C. 2011. Secretariat of the Pacific community. 'SPC, PNG signs agreement to support NCD prevention and control activities'. Honiara: Solomon Islands. July 6, 2011. Accessed April 2013 on <http://www.spc.int/en/component/content/article/216-about-spc-news/737-spc-png-sign-agreement-to-support-ncd-prevention-and-control-activities-.html>

Mainstream media professionals comment on the low level of knowledge and general awareness of NCDs among the media industry and general population, despite the support the Ministry of Health has received for NCD initiatives. One research participant notes that in comparison to health messages on malaria, NCDs information is not readily accessible. Training on NCD reporting does not take place, and there is confusion over who is responsible for developing a communication strategy. The national broadcaster does produce health related radio programs with assistance from Angau Health Centre (specifically the Radio Morobe service) (PNG20). There are dates set to create awareness around health issues such as World TB Day, however research participants report there is little ongoing awareness programming.

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 PNG. The research participants who took part in the baseline study did not note disability awareness programs and did not note disability as a priority for media and communications. However there are several disability advocacy groups and activities in PNG, including the National Disability Resource and Advocacy Centre (NDRAC), established to raise disability rights issues and to strengthen the voice of people with disabilities³⁶.

Gender issues in PNG have come to the fore over the past few years. The 2012 National election resulted in three women voted into the National Parliament under the Limited Preferential Voting (LPV) system. One of the women became the first female governor of a Highland province. Within the media industry, there are generally more women than men working in mainstream media; participation in capacity building opportunities are offered to both men and women. One research participant observed that more women choose to stay in the mainstream media, while men tend to take up public relations jobs. Female journalists also attend more training courses.

The NBC, with the support of UNFPA, produced radio drama programs exploring gender issues. Staff were trained to write drama scripts focused upon the eight MDGs. One episode was developed to challenge stereotyping around gender roles. Kundu 2 TV works closely with the Young Women's Christian Association to produce programs on social issues. A 'Girls in ICT' Day was hosted by NICTA, and has become an annual event supported by the International Telecommunications Union. The aim of this day is to create global environment that empowers and encourages girls and young women to consider careers in ICT.

Awareness and advocacy around gender-based violence is also more prevalent in recent years. In May 2013, a national haus kraï (house of mourning) was staged at the Sir John Guise Stadium in the capital Port Moresby, with various groups from other provinces and from Australia protesting against violence against women and girls³⁷.

Youth are a key focus of media and communication initiatives. Kundu 2 TV has been working with the National Youth Commission and the Media for Development Initiative to produce programs targeted at youth. Radio stations such as NauFM, YumiFM, TribeFM and RaitFM have a youth focus, mostly with entertainment programs. There are a number of organised youth groups in PNG, the most well-known is Voice Inc, a network to increase the voice of young people in PNG and allow young people to participate in public dialogue to express their ideas and opinions. Other groups include Youth for Development and Youth Against Corruption. All these groups also have Facebook pages and make use of social media. There are particular concerns about the impact of haus piksas on youth in the community³⁸; Highland communities have identified haus piksas as high-risk places for HIV transmission³⁹.

36 <http://ndrac.weebly.com/index.html>

37 'Nationwide Haus Kraï planned in PNG today'. May 14 2013, via NBC News, Islands Business. Accessed via <http://www.islandsbusiness.com/news/papua-new-guinea/1203/nationwide-haus-krai-planned-in-png-today/>

38 Rordam, S. & Jepson, A.S. (2011) *Mi Go Long CD-Haus* (TV Production); See also www.youtube.com/watch?v=aNfhj70VBVw, accessed May 2013.

39 Thomas, V; Iedema, R; Britton, K; Eggins, J; Kualawi, M; Mel, M; Papoutsaki, E (2012) *Komuniti Tok Piksa - Integrating Papua New Guinean Highland Narratives into visual HIV prevention and education material*. Sydney: UTS Centre for Health Communication & UOG Centre for Social and Creative Media.

Summary of Findings

The media industry in PNG is one of the most free and vibrant in the South Pacific. Based on Section 49 of the PNG Constitution of Freedom of Speech, the industry has grown, embracing online and mobile forms of communication. The findings across the four areas of policy and legislation, media systems, capacity building and content are summarised below.

Policy and Legislation

- The National Information and Communication Technology Authority (NICTA) is an agency of the government which regulates the ICT industry in PNG according to the NICT Act.
- There are three mobile phone companies in PNG, Digicel, B-Mobile and Citi-Fone.
- The PNG Media Council has established the following codes of ethics; a General Code of Ethics for News Media, a Broadcasting Code of Practice, Code of Ethics and Practice for Broadcasting Advertisements, and another document on Advertising to Children. These documents were created with the input of some 56 members of various media organisations.
- Media workers have called for the need to update the current code of ethics to reflect the use of online media.

Media Systems

- Most media technicians are not affiliated with a specific technicians association for support or advice. Technicians receive a large portion of training on-the-job, however graduates may come from Don Bosco Technical Institute or Port Moresby Technical College.
- The Government's Vision 2050 plan stipulates the establishment of information and communication technologies and early warning systems; PNG is behind on its development of Disaster Risk Reduction.
- Telikom PNG has established receiver stations, in disaster prone areas, with funding from the National Planning Department.
- The Disaster Centre has a National Disasters Management Plan and a mitigation plan that includes various stakeholders (including media).

Capacity Building

- There are three recognised associations: the PNG Media Council, the PNG Media Workers Union and the Communication Arts Professionals Association.
- There is a wide range of high quality media and communications education available in PNG, although no TVETs for journalism or media.
- Retention of trained technicians is a problem for the media sector, due to the attraction of jobs in the mining and petroleum sectors.

Content

- The dissemination and coordination of information about climate change is contested.
- Major television stations (Kundu 2 TV and NBC) produce programs on environmental issues with support from organisations such as the World Wide Fund for Nature.
- In comparison to HIV/AIDS, NCDs do not receive significant support. PNG has the lowest statistics of high risk NCDs in the Pacific.



Research Partners





Further information:
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