

ANNEX 1

NATIONAL POLICY

ON

INFORMATION AND COMMUNICATION

OF

PAPUA NEW GUINEA

Foreword

In national development, communication policies and communication planning go hand in hand. Policies provide the principles, rules and guidelines on which a country's communication system is built, whilst implementation of policies is left to planners and programmers.

In Papua New Guinea, many policy decisions have already been taken which are bound to have significant bearing on society and the type of communication system.

Every new nation plans for development - in agriculture, manufacturing, commerce, education, health, transport and communication, social and community services. Information and communication is part and parcel of this whole process of development and needs its own infrastructure. It is the thread which binds a nation and its people together. A nation with a properly structured communication system will keep its people in tune and people together. A nation with a properly structured communication system will keep its people in tune and touch with the times, and will make the people feel the pulse of the nation right where they are as events unfold.

My effort to formulate a coherent national communication policy does not imply that no policies in this area exist. The communication system in Papua New Guinea would have evolved over a period of time with ad hoc policy decisions being taken as necessary in the light of political considerations and technological innovations. Whilst there has been laws governing communication activities, policies have not been clearly articulated, but were rooted in tradition and precedent.

The long process of formulating a coherent national information and communication policy for Papua New Guinea may have been sparked off by a communication policy seminar held in Port Moresby, not in January 1993, but in October of 1978. This was about the same time when developing countries around the world were formulating their national communication policies, and the issues of new international economic order were making headlines.

Discussions and attempts to implement a national communication policy for Papua New Guinea continued, nevertheless. It was not until November 1992, after the Department of Information and Communication was established, that the Secretary of the Department was instructed to start the process of policy formulation. This commenced with a national information and communication policy seminar in January 1993, on the theme: *Better Information and Communication For All*. A fourteen-member committee representing all sectors of the country, was appointed to start writing the first ever National Information and Communication Policy for Papua New Guinea.

This document is the result of their efforts and I extend my sincere thanks to those who have contributed to the making of this Policy.

Hon. Martin P. Thompson, LLB, M.P.
Minister for Information and Communication Services

Parliament House, Waigani, Papua New Guinea
17th December, 1993

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Country Profile

Papua New Guinea (PNG) has a population of 4 million people of which 85 percent live in the rural areas. It has a land mass of 462,800 square kilometres and this gives a population density of 8 persons per square kilometre. The annual population growth rate is 2.3 percent.

The mainland is surrounded by large offshore islands of New Britain, Bougainville, New Ireland and Manus and over 600 smaller ones. Mountain terrains with peaks over 4,000 metres run the length of the mainland from the east to the west. Other places are flat with swamp land covering most of the plains.

PNG gained independence from Australia in 1975. It is a parliamentary democracy with a single legislature - the National Parliament - through elected members. Elections are held every 5 years of the 109 seats: 20 regional and 89 open electorates.

The Queen is the Head of State and is represented by a Governor-General.

PNG has more languages (over 800) than any other country in the world with possible exception of India. The official language is English with Pidgin and Hiri Motu being used widely as lingua franca to facilitate communication among people of diverse linguistic backgrounds.

It is estimated that two thirds of the adult population are illiterate. The education system has since made inroads to address the situation.

Papua New Guinea is a free market economy. It is rich with natural resources such as oil, gas, gold, copper, forestry and fisheries which play a vital role in the development of the country. Traditional agricultural commodities such as copra, cocoa, coffee, rubber, tea still earn a big portion of the Country's foreign exchange.

Media outlets include the National Broadcasting Commission, EMTV, two national dailies; the PNG Post-Courier and the National, weekly publication of Times of PNG and the Wantok as well as other smaller publications.

Advances in broadcast technology such as satellites allowed television programmes to be viewed in this country long before a TV network was established. In some places cable TV networks were installed to provide reception and distribution of off-air satellite programmes. Audio Visual services also becoming increasingly popular with the trends in customer market.

PNG has one of the most advanced telecommunications network in the world. All centres in the country are linked by either terrestrial or satellite microwave radio links with routing and switching of calls made at telephone exchange in major centres. Calls can be made to almost anywhere in the world.

Because of communication is the thread which binds a community and indeed a nation together, lack of information and communication have been identified as the biggest problem of hindrance in meaningful development. In mid 1992, the Fifth National Parliament established a Department of Information and Communication to ensure that the majority of Papua New Guineans benefit from Government programmes and services through an improved information and communication system in tune with the spirit of the National Constitution.

The establishment of the Department of Information and Communication Services was the first major initiative taken by the Wingti-Chan Government in January 1993 to formulate the National Information and Communication Policy for Papua New Guinea.

EXECUTIVE SUMMARY

1. BACKGROUND

- 1.1 The idea of an appropriate information and communication policy was discussed in 1979 through submissions made to a committee reviewing information services in the country, commissioned by the Government at that time, headed by the late Leo Morgan.
- 1.2 The Committee's recommendations was a further acknowledgement of the need for the formulation of such a policy. Hence upon establishing the Department of Information and Communication Services, this policy formulation process was embarked upon.
- 1.3 The other major action by government to ensure the development of information and communication in the country was NEC Decision No. 43/88, establishing the Department of Information and Communication Services. However, owing to resource limitations, this decision fell short of implementation.

2. CURRENT SCENARIO

- 2.1 Up to now, limited attention has been paid to the formulation of an appropriate umbrella policy to enhance information and communication processes in the country, in a coherent manner.
- 2.2 Whatever information and communication related policies formulated so far, were done with the aim of fulfilling specific sectoral requirements. The Information Technology (IT) policy by DPM, policy on Library and Archives, policies covering NBC and PTC to mention a few.
- 2.3 The 1987 Report of the Board of Inquiry into Broadcasting (including Television) lays appropriate groundwork for policies to provide solid legislative direction in operating both broadcast and television.
- 2.4 However, certain operators in the country have taken advantage of the absence of a clearly defined policy on television, to tap into satellite broadcasting.
- 2.5 Random importation of communication equipment and appliances indicates the lack of guidelines in the standard of items imported.
- 2.6 All media industries operate without proper government policy directives - whether legislative or administrative, leaving the country open to scrupulous media personnel to take advantage of the policy vacuum.
- 2.7 There is no venue for screening news channelled out as well as into the country. This would be the job of a news agency.
- 2.8 These are a few indications for the urgency of the need to establish sound policy guidelines for information and communications development in the country to keep pace with global technology advantage.

3. DEFINITIONS AND SCOPE

- 3.1 Communications is information based in the sense that a good part of communication processes are based on information. Information therefore forms a significant function in communication. In this context it appears more appropriate that this policy be referred to as the National Communication Policy. However, for reasons of consistency, it shall be known as the National Information and Communication Policy.
- 3.2 This policy takes a broad view of the whole spectrum of communication to serve the cause of information flow and communication processes in development.

4. GOAL

The goal is to provide a co-ordinated umbrella policy directions in information and communication to enhance developmental processes in the country.

5. POLICY SETTING

- 5.1 This policy upholds the basic rights guaranteed by the National Constitution. It also derives from the National Goals and Directive Principles as set out in the preambles to the Constitution.
- 5.2 It is based on Christian values and principles, and adheres to a philosophy of communication of which the fundamental principles are as provided in the Preamble to the policy document.
- 5.3 The policy takes into account specific sector policies in existence, within information and communication agencies of government.
- 5.4 The policy gives strong support to and compliments other policy initiatives for the advancement of information flow and communication processes in the country.
- 5.5 The policy sets out broad guidelines for the development of information and communication in enhancing Papua New Guinea's overall development strategies.

6. MAJOR OBJECTIVES

6.1 Major policy objectives are provided for in the following sectors:

- Telecommunication Services
- Postal Services
- Print Media
- Book Publishing
- Radio and Television Broadcasting
- Cable Television
- Satellite Broadcasting
- Films and Cinema
- Interpersonal Communication
- Traditional and Group Media

- Information Services
- Information Technology
- Information Technology Standards
- Audio Visual Media
- Human Resource and Communication Training
- Communication Research
- New Agencies
- Advertising
- Copyright Law
- Movie Industry Rating
- Code of Ethics

7. PRACTICAL OUTCOMES

The implementation of this policy is to be monitored, and reviews and improvements initiated by a National Information and Communication Council (NICC) to be established by an Act of Parliament. The NICC will come under the administrative responsibility of the Minister for Information and Communication.

CHAPTER ONE

THE POLICY

1.1 PREAMBLE

The basic rights guaranteed by the National Constitution, in particular the National Goals and Directive Principles, shall be upheld in our National Information Communication Policy and in all future endeavours and expressions of the policy. In this policy we shall strive to ensure: ***Better Information and Communication for all.***

The people of Papua New Guinea past, present and to come acknowledge that communication in all its modes and forms is a basic human right through which men, women and children share life, experience, ideas, values, hopes, and aspirations to build community.

We acknowledge that communication is a right equal with all other rights. It includes the right to inform and to be informed, the right to freedom of expression, the right to freedom of information and assembly, and the right to communication opportunities. It is subject only to the rights of others under the National Constitution.

The National Information and Communication Policy shall be based on Christian values and principles and shall adhere to a philosophy of communication of which the fundamental principles are:

- 1.1.1 All people have the right to be dynamically involved in the processes of their own development and should have the opportunity to participate in communication processes at all levels. All expressions of communication should foster integral human development. This is best achieved through participation and interaction in communication processes.
- 1.1.2 All people have the right to access to information and communication. They shall have the means to participate as both initiators and recipients of communication. Access to information shall be as equitable as possible and in a language and form which they can understand.
- 1.1.3 The national information and communication system shall be comprehensive, varied and flexible enough to meet the needs and aspirations of all.
- 1.1.4 Information and communication processes shall be free from domination by individuals or groups, whether foreign or local, state or private, and shall respect the interests of all.
- 1.1.5 Information and communication processes shall contribute to:
 - (a) integral human development through participation and two-way communication processes;
 - (b) foster national identity and unity amongst our diverse cultures, traditions and people;
 - (c) enhance cultural preservation and enrichment;
 - (d) guard and promote democratic processes;
 - (e) foster self-reliance; and
 - (f) ensure environmental protection.
- 1.1.6 The focus of the policy shall be on developing appropriate information and communication opportunities.

These principles shall be the basis for all expressions of the National Information and Communication Policy - administrative and regulatory - both present and in the future.

1.2 GENERAL POLICY STATEMENTS

Introduction

Guidelines on certain topics such as ownership, access, and content are common to all areas of this Policy. For example what the Policy outlines on ownership of print media applies to ownership of broadcasting media as well. The following statements shall function as general guidelines which shall apply equally to all sections of the National Information and Communication Policy.

Ownership

Ownership means control. Because the various forms of media can have such a powerful influence and impact on people, national sovereignty and cultural autonomy are at stake. For this reason, it is important that Papua New Guineans have effective control over all types of media at every level - local, regional and national.

Access

Access to the media is greatly affected by problems of distribution in Papua New Guinea. These problems include inadequate coverage of services, transportation, excessive costs and lack of local infrastructure. In addition such factors as illiteracy and choice of language can greatly affect the level of access.

All media providers whether public or private must base their policies and strategies on a commitment to provide increased levels of access to information and communication services to the entire population.

Content

The power of media to influence is based largely on its content. Because of this, priority must be given to encouraging Papua New Guinea cultures, Christian values and promoting national aspirations and development objectives.

Language/Cultural Diversity

Virtually all communication in Papua New Guinea is cross-cultural to a greater or lesser degree because of the cultural diversity of the population. This situation is compounded by the legacy of the colonial past and the Western cultural assumptions embedded in modern forms of government, education, commerce, laws, and so forth. The potential for miscommunication is greatest among the rural population because many changes are not understood well. Therefore, awareness must play a significant role in the provision of information and communication services, especially among the rural population. Awareness must be conducted in language understood by the people.

Training

The National Training Policy White Paper (1991) calls for inter-sectoral co-operation and rationalisation of training initiatives. This is especially necessary in the area of communication training. Communication affects all sectors in a unique way. It is the means by which each carries out its task. For this reason, communication training must be done in partnership with all government departments and agencies as well as with non-government organisations.

In addition, because the meaning and cultural impact of new forms of communication such as television can be difficult to understand, training must also prepare the population in general to be critical and discriminating consumers of media.

Technology

Modern communication is increasingly dependent on sophisticated technology. Thus, there is a direct and growing correlation between national development and the country's ability to support its communication technology infrastructure.

In addition there is a need to use technology in ways that are appropriate to the country's requirements taking into consideration the effects of technology on social, cultural and traditional values as well as the environment.

Copyright

Copyright protects local works of art, music, literature, traditional knowledge, scientific research findings and works of media. It also fosters increased creativity, productivity and creates employment.

However, since Papua New Guinea is a net importer of information, the cost of participation in an international copyright convention would be prohibitive to Education, research and other sectors.

Therefore, in consideration of the present circumstances of the country's development process, a domestic copyright law shall be adopted.

Research and Development

Communication involves more than just technology. There are social implications as well. Modern media techniques and technology must be assessed and adapted for appropriate use in Papua New Guinea. The need for this type of research and development will be ongoing. Hence, communication research shall be co-ordinated and the results assessed for future policy adjustments by a National Information and Communication Council.

1.3 NATIONAL INFORMATION AND COMMUNICATION COUNCIL

In the implementation process of the National Information and Communication Policy there will be a need for the overall control and co-ordination. This will be the role of the National Information and Communication Council which will be enacted under appropriate legislation. Further information on the Council is given in Chapter six.

CHAPTER TWO

COMMUNICATION SERVICES

2.1 TELECOMMUNICATION SERVICES

The Papua New Guinea telecommunications network plays a very important role in the country's social, cultural, economic, scientific and political development. All the main centres are connected by terrestrial as well as satellite microwave radio links using analogue and digital technology. Some of the rural population have access to the national telecommunication network with the use of high frequency (HF) and very high frequency (VHF) radio links.

Telecommunications traffic that is carried on the network is voice, data and television with the functions of switching and routing in this traffic done at telephone exchanges located in major centres around the country. The telecommunication system in the country is undergoing a process of modernisation to be on par with technological advancement.

While telecommunications do not generate economic growth and development directly, they provide the means for improving the efficiency and effectiveness of social, cultural, economic, scientific and political systems through enhanced information flows. Besides, access to the national telecommunication network can help save lives in emergencies, assist in the task of restoring respect for law and order, and give people a sense of belonging to one nation.

The major constraints of providing telecommunication services in Papua New Guinea are its small and fragmented formal sector, landowner problems and its limited present and foreseeable future subscriber base. The landowner problems, in particular have not only affected accessibility and service penetration but also service availability.

MAJOR OBJECTIVES

2.1.1 Access to all users

It shall be the policy of the Government to improve and expand telecommunication services to all areas of the country with particular emphasis on the rural population.

Strategies

This objective shall be achieved through:

- i) providing funding for rural telecommunications;
- ii) directing PTC to develop a comprehensive telecommunication plan;
- iii) putting emphasis on rural telecommunications as part of national development planning;
- iv) encouraging local and provincial governments to improve the access of telecommunications to all Papua New Guinea citizens, particularly the rural population;
- v) promoting the introduction of a disaster prevention telecommunication network for securing life through services such as Coastal Radio Service, Global Maritime Distress and Safety System (GMDSS), HF Radio and other relevant networks; and
- vi) requiring PTC to increase spending for Community Service Obligation (CSO) related projects in proportion to increases to its annual budget.

2.1.2 Radio frequency spectrum

It shall be the policy of the Government to value frequency spectrum as a national asset.

Strategies

This objective shall be achieved through:

- i) directing the spectrum administration to facilitate and optimise the use of radio spectrum in the national interest; and
- ii) directing the spectrum administration to determine an appropriate method for spectrum pricing.

2.1.3 Transfer of technology

It shall be the policy of the Government to consider the transfer of technology from local, national and international perspectives.

Strategies

This objective shall be achieved through:

- i) conforming technology to standards as set by the National Standards Council of Papua New Guinea;
- ii) considering cultural, traditional and environmental preservation;
- iii) requiring that high technology (hi tech) projects involve the transfer of both the hardware and the technical 'know-how'; and
- iv) supporting research and development programmes in low cost and appropriate technology at national universities and other tertiary institutions.

2.1.4 Human Resource Management and Human Resource Development

It shall be the policy of the Government to support human resource management (HRM) and human resource development (HRD) in the field of telecommunication.

Strategies

This objective shall be achieved through:

- i) providing financial support for telecommunication and management;
- ii) upgrading training programmes to enhance skills of labour force in line with relevant changes in telecommunications technology and practice, placing particular emphasis on the training of the trainers;
- iii) fostering international co-operation and assistance in financing, development and implementation of HRM and HRD training programmes;
- iv) encouraging enrolment of students within the Pacific Islands States as well as other countries in our HRM and HRD programmes and institutions;
- v) recognising professional societies and organisations by providing financial as well as other support; and
- vi) promoting active private sector participation.

2.1.5 Financing

It shall be the policy of the Government to support funding of telecommunications projects, particularly rural telecommunications.

Strategies

This objective shall be achieved through:

- i) introducing a scheme whereby the Government allows a 50% retention of the PTC annual telecommunication dividend to fund rural telecommunication projects;
- ii) encouraging PTC to exchange information with other developing countries on financing strategies they may have adopted;
- iii) encouraging increased development of telecommunications through business efficiency, cost reductions and appropriate tariffs; and
- iv) making policies that may attract private investment, consistent with national objectives and goals.

2.1.6 Carrier Privatisation

It shall be the policy of the Government to commercialise or corporatise the PTC as from the carrier of telecommunication traffic.

This objective shall be achieved through:

- i) the Department of Information and Communication by providing a regulatory framework to ensure PTC functions as a carrier; and
- ii) encourage ownership of systems and networks by private and/or public organisations.

2.1.7 Customer Premises Market

It shall be the policy of the Government to delegate the customer premises terminal market.

Strategies

This objective shall be achieved through:

- i) providing an environment for a competitive market; and
- ii) encouraging purchase and use of equipment that conform to predetermined standards.

2.2 POSTAL SERVICES

The policy of the National Government is to decentralise the postal services in order to benefit the people of Papua New Guinea.

Postal services provided by the Postal Division of Post and Telecommunication Corporation (PTC) serves an important function in ensuring the government's focus of attention. The role it plays, given the country's complex geography and its inadequate transport network, is a challenge to the operation of the postal services.

MAJOR OBJECTIVES

2.2.1 Expansion of basic postal services

It shall be the policy of the Government to support and improve the postal services of Papua New Guinea.

Strategies

This objective shall be achieved through:

- i) directing PTC to continue to maintain, develop and expand the postal services throughout the country; and
- ii) giving particular emphasis to postal requirements of rural community centres.

2.2.2 Tariff on postal services

It shall be the policy of the Government to revise and reduce the existing tariff on postal services in the country.

Strategies

This objective shall be achieved through:

- i) using a price control mechanism in all types of postal services to encourage accessibility to rural areas;
- ii) introducing schemes to expand postal services through government subsidy;
- iii) introducing a scheme whereby the Government allows the retention of 50% annual postal dividends to subsidise and improve rural service;
- iv) rationalising affordable domestic postal rates for all educational materials; and
- v) providing services postal rates for mailing of books.

2.2.3 Utilisation of transport network

It shall be the policy of the Government to encourage the transport industry to minimise delays in the postal services.

Strategies

This objective shall be achieved through:

- i) establishing carriage arrangements between PTC and public and/or private enterprises; and
- ii) encouraging PTC to improve its postal services.

2.3 PRINT MEDIA

The print media plays a central role in the communication system of modern society. Books, newspapers, magazines, periodicals and other publications are critical for the development of virtually all modern information-based activities, particularly education and commerce.

However, limited access to print media is a significant contributing factor to low literacy rates in Papua New Guinea - especially in the rural areas. For this reason growth of the print media industry is a major focus of this Policy.

The Policy also gives attention to the rapidly expanding vernacular education movement. This social phenomenon appears to offer hope - not only for revitalising local social structure, but also for empowering communities to direct their own development. The movement is creating extensive community-based employment opportunities for PNG citizens, speakers of more than 800 languages. Many of these rural jobs will be in the area of vernacular print media.

Finally, the print media policy will focus on issues related to freedom of the press and the role of print media in society. Freedom of the press is a prerogative of the people. It belongs to them. It has to be guarded as an inalienable right of people in a free society. Its existence must be defended against the self-interest and assault from any individual or group, public or private.

MAJOR OBJECTIVES

2.3.1 Ownership

It shall be the policy of the Government to encourage Papua New Guineans to own the print media industry.

Strategies

This objective shall be achieved through:

- i) increasing gradual ownership of the existing print media industry by PNG citizens;
- ii) encouraging a 70-30 percent ownership ratio in favour of PNG private and/or public institutions, groups or individuals;
- iii) limiting individual or group ownership to no more than one media outlet;
- iv) encouraging the ownership of print media by citizens who have genuine intentions to serve the country;
- v) ensuring that the print media operates independently from any political or ideological influence and interest; and
- vi) encouraging healthy competition in the print media industry.

2.3.2 Increased access to print media

It shall be the policy of the Government to facilitate and support initiatives by all sectors of the community in order to increase public access to print media.

Strategies

This objective shall be achieved through:

- i) encouraging the development of print media production and distribution infrastructure throughout the country;
- ii) developing distribution schemes and providing subsidies to ensure improved access to print media in all areas of the country;

- iii) supporting local outlet schemes for newspapers, magazines, books and small publications;
- iv) providing subsidies to local, provincial, regional and national library services;
- v) rationalising all tariffs on paper, machinery, and other supplies necessary for printing and publishing newspapers, books, periodicals and other publications owned by Papua New Guinean citizens;
- vi) rationalising all tariffs on imported books, newspapers, periodicals, and other publications for educational purposes; and
- vii) monitoring of prices to ensure that wholesale cost reductions via tariff rationalising are passed on to consumers.

2.3.3 Public awareness of the role of print media in society

It shall be the policy of the Government to co-ordinate ongoing awareness of the role of print media in society.

Strategies

This objective shall be achieved through:

- i) establishing and supporting print media awareness programmes for all sectors of society;
- ii) publicising the ideals of the *freedom of the press* as enshrined in the Constitution; and
- iii) strengthening the function of the National Information and Communication Council to receive public complaints and publicise its findings.

2.3.4 Expansion and growth of the newspaper industry

It shall be the policy of the Government to assist in the expansion and growth of the newspaper industry throughout the country.

Strategies

This objective shall be achieved through:

- i) increasing financial support for training in all areas of newspaper production; and
- ii) providing financial and other assistance to PNG citizens to establish and operate newspapers at community, provincial, regional and national levels.

2.3.5 Information resource development

It shall be the policy of the Government to establish and support more efficient systems for the storage and dissemination of information.

Strategies

This objectives shall be achieved through:

- i) establishing a national information data-based and developing an infrastructure for the collection, storage, processing, retrieval and dissemination of information;

- ii) establishing news agencies; and

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- iii) establishing protocol for co-ordinating information resource services among government and non-government organisations.

2.3.6 Local language literature development

It shall be the policy of the Government to encourage and support community efforts to publish translated information documents and original material written in the local language.

Strategies

This objective shall be achieved through:

- i) preparing critical government information materials in a format that facilitates translation and encouraging non-government organisations to do the same;
- ii) allowing local communities to use government information publication facilities for printing their vernacular materials; and
- iii) developing a nationwide training programme for translators.

2.3.7 Content

It shall be the policy of the Government to encourage content in the print media that favours and promotes PNG cultural and Christian values and national objectives and principles.

Strategies

This objective shall be achieved through:

- i) emphasising positive news coverage;
- ii) encouraging a 60-40 percent ratio in favour of PNG content;
- iii) promoting honest, complete, and balanced reporting;
- iv) reporting on provincial and national cultural events, issues and traditions;
- v) discouraging content hostile to PNG interests;
- vi) discouraging the publication of conflicting statements and reports;
- vii) promoting educational and developmental content;
- viii) discouraging the publication of content offensive to PNG values; and
- ix) encouraging ecumenical content in Christian publications.

2.3.8 Standards

It shall be the policy of the Government to encourage and promote acceptable journalistic standards.

Strategies

This objective shall be achieved through:

- i) publishing informative and educational material suited to the PNG context, cultures and values;

- ii) portraying a positive image of PNG to create a sense of identity, unity and purpose among the population;
- iii) providing incentives through awards to improve journalistic standards; and
- iv) encouraging excellence in the print media through adherence to the Code of Ethics.

2.4 BOOK PUBLISHING

As the most permanent of the communication media, books constitute a storehouse of accumulated knowledge. While they have a general cultural role, they are of particular importance in education and in the dissemination of scientific and technical knowledge.

The book industry shall be divided into the following components:

- a) authors, editors, translators, designers, illustrators;
- b) printers and publishers, printing infrastructure;
- c) distributors and booksellers.

MAJOR OBJECTIVES

2.4.1 Concerning authors, editors, translators, designers, and illustrators.

It shall be the policy of the Government to foster professionalism and encourage staff development in the book industry.

Strategies

This objective shall be achieved through:

- i) employment of qualified personnel and the provision of an ongoing updating programme of staff;
- ii) encouraging universities and colleges to provide appropriate training courses for the book industry; and
- iii) encouraging the publishers and printers to organise national workshops to cater for their staff needs.

2.4.2 Role and infrastructure of the book publishing industry

It shall be the policy of the Government to recognise the vital role and encourage the infrastructure development of the book publishing industry.

Strategies

This objective shall be achieved through:

- i) encouraging private, nationally owned printing presses by placing Government publishing and printing orders with these businesses;
- ii) rationalising tariffs on paper, ink and equipment for nationally owned private presses;
- iii) encouraging educational publication to be done locally;
- iv) encouraging the publication of reading material on inexpensive paper;

- v) encouraging co-ordination and co-operation of the book industry with the Papua New Guinea Book Council;
- vi) identifying and prioritising of equipment for importation based on industry's needs, spare parts and technicians; and
- vii) printing capacity should be concentrated in a few establishments, private or public, with identification of specific types of jobs for each and the development of cooperation within the industry.

2.4.3 Book distribution and booksellers

It shall be the policy of the Government to encourage the book industry to adopt a distribution system appropriate to the country's needs.

Strategies

This objective shall be achieved through:

- i) developing a distribution system based on the country's demands and needs;
- ii) developing a national clearing house for nationally published books;
- iii) publicising availability of books by Government departments;
- iv) encouraging the PNG Book Council to work in cooperation with the book industry to promote books through such events as book fairs, National Book Week, and others;
- v) providing a subsidy on air freight to publishers and printers; and
- vi) developing strategies cooperation between publishers, printers and booksellers in the country.

2.5 RADIO AND TELEVISION BROADCASTING

The broadcasting media policy recognises the need for the people of Papua New Guinea to be informed of political, social, economic, cultural and scientific developments in the country, as well as developments and events around the world.

It is therefore, the aim of this policy to improve and develop the growth of broadcast media in Papua New Guinea to meet the increasing needs and demands for quick and better communication services for all. The expansion of the broadcast media will facilitate the flow of information at affordable rates to enable news and information to be available to all men, women, and children. This will support government initiatives to educate, inform, mobilise, and entertain the people.

MAJOR OBJECTIVES

2.5.1 Ownership and expansion of broadcast media

It shall be the policy of the Government to promote national ownership and the operation of a variety of radio and television services in the country.

Strategies

This objective shall be achieved through:

- i) encouraging an increase in the ownership of existing radio, television and other broadcasting services by PNG citizens;
- ii) providing assistance to PNG citizens who want to set up radio and television stations;
- iii) encouraging a 70-30 percent ratio in favour of PNG private and/or public institutions, groups or individuals;
- iv) encouraging PNG citizens to own and operate community broadcasting stations;
- v) providing regulatory framework to develop all ranges of broadcasting services; and
- vi) developing the capacity to enhance domestic and/or overseas broadcasting services.

2.5.2 Programme content

It shall be the policy of the Government to promote comprehensive, fair, responsible and meaningful broadcasting content.

Strategies

This objective shall be achieved through:

- i) devoting a substantial amount of time to educational programmes;
- ii) promoting content friendly to PNG traditional culture, Christian values and national aspirations;
- iii) emphasising positive news and information;
- iv) designing and producing developmental programmes;
- v) encouraging communication training institutions to enhance and strengthen the area of educational broadcasting within their curricula;
- vi) supporting the ongoing training of broadcasters;
- vii) developing and strengthening the work of broadcasting houses, private or public; and
- viii) encouraging community participation in programming.

2.5.3 Programme standard

It shall be the policy of the Government to ensure that broadcasting services maintain a high standard of programming.

Strategies

This objective shall be achieved through:

- i) promoting adequate and innovative programming by broadcasting services;
- ii) promoting broadcasting services that provide fair, accurate, and balanced coverage of issues and events;
- iii) encouraging healthy competition in the broadcasting industry; and
- iv) providing an avenue for addressing complaints relating to broadcasting and programming.

2.5.4 Language Broadcasting

It shall be the policy of the Government to strengthen the use of local language in broadcasting.

Strategies

This objective shall be achieved through:

- i) identifying and developing local talent to help in the production of local programmes;
- ii) providing a variety of programmes in the local languages; and
- iii) providing training to broadcasters in translation techniques.

2.5.5 Commercial broadcasting

It shall be the policy of the Government to support the development of commercial radio and television stations in the country.

Strategies

This objective shall be achieved through:

- i) developing guidelines for commercial broadcasting;
- ii) assisting PNG citizens to set up commercial broadcasting; and
- iii) complying with the policy on advertising.

2.5.6 Access

It shall be the policy of the Government to increase both urban and rural access to broadcast media.

Strategies

This objective shall be achieved through:

- i) supporting the expansion of the PTC network where necessary, to aid the expansion of broadcasting;
- ii) promoting joint efforts between government departments in the use of and access to television; and
- iii) directing the broadcast organisations to develop a comprehensive plan for updating and improving existing facilities and developing new ones.

2.6 SUBSCRIPTION BROADCASTING SERVICES

Subscription broadcasting service provides programmes that when considered in the context service being provided, must be intended to appeal to the public. The service is made available to the general public but only on payment of subscription fees (whether periodical or otherwise) and must comply with relevant provisions in relation to subscription broadcasting.

MAJOR OBJECTIVES

2.6.1 Ownership

It shall be the policy of the Government to promote national ownership and the operation of narrowcasting services.

Strategies

This objective shall be achieved through:

- i) encouraging the ownership of subscription broadcasting services by PNG citizens;
- ii) assisting PNG citizens and private or public groups or institutions to set up subscription broadcasting services; and
- iii) providing regulatory framework for the gradual ownership by PNG citizens and guidelines for the operations of such services.

2.6.2 Programme content

It shall be the policy of the Government to promote comprehensive, fair, responsible and meaningful broadcasting content.

Strategies

This objective shall be achieved through:

- i) encouraging local and international events relevant to PNG taste and values; and
- ii) emphasising positive information through community participation.

2.6.3 Standards

It shall be the policy of the Government to ensure that subscription broadcasting services provide a high level of programming.

Strategies

This objective shall be achieved through:

- i) promoting comprehensive programming of specific events;
- ii) ensuring that subscription broadcasting services provide fair, accurate and balanced coverage of events; and
- iii) ensuring that the audience is protected against undue manipulation and intimidation from any programme produced and provided by the services.

2.6.4. Access

It shall be the policy of the Government to increase both urban and rural populations access to the subscription broadcasting services.

Strategies

This objective shall be achieved through:

- i) supporting infrastructure to and subscription broadcasting;

- ii) promoting efforts by individuals, groups or institutions to use subscription broadcasting to promote the flow of information in the communities; and
- iii) improving transmission capability to existing broadcasting networks.

2.7 SUBSCRIPTION NARROWCASTING SERVICES

Subscription Narrowcasting services are those where reception is limited by being targeted to special interest groups or by being provided during a limited period to cover a special event, or they provide programmes of limited appeal; or for some other reason. The service is made available only on payment of subscription fees, for example, the present cable operations.

MAJOR OBJECTIVES

2.7.1 Ownership

It shall be the policy of the Government to promote national ownership and the variety of narrowcasting services.

Strategies

This objective shall be achieved through:

- i) encouraging the ownership of subscription narrowcasting services by PNG citizens;
- ii) assisting PNG citizens and private or public groups and institutions to set up subscription narrowcasting services;
- iii) encouraging gradual ownership of all existing subscription narrowcasting services in the country; and
- iv) providing regulatory framework for the operation of subscription narrowcasting services.

2.7.2 Programme Content

It shall be the policy of the Government to promote comprehensive, fair, responsible content and meaningful narrowcasting content.

Strategies

This objective shall be achieved through:

- i) encouraging the narrowcasting material that is relevant to Papua New Guinea;
- ii) ensuring that the media for narrowcasting is not harmful to PNG's young people as well as Christian and moral values; and
- iii) emphasising positive information.

2.7.3 Standards

It shall be the policy of the Government to ensure subscription narrowcasting services provide a meaningful service.

Strategies

This objective shall be achieved through:

- i) promoting a desired standard of narrowcasting using the approved systems or transmission; and
- ii) ensuring that the narrowcasting material is of the highest quality and relevance to PNG situations.

2.7.4 Access

It shall be the policy of the Government to ensure increased access to subscription narrowcasting services by those capable to receive the service.

Strategies

This objective shall be achieved through:

- i) supporting the infrastructure to aid subscription narrowcasting; and
- ii) improving transmission of broadcast through viable and realistic regulatory framework.

2.8 OPEN NARROWCASTING SERVICES

Open narrowcasting services are those whose reception is limited by being targeted to special interest groups; or intended only for limited locations, for example, the mining groups in remote areas or under privileged groups such as handicapped. As with others the services must comply with relevant provisions of the subscription narrowcasting services.

The objectives and strategies are similar to those of subscription narrowcasting services.

2.9 CABLE TELEVISION

As with other media organisations, the Cable Television (CATV) industry in the country has been operating in the absence of any clear policy directives. This policy aims to address this issue.

The television programmes can be distributed by means of broad-band cable system, as a supplement to, or an alternative to over-the-air broadcasting. They may carry from 1 to 40 (ore more) simultaneous television channels, depending on the system design.

Ownership, content, access, standards, advertising and other matters concerning broadcasting shall be treated in a similar way as with those of the radio and television policy stated in this document.

MAJOR OBJECTIVES

2.9.1 Various policy issues

It shall be the policy of the Government to ensure that Cable Television's ownership, content, access, standards, advertising, copyright and other policy matters follow similar principles and guidelines as in radio and television broadcasting in PNG.

Strategies

This objective shall be achieved through:

- i) encouraging the national co-operative ownership of Cable TV aiming to bring relevant information to people who otherwise would not have access to it;
- ii) coordinating its operation through the National Information Communication Council and the Information and Communication Department, stressing its availability as a resource open to the public;
- iii) encouraging its use as an alternative to broadcast educational and developmental programmes to identified audiences;
- iv) developing and enforcing a system of control to comply with agreements made between owners, operators, the broadcast media, and the regulations stipulated in the contract and/or licence;
- v) developing a telecommunication network of cables in accordance with an integrated plan responding to traffic demands and projected needs of users; and
- vi) ensuring a high standard of programme content is high and not offensive to public taste.

2.10 SATELLITE BROADCASTING

Satellite technology is becoming increasingly important in the delivery of radio and television services. The role it plays in PNG is of great significance in broadcasting due to the topography of this nation. Introduction of satellite broadcasting is a challenge to policy-makers and planners as well as opening up immense opportunities in providing access to the rural population.

Due to costs involved in launching, owning and operating a satellite system, PNG may continue to deploy use of satellites with appropriate finance arrangements and technical specifications to suit its requirements. In the future PNG may decide to own and operate its own satellite network as per the PACSTAR proposal.

Joining a neighbouring country's satellite system requires a high degree of confidence and mutual cooperation between the user and provider of satellite services. It may raise issues of concern in terms of national sovereignty and security and exposes the country to the rest of the region and the world. It is said of satellites that they have no respect for national boundaries.

MAJOR OBJECTIVES

2.10.1 Ownership

It shall be the policy of the Government to enter into lease arrangements with established satellite operators until such time when the country has the financial and technical capacity to have its own satellite network.

Strategies

This objective shall be achieved through:

- i) adopting and/or owning a satellite network that meets the financial and technical requirements of PNG;

- ii) encouraging a 70-30 percent ownership ratio in favour of PNG Government in any domestic satellite network;
- iii) encouraging long-term leasing arrangements of satellite services; and
- iv) encouraging regional ownership of satellite networks.

2.10.2 Use of satellite technology

It shall be the policy of the Government to encourage the use of satellite technology in broadcasting.

Strategies

This objective shall be achieved through:

- i) encouraging broadcast media to make use of satellite technology;
- ii) providing concrete services to meet national aspirations, goals and objectives; and
- iii) establishing working and research relationships between PTC, the University of Technology and other technical agencies in the country.

2.10.3 Broadcast satellite for better education

It shall be the policy of the Government to support plans to maximise the use of the satellite technology to improve and assist the educational system in the country.

Strategies

This objective shall be achieved through:

- i) making education television available to all areas in the country;
- ii) promoting long distance and continuing education programmes;
- iii) devising and broadcasting non-formal television and radio programmes for identified audiences and institutions in the rural areas; and
- iv) encouraging all government agencies to design, produce and disseminate programmes, via satellites, on their policies, plans, and information to the whole country.

2.11 FILM AND CINEMA

The film is at the same time a means of artistic expression, a mass medium and an industrial process. It plays a major role in providing entertainment and services, also as a medium for education, information and reportage.

As an art, the film enriches a country's cultural resources and has relevance to national policies regarding the arts and leisure.

Modern film making is a highly sophisticated and complex technology requiring an industrial base, substantial investment and adequate arrangements for apprenticeship and training.

Among the many categories of films are: feature films and short subject films for showing to the general public in the cinemas; documentary or short films for education and instruction, for cultural, tourist and commercial uses, and for specialised audiences interested in science, research or the arts, news films to record current events; and films made primarily for television.

The short film is an important tool for education and has high relevance in the PNG context, for it facilitates the spreading of information about national goals and achievements, and about agriculture, health, family planning, environment and ecology, and social welfare. It will be also useful to raise awareness on national issues and educate the children and the youth.

However, since the film industry is an expensive enterprise, video has come to replace it, as a viable alternative in providing material for television broadcasting. Nonetheless, the film industry will find its place in the country's future, which this policy addresses.

MAJOR OBJECTIVES

2.11.1 Film production

It shall be the policy of the Government to encourage and support the production of short educational films by both private and public agencies.

Strategies

This objective shall be achieved through:

- i) encouraging government agencies to include film (or video) production as part of their media unit's policies and plans;
- ii) encouraging PNG film production institutions or houses to develop their operation and production of films and videos for use in the television industry and to promote PNG overseas;
- iii) designing a system to develop, and coordinate all film-making in the country under the Department of Communication and Information;
- iv) encouraging co-production of films between national and overseas firms or institutions, particularly for educational and cultural programmes on television but also for theatrical feature films; and
- v) encouraging amateur film production by the PNG private sector.

2.11.2 Films Distribution

It shall be the policy of the Government to encourage the television industry and cinema houses to develop viable distribution strategies.

Strategies

This objective shall be achieved through:

- i) encouraging the television industry, on contract with international film companies, to develop a policy in accordance with the PNG policy on television broadcasting;
- ii) encouraging the operation of cinema houses in major cities and towns; and

- iii) supporting the distribution of non-commercial film through public and private institutions.

2.11.3 Exhibition

It shall be the policy of the Government to monitor the exhibition of films in cinemas and television stations and encourage the exhibition of constructive entertainment and educational films.

Strategies

This objective shall be achieved through:

- i) encouraging a co-ordination programme between the Censorship Board, the television industry and cinema houses, and the National Information and Communication Council;
- ii) requiring that exhibitors comply with quotas laid down for domestic produce films and to screen specified short films;
- iii) encouraging documentaries showing schools and training institutions; and
- iv) encouraging the operation of mobile, open air film showings in the rural areas, for entertainment and education purposes.

2.12 INTERPERSONAL COMMUNICATION

While most face-to-face communication takes place privately between individuals, in the family or in informal groups, there are many organised interpersonal channels which form part of the public communication system.

In this category fall the live performing arts, whose role may be essentially cultural and entertaining, but which may also be used as carriers of messages with social significance. In Papua New Guinea, traditional "singsings" (song, dance and drama) have played important socio-cultural roles for centuries.

Public meetings are also forums for reports, statements, discussions and debates which may ventilate grievances, resolve conflicts, achieve consensus or assist decision-making on issues of public interest.

The conventional education system is also based on interpersonal communication, as are many forms of adult interaction from literacy classes and vocational training to agricultural demonstrations and advice on health and hygiene.

As essential part of the PNG communication system is the network of extension officers who make direct contact with rural people to advise them in such areas of day-to-day living as agriculture, health, family planning, nutrition, home economics, and the like. In this category also are the government information officers working in both rural and urban environments.

Extension services are essentially action-oriented with the objective of improving social standards, increasing efficiency and productivity, changing values, beliefs and habits and introducing innovations. Therein lies the particular importance of the person-to-person relationship because the mass media, while being carriers of information, are not effective alone in changing attitudes and practices. Therefore, interpersonal communication and the mass media should be used in a combined fashion to achieve national goals and objectives.

MAJOR OBJECTIVES

2.12.1 Integration within the national communication system

It shall be the policy of the Government to integrate interpersonal communication channels within the national communication system.

Strategies

This objective shall be achieved through:

- i) organising political cells or cadres at various levels as vehicles to promote social and political action;
- ii) organising target groups and audiences through informal meetings to discuss, express views and suggestions, and participate in the decision-making process of government policies, plans and projects;
- iii) organising and carrying out special panel discussions and debates over the broadcast media on socio-economic, cultural, political and religious issues of national interest;
- iv) organising radio, video and film forums at village, community and neighbourhood levels; and
- v) promoting and strengthening the work and public presentations of theatre groups, festival singing competitions, and public cultural shows.

2.12.2 Promotion of extension education and work

It shall be the policy of the Government to enhance the work and skills of extension workers and information officers in the country.

Strategies

This objective shall be achieved through:

- i) supporting extension education programmes in tertiary institutions;
- ii) encouraging extension workers to engage in ongoing training and updating programmes;
- iii) encouraging government and non-government agencies to utilise extension material and human resources to maximise communication with the population, particularly the rural and less educated people; and
- iv) devising and carrying out specific extension programmes, with concrete educational and developmental inputs and objectives, for identified target audiences.

2.13 TRADITIONAL AND GROUP MEDIA

Traditional and group media are important forms of communication and yet largely undefined in terms of the role they play in Papua New Guinea society.

It is opportune that this policy gives prominence to this type of media. There is a need to be aware of the potential they have in development and the need for Papua New Guinea to use them in nation building. Besides they can contribute to the promotion of national identity.

Hence, the Government must ensure their preservation and practice.

MAJOR OBJECTIVES

2.13.1 Encourage and promote

It shall be the policy of the Government to encourage and promote the use of traditional and group media.

Strategies

This objective shall be achieved through:

- i) supporting and strengthening traditional practice in existence in school systems;
- ii) encouraging the use of traditional and group media to promote education, information and entertainment in an acceptable language and form; and
- iii) encouraging the use of traditional and group media to raise awareness on national issues.

2.13.2 Protection and Preservation of Culture and Traditions

It shall be the policy of the Government to protect and preserve Papua New Guinea's rich cultures and traditions.

Strategies

This objective shall be achieved through:

- i) strengthening the cultural practices in all educational institutions;
- ii) encouraging the documentation of all cultures and traditions;
- iii) documenting and monitoring of all research activities;
- iv) encouraging the completion, recovery, and return of publications and artifacts both at home and abroad;
- v) rediscovering and promoting the use of traditional knowledge and skills; and
- vi) revising and introducing legislation to prevent exploitation of Papua New Guinea's cultures and traditions.

CHAPTER THREE

INFORMATION SERVICES

3.1 LANGUAGE

The National Language Policy of Papua New Guinea follows the principle of unity through community-based decision making.

At the local level this means that the language which each community chooses must be respected as the primary means of communication within that community and the basis on which they direct their own development.

The same principle of community-based decision making applies in the wider *community* of a province or region. When members of different language communities choose to communicate with each other through Tok Pisin, Hiri Motu or English language, that choice will be respected.

Among the community of nations, Papua New Guinea has chosen to communicate in the English language. That decision will be respected as well. Thus at every level - community, regional and national - unity is achieved, not on the basis of a common language, but on the common respect given to communities to choose the *clearest and most coherent language available* to the community.

POLICY STATEMENT

In the belief that all citizens have the right to be dynamically involved in the processes of their own development;

Further, in recognition of the fact that community-based decision making must be in a language understood by the members of the community:

The Independent State of Papua New Guinea endorses the basic right of each cultural community to receive fundamental information in their mother-tongue.

Further, in recognition of the vital role of languages of inter-community as well as international communication:

The Independent State of Papua New Guinea recognises English as its official language of international communication and commerce, with Tok Pisin and Hiri Motu as official languages of convenience. The use of these three languages shall be based on their intelligibility, appropriateness and acceptability in any given domain of communication.

3.2 INFORMATION SERVICES

Information is an essential resource in the operation and management of all kinds of industry. In the communication arena, information is crucial in the collection, storage and processing of data relevant to cover real life situation, news and events in a responsible, complete, balanced and meaningful manner.

Information is also important to policy formulation and planning of both public and private institutions. Focusing on PNG development process, information about human resource development, material resources, and the economy are fundamental elements for the overall system planning of the Government. Information is vital to empowering people for self-determination and reliance.

Therefore, information access to the media, government and non-government institutions, and the people is necessary in order to play active role in the development process of the nation. Information distribution and dissemination put the people in touch with the times and make them feel the pulse of the nation. Hence, the development of information system is an essential part of this policy.

MAJOR OBJECTIVES

3.2.1 The role of information in society

It shall be the policy of the Government to develop national information resources and services as part of national development planning.

Strategies

This objective shall be achieved through:

- i) strengthening the library network and services throughout the country;
- ii) utilising interpersonal modern and traditional-mediated channels to disseminate information throughout the country;
- iii) encouraging the development and sustenance of traditional media in disseminating development information to the rural population; and
- iv) encouraging the development of the education system by utilising the mass media and information systems to enhance its goals and objectives.

3.2.2 Access to information resources and services

It shall be the policy of the Government to facilitate access to information in all parts of Papua New Guinea.

Strategies

This objective shall be achieved through:

- i) improving the postal and telecommunication systems throughout the country;
- ii) improving the road and transportation systems throughout the country;
- iii) rationalising the flow of information with emphasis on two-way processes;
- iv) promoting mobile audio-visual, puppet and drama groups, bookstores and small libraries;
- v) producing and improving community radio programmes in local languages; and
- vi) encouraging the publication of literacy material.

3.2.3 Development of PNG information resources

It shall be the policy of the Government to strengthen the PNG production of all types of information material, to widen the range and scope, and to improve its quantity with quality.

Strategies

This objective shall be achieved through:

- i) promoting the use of alternative media, such as community newspapers and radio, audio-visual media and group media for development purposes;
- ii) producing and disseminating information through traditional media;
- iii) utilising local material in group media production and dissemination;
- iv) improving the existing radio network;

- v) setting up a national database to collect, store, process and disseminate information; and
- vi) strengthening the national archival system.

3.2.4 Use and awareness of information

It shall be the policy of the Government to maximise the use of information resources and services through positive programmes of assistance.

Strategies

This objective shall be achieved through the following tasks:

- i) conducting awareness programmes about the value and use of information on PNG human and material resources; and
- ii) making people aware of the availability of existing information resources and services.

3.2.5 Human resources for information services

It shall be the policy of the Government to promote and support the development of qualified personnel for the efficient management and operation of information resources and services in PNG.

Strategies

This objective shall be achieved through:

- i) devising comprehensive training programmes for the present and future human resources in the information system;
- ii) encouraging ongoing training of personnel in all information and communication systems and institutions; and
- iii) devising and introducing media education in the national education system.

3.2.6 National, Regional and International information participation

It shall be the policy of the Government to play a key role in national, regional and international information programmes and systems.

Strategies

This objective shall be achieved through:

- i) exchanging and sharing of multi-disciplinary scientific data;
- ii) encouraging and strengthening regional cultural and educational ties;
- iii) encouraging the development and participation in regional and international media organisations and associations;
- iv) strengthening national and regional public forums on issues of mutual interest;
- v) encouraging the development of database and networking within the country and between nations within and outside the region under appropriate agreements; and

- vi) strengthening the existing news exchange networks in the region.

3.3 INFORMATION TECHNOLOGY

Information Technology (IT), embraces the application of several sciences and engineering to the enhancement of human performance in a wide range of activities by facilitating the acquisition, transfer, processing, assimilation and utilisation of information. The information technology environment includes: people, computing hardware, systems software, applications software, electronic communications systems (eg., voice, data and video), documentation, user support, information resources (eg., library management systems and management information systems), typesetting and publishing systems, audio-visual facilities, and technology training resources, an important aspect of information technology is the integration of these components into people's working, learning and leisure activities to create more useful, effective and satisfying systems.

The Government recognises that computers, telecommunications and other information processing technologies are essential to the effective and efficient operation and management of almost every public and private organisational structure. Therefore the Government accepts as one of its highest priorities the successful exploitation of information technology.

Consequently, the Government recognises the need for a comprehensive policy, embodied in this document, to ensure the most effectual introduction, application and management of information processing technology to provide the maximum economic and administrative benefits to the nation.

MAJOR OBJECTIVES

3.3.1 Production Environment, Technology and Integration

It shall be the policy of the Government to promote a productive environment, technology and integration.

Strategies

This objective shall be achieved through:

- i) establishing appropriate facilities for the effective use of electronic communications media and networks;
- ii) encouraging the adoption of systems which integrate well together, and discouraging the use of diverse and incompatible systems;
- iii) encouraging the adoption of systems which enrich users work experience and lifestyles, and discouraging the use of those that have a negative effect on users health, work satisfaction or social conditions;
- iv) making appropriate government information facilities available at reasonable cost to users who are unable to provide their own.
- v) providing assistance with information technology applications in community development projects; and
- vi) encouraging private organisations to adopt a similar approach to realising the productivity benefits achievable through progressive introduction or appropriate information technology developments.

3.3.2 Human Resource and User Development

It shall be the policy of the Government to promote human resource development nationwide and ensure consultation with technology users.

Strategies

This objective shall be achieved through:

- i) require Government departments to introduce adequate consultation processes and staff training;
- ii) ensure that appropriate recommendations for human resource planning are included in the Government's strategic planning; and
- iii) ensure, that recommendations re-implemented by the Government bodies responsible for staffing and employment.

3.3.3 Policy administration

It shall be the policy of the Government to establish an Information Technology Board (ITB) and a National Centre for Information Technology (NCIT) to develop and oversee Government policy in matters of information technology.

Strategies

This objective shall be achieved through:

- i) establish an Information Technology Board to review the field of information technology in the National perspective and advise the Government on appropriate policies and strategies; and
- ii) establish a National Centre for Information Technology to function as a permanent centre of expertise and a co-ordinating body to assist the Board with the implementation and monitoring of the Government's policies and strategies.

3.3.4 User participation

It shall be the policy of the Government to foster the establishment of a national information technology user's group to provide a forum for discussion with the IT board.

Strategies

This objective shall be achieved through:

- i) support the establishment of a National Information Technology User's Group (NITUG) with diverse membership to provide a discussion forum for information technology user's nationwide and a means of representing user's interests to the Information Technology Board.

3.3.5 Strategies planning

It shall be the policy of the Government to establish an ongoing strategic planning process to achieve and maintain the aims and objectives of this policy.

Strategies

This objective shall be achieved through:

- i) create and sustain a permanent Information Technology Standards Working Group (ITSWG) to co-ordinate with the National Standards Council (NSC), and similar bodies to establish and maintain appropriate technical and safety standards.

3.3.6 Effective administrative information

It shall be the policy of the Government to ensure proper implementation of management and administrative information systems.

Strategies

This objective shall be achieved through:

- i) actively encourage the adoption of information technology in new or replacement applications wherever suitable and cost-effective;
- ii) ensure a high level of security of confidential information or material while enabling ease of access to information for authorised personnel; and
- iii) establish adequate planning processes to ensure the acquisition of well-integrated compatible systems which can enable electronic communications media to function well across interdepartmental and regional boundaries wherever necessary.

3.3.7 Education Technology

It shall be the policy of the Government to promote the application of appropriate educational technology systems to enhance the quality and production of teaching and skills training activities throughout the nation.

Strategies

This objective shall be achieved through:

- i) the Government will actively encourage staff and trainees to use information technology wherever this can improve their teaching, learning, research and other Government activities;
- ii) the Government will encourage all departments to include significant and appropriate information technology experience as part of in-service training. Trainers should adapt, develop and experiment with information technology applications which can suitably contribute to delivering, measuring and managing staff training; and
- iii) the Information Technology Board will liaise with the Department of Education and with all tertiary education institutions to encourage development and ongoing review of suitable curricular to utilise educational technology and to introduce appropriate training on information technology subjects.

3.4 INFORMATION TECHNOLOGY STANDARDS

There is an increasing need for information services and the new technical developments for handling it require inter-agency co-operation, co-ordination and promotion of compatibility among information systems. The concept of standardisation becomes increasingly important to ensure greater effectiveness of planning, development and utilisation of information technology. This is crucial in PNG where there must be a generally accepted practice to facilitate development and implementation of programmes and projects.

Standardisation is setting up, by authority or common consent, of a quantify, pattern or method of adoption as a minimum or as an example for emulation. Standards are technical specifications or other documents containing a set of conditions to be fulfilled, drawn up with the co-operation and consensus or general approval of all interests, aimed at the promotion of optimum community benefits.

It should be approved by a body recognised on the national, regional or international level.

The main objectives of the standards programmes are as follows:

- i) to rationalise the development of national standards in Information Technology (IT) related matters to attain uniformity and comparability in statistics collection, processing and analysis by various government agencies;
- ii) to integrate information technology efforts on data classification schemes for ease in utilisation and inter-relationship of statistical data on nation-wide basis needed for long range plans, policies and strategies; and
- iii) to further government policies and objectives in a cost-effective manner.

The scope of IT Standardisation: The IT standards programmes generally encompasses the area of computers and associated information processing systems and peripheral equipment, devices and related media, including data transmission. Included are standards related machine readable data preparation and data presentation, and the characteristics of computer peripherals and ancillaries such as keyboards, line printers, modems, multiplexers, etc.

There are several major groupings identified in the list of standards. They include: hardware and software design standards, information systems planning standards, application development standards, manpower (human resources) standards, communication standards, data standards, and procurement standards.

MAJOR OBJECTIVES

3.4.1 Hardware and software design

It shall be the policy of the Government to formulate a national flowcharting, documentation standards and standards glossaries in hardware and software industries to facilitate information interchange and processing.

Strategies

This objective shall be achieved through:

- i) supporting a system of identification of source, type and specifications of hardware and software available and needed in the country;
- ii) making the public aware of existing hardware and software through special publication material;

- iii) enforcing the efforts of the National Standards Council in maintaining appropriate standards in the country;
- iv) providing guiding assistance to consumers about technical standards use, service spare parts availability, compatibility and price of hardware and software.

3.4.2 Information systems planning

It shall be the policy of the Government to provide guidelines for IT resource acquisitions, contract evaluation.

Strategies

This objective shall be achieved through:

- i) liaising with the National Standards Council in the provision of guidelines for IT resource acquisitions in the country;
- ii) encouraging an ongoing evaluation system of contracts with technical organisations; and
- iii) encouraging an ongoing service contract evaluation.

3.4.3 Application development

It shall be the policy of the Government to ensure public and private use of standard software packages in their operations.

Strategies

This objective shall be achieved through:

- i) supporting a software system to monitor the operation of all government and non-government organisations; and
- ii) supporting and improving the government software system on payroll processing, document tracking, attendance and leave monitoring, supplies inventory, property management and business permits and licenses system in the local, provincial and national levels.

3.4.4 Manpower or human resource

It shall be the policy of the Government to develop a standard qualification and set of duties and responsibilities for every position in the Information Technology field.

Strategies

This objective shall be achieved through:

- i) supporting and improving current human resource standard qualification and set of duties and responsibilities for every position in the IT field.

3.4.5 Communication standards

It shall be the policy of the Government to promote inter-agency co-operation to establish and implement standards.

Strategies

This objective shall be achieved through:

- i) promoting linkages and interchange relations between government and non-government agencies to strengthen and update agreements and policies on IT standards.

3.4.6 Procurement standards

It shall be the policy of the Government to document standard specifications for configuring hardware and software systems for micro, mid range and macroframe systems.

Strategies

This objective shall be achieved through:

- i) encouraging and updating the existing policies and practices in the standards related to procurement;
- ii) encouraging exchange of information on procurement standards of hardware and software; and
- iii) maintaining a frequent updating and reviewing process on par with technological advancement worldwide.

CHAPTER FOUR

INFORMATION AND COMMUNICATION SUPPORT SERVICES

4.1 AUDIO VISUAL MEDIA

The audio-visual media involve the use of images and sound messages communicated simultaneously. However, the impact and retention of the visual medium is most dominant as it is a proven fact that people retain 75 percent of what they see and 25 percent of what they hear. Hence, the audio-visual media are very successful in communication.

It is for this reason that we see audio visual media to be effective, influential, and constructive communication tool. Therefore, this policy aims to encourage, improve and develop audio-visual media as tools of communication to expand and facilitate the flow of information in this country.

The policy on audio-visual media shall aim to strengthen existing systems and encourage the expansion of the industry to overcome the language barriers of Papua New Guinea's multi-cultural society and the literacy problems.

Audio-visual media include, videos, films, photos, drama, dances, songs, story-telling, sound slides, puppetry and others.

MAJOR OBJECTIVES

4.1.1 Ownership

It shall be the policy of the Government to encourage Papua New Guineans to own the audio-visual media industry.

Strategies

This objective shall be achieved through:

- i) encouraging the total ownership of the audio-visual media by national citizens, and/or institutions, private or public; and
- ii) encouraging the ownership of the audio-visual media by citizens who have genuine interest to serve the country.

4.1.2 Content

It shall be the policy of the Government to encourage audio-visual content that favour and promote Papua New Guinea's Christian values and national objectives and principles.

Strategies

This objective shall be achieved through:

- i) emphasising positive messages by the audio-visual media;
- ii) stressing honest, complete and balanced presentation of issues;
- iii) promoting educational and developmental content;
- iv) discouraging the publication, importation and presentation of content offensive to Papua New Guinea values; and
- v) developing local talents to concentrate features on relevant topical issues.

4.1.3 Standards

It shall be the policy of the Government to promote acceptable presentation and production standards.

Strategies

This objective shall be achieved through:

- i) producing entertainment, informative and educational material suited to Papua New Guinea situations, cultures and values;
- ii) portraying a positive image of Papua New Guinea to create a sense of identity, unity and purpose among the population; and
- iii) maintaining the established production standards on radio, television and print media.

4.2 HUMAN RESOURCES AND COMMUNICATION TRAINING

The national communication system can only perform as well as the people who run it. Training in a wide variety of communication skills is the key to its success.

The purpose of training embraces the entire communication system. Authors, script writers, journalists and editors must prepare the content of the media. Engineers, technicians and maintenance personnel are required for the telecommunication and broadcast networks; printers and compositors for the press rooms of newspapers, magazines and books; cameramen, directors and technicians for the film and television studios. Information and extension officers need training in the process of communication and persuasion, and teachers in the utilisation of the technological aids. Granted the complexities and rapid changes in modern communication, expertise are needed in economic evaluation, system planning and management.

MAJOR OBJECTIVES

4.2.1 Support for communication training institutions in the development of Papua New Guinea

It shall be the policy of the Government to support existing and new communication training facilities as part of national development planning.

Strategies

This objective shall be achieved through:

- i) providing reviews on resourcing of facilities and requirements;
- ii) providing financial support for the continued maintenance of facilities; and
- iii) encouraging institutions to review and research their training needs with the aim to upgrade their services.

4.2.2 Role of communication professionals in national development

It shall be the policy of the Government to encourage professionals in communication to do further studies in order to improve skills and performance in the communication industry.

Strategies

This objective shall be achieved through:

- i) providing annual training needs assessment in each media and field of communication; and
- ii) encouraging the co-ordination of a national information and communication training requirement through a central agency.

4.2.3 Co-ordination of training resources

It shall be the policy of the Government to encourage more co-ordination and distribution of training resources between all educational institutions and their relationship with the information and communication industries.

Strategies

This objective shall be achieved through:

- i) rationalising training programmes and facilities; and
- ii) establishing a national human resource database.

4.2.4 Expansion of communication courses

It shall be the policy of the Government to support the efforts of all educational institutions for the expansion of their programmes in connection with long-term national development planning.

Strategies

This objective shall be achieved through:

- i) encouraging training institutions to develop comprehensive short-term and long-term development plans;
- ii) providing financial assistance by the Government;
- iii) developing and implement a national accreditation system for all tertiary institutions in the country; and
- iv) the identification of feasible new courses in the country.

4.2.5 Staff development and the training of trainers

It shall be the policy of the Government to give priority to the training of trainers, in the human resource development plans.

Strategies

This objective shall be achieved through:

- i) recognising the role of trainers in Papua New Guinea;
- ii) encouraging all tertiary and training institutions to give priority in annual budget allocation for human resource development - paying particular attention to trainers;

- iii) encouraging employment of quality professional trainers by offering attractive conditions of service and remuneration packages; and
- iv) encouraging qualified and experienced citizens to become trainers.

4.2.6 Training for the use of traditional media in communication

It shall be the policy of the Government to support the training of personnel in the knowledge and use of traditional Papua New Guinea media to promote development, education, information and entertainment.

Strategies

This objective shall be achieved through:

- i) recognising and involving village elders;
- ii) encouraging the media to use more traditional forms of communication in their programmes; particularly the broadcast media;
- iii) encouraging trained people to use traditional media to disseminate development information and health, agriculture, family planning, environment and others; and
- iv) encouraging training and educational institutions in the tertiary institutions to include traditional media in their curricula.

4.3 RESEARCH AND DEVELOPMENT

Communication Research is an integral part of the study and practice in society. All forms of communication play identified roles within an identified environment for an identified audience.

Research can provide an inventory of resources, trace the channels through which information flows, identify, count and categorise the audience, and analyse the content of the media. From this starting point, an assessment of needs can be made, and answers obtained to many questions.

For the purpose of determining the roles and functions of communication in society, experts in research conduct studies about the various communication system in existence and use in the country, both interpersonal and mediated. Overall, such studies should:

- a. find out the gaps and inconsistencies in the communication system;
- b. identify the additional capacity that is required;
- c. ascertain more effective ways to disseminate development information;
- d. determine the necessary changes in the communication structures to conform to cultural patterns and technological innovation;
- e. determine the adequate channels for feedback;
- f. identify the extent of opportunities for public access and participation
- g. find out the human resource requirements and training needs.

The National Information and Communication Policy sets forth the idea and need for communication research as an important part of the communication industry in the country. Therefore, government and non-government institutions shall conduct research studies so as to see how to best serve the communication system in PNG.

MAJOR OBJECTIVES

4.3.1 Communication research and development

It shall be the policy of the Government to encourage PNG media organisations to base their programmes on sound audience research paying close attention to the PNG social and cultural contexts.

Strategies

This objective shall be achieved through:

- i) creating a section or unit in the recognised media organisations with research oriented duties;
- ii) assigning of qualified research staff with tasks concerning the present audience's overall situation and needs, and design programmes based on the findings;
- iii) carrying out annual evaluation and revision to update the services provided by the media to the concrete socio-cultural situation in the country; and
- iv) encouraging research through appropriate budgetary allocations.

4.3.2 Communication training institutions shall support and integrate research within their academic programmes

It shall be the policy of the Government to encourage higher communication training institutions to provide students with basic knowledge and skills of research.

Strategies

This objective shall be achieved through:

- i) reviewing each higher institution's academic programme with emphasis on research;
- ii) identifying of concrete areas with their programmes to see the types of research courses that could be included in the curricula;
- iii) developing a closer understanding and cooperation of the training institutions with the existing media organisations in the country; and
- iv) adopting a periodic updating policy in each training institution.

4.3.3. Communication research must be part of the national institutions plans

It shall be the policy of the Government to encourage institutions to include communication research within their plans.

Strategies

This objective shall be achieved through:

- i) encouraging cooperation and liaison amongst training institutions;
- ii) conducting research projects on the impact of media on PNG society; and
- iii) conducting research on the use of communication for development.

4.4 NEWS AGENCIES

A National News Agency in Papua New Guinea would play a major role in organising news coverage in the country, then disseminating the information to media organisations, government agencies, commercial outlets and the international media. It would also receive overseas news for internal distribution.

Individual media may prefer to make independent arrangements for gathering national news or to subscribe directly to agencies supplying world news, but there are obvious economic and political advantages in centralising and sharing these services.

The services of a National News Agency in Papua New Guinea would include hard news, feature articles, commercial and commodity information, photographs, and perhaps news services for the broadcast media as well, such as scripts, news video clips, and taped news on sound tapes or cassettes.

MAJOR OBJECTIVES

4.4.1 Establishment of a National News Agency

It shall be the policy of the Government to support the establishment of a National News Agency in Papua New Guinea.

Strategies

This objective shall be achieved through:

- i) setting up an infrastructure with a database system;
- ii) devising a system of operation in co-operation with the National Information and Communication Council;
- iii) encouraging all media outlets and agencies to join the national project; and
- iv) engaging a fair number of professionals to make sure the agency provides services to both the domestic and overseas media through a system of subscription.

4.4.2 Ownership

It shall be the policy of the Government to support a co-operative ownership of the National News Agency (NNA) by the Government and the national media industry with minimum commercial interest aiming to provide fair news and information flow.

Strategies

This objective shall be achieved through:

- i) encouraging Papua New Guinea media shareholders and/or owners to acquire shares within the NNA.
- ii) supporting all media to have shares in the NNA;
- iii) encouraging all media and news services in the country to have access to the NNA, paying fees according to their own possibilities;
- iv) setting up special arrangements to encourage the exchange of news and information between the NNA and local, provincial, regional and national media and news services in the country;

- v) devising special contracts for the exchange of news between the NNA and foreign news agencies, in particular within the Pacific region; and
- vi) establishing an infrastructure for co-ordinating the operations of NNA.

CHAPTER FIVE

MEDIA RELATED POLICIES

5.1 ADVERTISING

Advertising is the main source of revenue for the media in Papua New Guinea. Advertising informs the public about the availability of products, goods and services. The mass media make their facilities available to the various industries, businesses, commercial entities, and public services.

Because of the important role advertising plays in the public's interest in the acquisition of goods and services, the mass media should present advertising messages and publicities with fairness, and professionals and ethical standards. Though advertising facilitates the audience with freedom of choice, its presentation must correspond with cultural norms and Christian values.

MAJOR OBJECTIVES

5.1.1 Presentation

It shall be the policy of the Government to ensure that advertising presentation follows ethical principles and cultural and Christian values.

Strategies

This objective shall be achieved through:

- i) discouraging false, misleading or deceptive advertising be it by copy or presentation;
- ii) advertising message presentation should be done with courtesy and good taste;
- iii) discouraging the use of women as enhancers of advertising;
- iv) presenting and advertising messages of sacred and traditional places and objects should be done with discretion.
- v) advertising should be done with appropriate language and manner; and
- vi) advertising of predetermined health hazard products such as liquor and cigarettes should be restricted.

5.1.2 Placement of advertising

It shall be the policy of the Government to ensure that the media place advertising copy or presentation within appropriate contexts and time.

Strategies

This objective shall be achieved through:

- i) advertising of products addressed to adults should not be placed with or near programmes designed for children; and
- ii) prohibiting the use of children's programme personalities and/or cartoon characters from delivering commercial messages within or adjacent to the programmes in which such personalities and/or cartoon characters regularly appear.

5.1.3 Content of advertising

It shall be the policy of the Government to ensure that advertising content follows acceptable and ethical standards.

Strategies

This objective shall be achieved through:

- i) advertising messages should be closely related to the content and general tone of the programme in which it is presented;
- ii) discouraging advertising of occultism, gambling, firearms, explosives and acts of immoral practices;
- iii) advertising to promote products in line with predetermined standards;
- iv) advertising of medical products with sensitivity;
- v) advertising of products and services should be given fair identification; and
- vi) avoiding content and format that might mislead and exploit children.

5.1.4 The element of time in advertising

It shall be the policy of the Government to ensure that advertising time is fixed according to content and audience.

Strategies

This objective shall be achieved through:

- i) balancing of advertising time with community programmes;
- ii) determining of advertising limitations on products and times depending on the nature of programmes;
- iii) determining advertising messages for prime time and/or other times should depend on the nature of programmes; and
- iv) advertising time for important matters, for example health, religion, etc., should be done within relevant community programmes, with necessary length and amount.

5.1.5 Legal framework

It shall be the policy of the Government to ensure that the effects of advertising harmful to health be properly compensated.

Strategies

This objective shall be achieved through:

- i) advertising of products that are harmful to health should be appropriately taxed;
- ii) establishing a funding arrangement where taxes from advertising of health hazard products are used as direct aid for development of public health services and research into sickness related as such;
- iii) advertising of matters and messages that may have negative social effects be regulated through explicit acknowledgement; and
- iv) sponsoring social events through liquor and tobacco messages be regulated.

5.1.6 Sources of advertising

It shall be the policy of the Government to ensure that sources of advertising are fair and honest.

Strategies

This objective shall be achieved through:

- i) identifying sponsors, their integrity and purposes;
- ii) refusing to use advertising copy or script which can be objectionable to a substantial segment of the community; and
- iii) supporting advertising of ideas and philosophies that aim to unite and create a climate of social and political fairness, freedom and democracy.

5.1.7 Advertising of educational and developmental material

It shall be the policy of the Government to encourage advertising of material with educational and developmental content.

Strategies

This objective shall be achieved through:

- i) stressing the advantages of products for the total well-being of the population;
- ii) giving space and time to advertising messages which have educational content;
- iii) promotion of goods and services which aim to foster better living conditions; and
- iv) presenting of developmental messages within programmes that deal with education, health, law and order, agriculture, environment, social harmony and others.

5.1.8 National advertising

It shall be the policy of the Government to support and promote the operation of national advertising companies and production of advertising within the nation.

Strategies

This objective shall be achieved through:

- i) encouraging the national advertising companies or groups to organise themselves into a national body with its own policy and code of ethics.
- ii) discouraging businesses and/or commercial and social entities from manufacturing or producing advertising copy or messages overseas; and
- iii) supporting national talents in the advertising industry and designing of training programmes for the strengthening of the industry.

5.2 COPYRIGHT LAW

The existence of a copyright law will guarantee the promotion of intellectual and artistic professions in Papua New Guinea. A national copyright law is necessary to protect the work of national producers and national cultural treasures. Such a law creates incentives for the continuation and enhancement of creative work in expressive arts, literature, music, handicrafts and folk media as a whole. It will also protect the rights to research findings, discoveries and inventions taking place in Papua New Guinea.

A copyright law is a branch of intellectual and industrial property which includes patents, trademarks and names, registered designs and confidence. It is concerned with the right of preventing the copy of physical material existing in the field of literature and arts. In addition to protecting musical, artistic, dramatic and literacy works, it extends by legislation to include advancing computer software and programme industry. The owner has the exclusive right to make copies and any copying made without his or her authority constitutes an infringement of that right.

MAJOR OBJECTIVES

5.2.1 Domestic Copyright Law

It shall be the policy of the Government to enact a domestic Copyright Law and ensure its enforcement to protect the work of individuals and institutions in Papua New Guinea.

Strategies

This objective shall be achieved through:

- i) establishing an infrastructure for the registration and deposition of all original works done by individuals and/or institutions in the country; and
- ii) establishing a National Copyright Board to look after the professional works and all matters concerning the intellectual properties and rights of any original works.

5.2.2 Enforcement and encouragement

It shall be the policy of the Government to enforce a domestic Copyright Law to encourage intellectual and original creative work in the country.

Strategies

This objective shall be achieved through:

- i) providing a legal framework to enable appropriate and fair rewards for the use of original works;
- ii) encouraging creative and original work to increase the work force in the country; and
- iii) establishment of a common body to protect the interests of artists, composers, authors, and professionals who produce original works, findings, discoveries and inventions.

5.2.3 Exemption

It shall be the policy of the Government to exempt from Copyright Laws, copying that is used for educational purposes in learning, teaching and research institutions.

Strategies

This objective shall be achieved through:

- i) establishing a properly controlled and structured process to enforce exemption.

5.3 MOVIE INDUSTRY RATING SYSTEM

a) The purpose of the rating system

The principal purpose of the rating system is to *provide advanced information to parents to make judgements on movies they want their children to see or not to see.* However, the final decision has to be made by the parent.

In Papua New Guinea it is the Censorship Board which is tasked to provide this guidance to the public. However, when the local movie industry is established in the country, a Rating Board has to be set up to take care of this job.

Among the Rating Board's criteria are: *theme, language, nudity and sex, and violence*, and part of the rating comes from the assessment of how each elements is treated in each individual film.

There is no special emphasis on any of these elements. All are considered and all are examined before a rate is given.

b) The rating system

- i) G: *General Audiences - All ages admitted.*

This is a film which contains nothing in theme, language, nudity and sex, or violence which would be offensive to parents whose younger children view the film. However, the G rating is not a certificate of approval, nor does it mean a children's film.

- ii) PG: *Parental Guidance Recommended - Some material may not be suitable for children.*

This is a film which clearly needs to be examined or inquired about by parents before they let their younger children attend. The label PG plainly states the parents may consider some material unsuitable for their children, but the parents must make this decision.

- iii) R: *Restricted, under 17s require accompanying parent or guardian.*

This is an adult film in some of its aspects and treatment so far as language, violence, or nudity, sexuality or other content is concerned. The parent is warned in advance the film contains adult material. The language may be rough, the violence may be hard, and while explicit sex is not to be found in R-rated films nudity and love-making may be involved.

- iv) X: *No one under 17 admitted.*

That is patently an adult film and no children are allowed to attend. It should be noted, however, that X does not necessarily mean obscene or pornographic in terms of sex or violence. Serious films by lauded and skilled film-makers may be rated X. The reason for not admitting children to X-rated films can relate to the accumulation of brutal or sexually connected language, or of explicit sex or excessive and sadistic violence.

c) The rating board

The Rating Board should be composed of five or more individuals. They must be movie watchers, possess sound and intelligent judgement and have the capacity to put themselves in the role of the parents and view the films as most parents might.

It is expected that all films produced locally are submitted to the Rating Board for ratings.

The Board views the film and after group discussion decide on the rating. The producer of the film has the right to inquire as to the why of the rating. He/she also has the right, based on the reasons for his/her rating, to edit his/her film if he/she chooses to try for less severe rating. The re-edited film is brought back to the Rating Board, and the process or rating goes forward again.

5.4 CODE OF ETHICS

Journalists, broadcasters, editors, publishers, producers and engineers are professional in the communication industry. Being professionals carries with it obligations, as well as privileges. These obligations concern loyalty, discipline, commitment, responsibility, honesty, truth, fairness and impartiality. Hence, it is essential to create a body of professional communicators who conform to recognised ethics, who conduct themselves honourably in their professional practice, and who do their utmost to promote and maintain their dignity and their profession.

MAJOR OBJECTIVES

5.4.1 *It shall be the policy of the government to guard and ensure professionalism and ethical standards in Papua New Guinea.*

Strategies

This objective shall be achieved through the establishment of a set of Code of Ethics, to cover:

- i) The press;
- ii) Radio broadcasting; and
- iii) Television broadcasting.

Description of these codes of ethics are spelt out in Chapter 7.

CHAPTER SIX

A PROPOSED NATIONAL INFORMATION AND COMMUNICATION COUNCIL

6.1 INTRODUCTION

Because of the rapid pace of information and communication development and the implications for all sectors of the nation, a National Information and Communication Council (NICC) shall be established to continue the work of the National Information and Communication Policy Committee.

6.2 MEMBERSHIP

The NICC shall consist of representatives from the following institutions:-

1. Churches - to be represented by the Churches' Council for Media (CCM)
2. Government - Department of Information and Communication
- Department of Finance and Planning
- Department of Personnel Management
- Department of Village Services and Provincial Affairs
- Department of Education
3. Broadcasting Media
4. Print Media
5. National Library
6. Censorship Board
7. Advertising Agencies
8. Women's Associations
9. Rural Media
10. Vernacular Language Communication Institutions
11. Communication Education and Training Institutions
12. Post and Telecommunication Corporation
13. Private Industry
14. Arts, Film and Cinema
15. Communication Research Institutions

The appointment of the members should be made by the Minister for Information and Communication based on their expertise and involvement in the area they represent on the Council.

6.3 FUNCTION

The primary function of the Council will be to monitor implementation of current policies and to recommend adjustments as and when necessary over time. The Council's duties will include:

- 6.3.1 review policy implementation and make recommendations for adjustments.
- 6.3.2 assess the results of research and make recommendations for policy adjustment to the NEC through the Minister.
- 6.3.3 acts as a Board of Arbitration for major disputes regarding policy implementation.
- 6.3.4 Encourage coordination and co-operation between the various sectors.

CHAPTER SEVEN

CODE OF ETHICS

7.1 CODE OF ETHICS ON THE PRESS IN PAPUA NEW GUINEA

From the outset, a Code of Ethics takes the human person as its centre of attention with the goal to ensure that each person who lives in the land of Papua New Guinea enjoys the right to information and freedom of the press.

The Papua New Guinea National Constitution, Section 42, in protecting freedom of expression, guarantees its citizens a constitutional right through the press, and thereby places on the press a concrete responsibility.

Likewise, journalism requires from its practitioners professional knowledge and judgement as well as the pursuit of standards characterised by journalistic integrity proportionate to the journalist's unique obligation. Hence, the National Information and Communication Policy of Papua New Guinea sets forth this Code of Ethics to guide the conduct of the press in the country.

(a) Responsibility

The principal aim of news and opinion gathering and reporting is to provide information that can help people to make wise judgements on issues of interest. Newspaper publishers who are by profession depository of the public's trust, are called to faithfulness against any kind of personal motives and purposes that can violate that trust.

(b) Freedom of the press

Freedom of the press is a prerogative of the people. It belongs to them. It has to be guarded as an inalienable right of people in a free and democratic society. Its existence must be defended against the interest and assault from any individual or group, public or private.

Journalists must remain alert at all times to bring the public issues to the public knowledge. They are responsible to discuss, question, and challenge statements and actions of the government and public or public institutions without fear or favour. In a free society, journalists have the right to speak controversial opinions and the privilege to agree with the majority. They must be vigilant against exploitation of the press by any individual or group for selfish purposes.

(c) Independence

Journalists must keep their integrity by upholding propriety and avoiding any conflict of interest. They should neither accept anything nor pursue any activity that might compromise or seem to compromise that integrity.

Journalists must remain faithful to the public's right to know the truth. Therefore they should avoid:

- i) Gifts, favours, special treatment and privileges.
- ii) Political involvement, secondary employment, and service in community organisations are to be avoided. Such involvements may compromise their integrity and create conflict of interest, real or apparent.
- iii) At all times, despite the obstacles, journalists will seek news that serves the public's interest.
- iv) Journalists must protect confidential sources of information.

(d) Truth and accuracy

Good journalism is founded on good faith with the audience. Every effort must be made to assure that the news content is accurate, free from bias, complete and true. Editorials, interpretative or analytical articles and commentaries should hold the same standards of accuracy as new stories.

Newspaper headlines and pictures should accurately reflect the stories they accompany or represent.

Errors of fact, as well as errors of omission should be corrected promptly and prominently.

(e) Impartiality

Sound journalism demands a distinction between news reports and opinion or editorial expression. Hence, special articles or presentations devoted to advocacy or the writer's personal conclusions and interpretations should be labelled as such.

However, nothing should eliminate honest, in-depth reporting, or analysis, or commentary, when such departures from strictly factual reporting are plainly labelled.

Journalists should not take sides on an issues where there is dispute. They should use balance, that is present all the sides of an argument fairly.

(f) Fairness

Journalists should respect the rights, dignity, privacy, and well-being of the people involved in the news, observe the common standards of decency and stand accountable to the public for the fairness and accuracy of their news reports.

The news media should not report unofficial charges affecting reputation or moral character without giving the accused a chance to reply. Persons publicly accused should be given the earliest opportunity to respond.

The anonymous quote, especially in stories involving controversial issues, should be avoided except in those cases when the reasons for concealing the identity of a source are manifestly clear to the reader.

The public should be encouraged to give their grievances against the media when there is unfair reporting. Dialogue between the press and the audience should be fostered.

Pledges of confidentiality to news sources must be honoured at all costs, and therefore should not be given lightly.

Fairness includes:

- i) *Completeness*, in that no story can omit facts of major importance or significance.
- ii) *Relevance*, in that no story is fair if it includes essentially irrelevant information at the expense of significant facts.
- iii) *Honesty*, in that no story should consciously or unconsciously mislead or even deceive the reader.
- iv) *Straight forwardness*, in that no story can hide the reporters' biases behind such words as refused, despite, admit, and massive.

- v) With regard to stories and articles about faith and religion, the press shall give fair opportunity to all churches to publish news, information and material they are involved in and want the public to know. However, no church should publish articles that promote their own church, contain negative criticisms against other churches, and aim to divide the PNG audience. Furthermore, churches and religious should not be given privileged space on the basis of payment for pages or sections in national, regional, or provincial newspapers.

(g) Identification of sources

Attribution of material from other newspapers and other media must be total. **Plagiarism** (use and to pass off - someone else's ideas, inventions, writings, etc; - as one's own) is illegal and unethical.

(h) National and community interest

The media's foremost concern must be service to the nation and the community's welfare. The widest possible dissemination of information is the best way to attain this objective. The claim of national or community interest does not equate with the claim of a particular individual or group, be it public or private.

(i) Good taste and decency

Journalists should respect taste and decency, understanding that society's concepts of taste and decency are constantly changing. However, considering that Papua New Guinea is a Christian nation, journalists should avoid profanities and obscenities unless their use is so essential to a story of significance that its meaning is lost without them.

A newspaper supplies incentive for base conduct, such as the reports of crime and vice, publication of which cannot guarantee its sincerity that it is for the public good.

(j) Honesty

Journalists must do honest and complete reporting. Even when the issue is controversial, they should not report in a way that damages the good name of people and their standing in society. The contrary would be defamation.

Defamation occurs when published material, identifying a person, conveys a meaning which tends to:

- i) *lower that person's reputation* in the eyes of reasonable members of the community;
- ii) lead to *ridicule, avoid or despise that person*; or
- iii) injure that *person's reputation in business*, trade or profession. However, it is *lawful* to publish defamatory material if the journalists can rely on a recognised defence. This defence includes writing the *truth*, accurate and fair reports of privileged statements made in *Parliament* and *Courts*, or stating honestly held *opinions* or comments based on true facts.

(k) Reporting the courts

The public is interested to know what goes on in the courts and other tribunals such as commission of inquiry. Obviously, the community does have the right to be kept informed about the ways how the system of justice is administered in the country.

In general, courts and other tribunals are open to the public and the media can report proceedings with relative freedom. But there are limits.

The law of *contempt* imposes restrictions to protect the right to a fair and impartial hearing and to maintain the authority of the courts.

- i) *Cases of Contempt* would happen when journalists:
 - a) *prejudge cases before the courts*. It is contempt to say a person is guilty or innocent of a crime before they have been convicted or acquitted, or that a person is liable (eg. Negligent) in a civil action before judgement is given;
 - b) *publish the criminal record of an accused* before conviction or acquittal;
 - c) *publish prejudicial information about a person* shortly before or during their criminal trial;
 - d) *publish or mention the confession of an accused person* before it has been read out or discussed in open court;
 - e) *publish evidence before it is given in open court*;
 - f) *publish an independent investigation* of a case that is before a court;
 - g) *publish any statements made in court* when the jury is out of the court;
 - h) *publish a photograph of an accused in crimes* such as murder, assault and robbery, because the identity of the accused is likely to be important in these cases.
 - i) *put pressure on a witness or a party* not to participate in or continue with a case, civil or criminal.
- ii) It is *not contempt* to publish:
 - a) *reports of what is said and admitted in evidence in open court*, if such reports are fair and accurate and are not subject to a suppression order by the court;
 - b) *reports of the laying of charges*, the name of the accused and the bare facts that would have been apparent to any observer (but not the detail nor the police press release);
 - c) *statements by people themselves saying they are not guilty* in a criminal case or not liable in a civil case;
 - d) *in civil cases without injuries* (eg. planning, negligence, employment, industrial, administrative, commercial cases), debate on the issues without prejudging the case;
 - e) *balanced criticism about the judges' and lawyers' performances in cases* (although in criminal cases this should be left until a trial and appeals are completed).

(I) Obscenity, blasphemy, sedition and ethical discrimination

General Concepts. In most societies, there is legislation prohibiting *indecent*, *offensive*, and similar publications; in addition the common law prohibits *obscenity*; and *blasphemy*. It is clear that these laws only apply to outrageous material which depict sexual violence, exploitative or non-consensual sexual relations as desirable are not permitted.

Community standards in PNG, a Christian nation, make explicit material and religious criticism limited, particularly considering the ecumenical spirit the country needs to foster.

Blasphemy is therefore not acceptable because it is based on the Christian religion. *Blasphemy* is an attack on God or religion. On the other hand, *obscenity* is an attack on moral values while *sedition* is an attack on the state.

The press must encourage national unity rather than ethnocentrism, regionalism and *wantokism*. Hence it has to avoid stereotyping and contempt or ridicule on the basis of race, colour, region, place of origin, church affiliation, and nationality.

ii) Below are some guidelines for journalists, publishers and printers:

- a) *Blasphemy*; Blasphemous words are punishable: "for their manner, their violence, or ribaldry or, more fully stated, or their tendency to endanger the peace, to deprive public morality generally, to shake the fabric of society and to be a cause of civil strife."

Therefore, reports about religion that cause people to break the law can be prosecuted as blasphemy. PNG journalists must be aware of the strength of religious beliefs in their country and act accordingly.

- b) *Obscenity*; is anything which offends people's decency or modesty, usually limited to sex or what might be regarded as foul language. The common law suggests that obscenity is words, pictures or actions which are likely to deprave and corrupt those likely to see or hear them. The press as well as the publishing industry should avoid publishing any words or pictures, particularly of a sexual nature, which one knows will offend the majority of the community.

The question of obscenity arises most often in pictures, videos and films, under the general heading of pornography. It is closely related to good and bad taste.

- c) *Sedition*; Sedition is words or actions designed to cause people to act unconstitutionally. Today, laws on sedition often have more to do with promoting racial and social harmony than with protecting the State. Sedition is often defined as the intention to promote feelings of ill-will or hatred between different races, classes or religious groups within the country.

The law usually recognises that it is alright to question decisions by the Head of State, government or parliament as long as this is done in good faith with a view to correcting errors or defects. Political comment, even in strong terms, is acceptable, as long as it is not done with the intention of attempting to overthrow the government or legal system by unlawful means.

(m) Defamation

Defamation is to spread untrue bad reports about someone.

A journalist can defame someone if he or she writes something false about them which spoils their good reputation, which makes people want to avoid them or which hurts them in their work or in their profession.

Journalists can defame someone without necessarily making up false things themselves, but simply by repeating words spoken by someone else, for example an interviewee.

There are two kinds of defamation: libel (written word) and slander (spoken word). Libel, however, has become the word used for both nowadays.

Journalists should check their facts, know their subjects well and research their stories properly in order to avoid becoming victims of defamation, even unintentionally.

7.2 CODE OF ETHICS ON RADIO BROADCASTING IN PAPUA NEW GUINEA

Radio broadcast has played important role in educating, informing and entertaining the PNG audience since colonial days. Since independence in 1975, the National Broadcasting Commission (NBC) has reached even the remotest areas of the country.

The NBC has developed the standards expected from a public medium devoted to serve the interests of the nation and of its citizens. Such standards evolved over time, constantly seeking to achieve maximum appeal and service. Therefore, these standards are subject of periodic evaluation and revision in order to adapt to the changing technology and times of PNG society.

A communication policy is set forth to guide the service aiming to attain professional standards of the growing demand on the broadcasting industry. As the country continues to develop in all areas, new roads are open for alternative ways of public expression and participation. Radio broadcasting is a field that will soon join the range of local businesses, in which PNG citizens may own and run their own broadcasting stations.

The country's media industry in general cannot grow in quantity and quality if it is to meet the increasing demands of the audience for comprehensive coverage of events, total information, airing a variety of entertainment programmes, and programmes with educational and development content. Such demands call for fair, honest, and complete reporting.

Advertising is still new in the industry. It facilitates the existence of commercial broadcasting. Advertising messages should be presented in an honest, responsible and tasteful manner. Broadcasters must tailor their programmes' content to meet the needs and expectation of their audience.

A communication policy aims to defend and uphold freedom of the media. The radio industry should grow as a free medium following the rights provided by the PNG Constitution. The extent of this freedom is underscored by the laws which prohibit censorship of broadcast material.

7.2.1 PROGRAMME STANDARDS

a) News

Radio has the singular potential to inform a large number of people simultaneously within a wide geographical area. It is usually the first to reach the audience with fresh news on current events. This advantage over other media calls for accurate reporting.

- i) **News sources:** Personnel responsible for news on radio should exercise constant professional care in the selection of sources. Reliability of those sources will assure radio's credibility and will maintain its integrity as a medium that provides balanced information.
- ii) **News reporting:** The reporting of news should be factual, fair and without bias. News selection and handling should be done with responsibility and good taste. Morbid, sensational, or alarming details not essential to the facts should be avoided. News reporting should be done in a way that it does not cause unnecessary panic and alarm. Likewise, editors and reporters should be carefully selected for they play an important role in directing news gathering and dissemination, and for the potential impact upon the audience.
- iii) **News Analyses and Commentaries:** Journalists involved in analysing or commenting news and current events have the responsibility to meet the needs and interest of the listeners. Programmes containing news analyses or commentaries would be identified as such, making clear distinction between them and straight news stories.
- iv) **Editorialising:** Broadcast programmes which express the opinions of the station on issues of public interest should be identified as editorials.
- v) **Coverage of News and Public Events:** Since the public relies heavily on broadcast coverage of news and public event for their information, broadcasters should exercise ethical professional standards providing accurate, adequate and complete reporting.
- vi) **Placement of Advertising:** Advertising should be properly distinguished from programmes with news content. Therefore, broadcasters should be discriminating in the acceptance, placement and presentation of advertising messages.

b) Controversial public issues

- i) Radio facilitates participation of a wide variety of people, becoming a forum to discuss current affairs, including controversial public issues. Aware of this role, radio should be responsible on views on public issues and give fair representation to all parties regarding such issues.
- ii) Time slots for individuals or groups or organisations requesting to discuss their views on public issues should be considered based on their merits, or the contribution such discussions can bring about to the general public.
- iii) Programmes dealing with public issues must be presented with manifest aim to facilitate public participation on issues that affect them. But such programmes should not give an impression that they are designed for mere controversial or programme purposes.

c) Broadcasting for the community

- i) Broadcasting plays an important role in informing, educating and entertaining the community. Therefore, broadcasters should be aware of the community needs and design their programmes conscientiously to serve the needs and the welfare of its members.
- ii) Any request for the placement of public service announcements or programmes should be properly studied and researched to determine the nature and reputation of the group, campaign or organisation involved, the content of the message as related to public interest, and the way it is presented.

d) Broadcasting political issues

- i) Programmes broadcast on politics aimed to influence voters should be clearly identified as such.
- ii) Since political broadcast is unique in its nature, incumbent political parties should observe the requirements of good taste and political ethics maintaining the atmosphere of freedom and democracy.

e) Better education for all

- i) Since radio is a well established communication medium in Papua New Guinea, it has become almost a part of the family's home. Radio is a companion, an informer and teacher. It has the potential to promote and foster education, both formal and non-formal, at all levels of society.
- ii) Radio broadcasters, through their programmes on various types of issues, expand and enhance the education and awareness process of all citizens in the country. Since they are long arms of the home, schools, churches and institutions of higher education and other entities, they should:
 - a) be in open dialogue with the educational and cultural needs and aspirations of the community served; and
 - b) devise, design and produce programmes that address the needs of their target audience;
 - c) carry out studies to assess the needs of the formal education in system and design programmes to assist teachers in the schools;
 - d) conduct studies to determine the needs in extension communication and design and produce programmes to assist in non-formal training and education on areas such as agriculture, health, literacy, media awareness, home economics, environment, and others.

f) Religion and religious programmes

- i) Because PNG is a Christian nation, religious programming shall be presented by responsible individuals, groups or organisations.

- ii) Programmes broadcast over the radio reach a variety of audiences and churches in the country simultaneously. Maintaining the ecumenical spirit through all programmes is essential to promote unity, peace and harmony in the villages and communities. Therefore, radio broadcast should not be used for preaching one's own particular church or religious group, for proselytising, for criticising other churches, or for imbalance presentation of the Gospel message. Presentation of religious programmes should lead to enrich and enlighten the listeners, rather than to confuse and divide them.
- iii) Radio should give equal opportunity to churches for airing their programmes. For the sake of building an ecumenical spirit of co-operation, respect and understanding among churches, programmes should be devised to encourage such environment in the community. Churches should not be given privileged treatment on the basis of payment for their programmes.

g) Cultural promotion

- i) PNG is a country of many cultures. It is essential that radio programmes encouraged the promotion and preservation of these cultures, so that the citizens find in them a sense of identity, pride and purpose.
- ii) The rapid blending of PNG culture with that of the West can be detrimental if not monitored properly. Radio can play an important role in maintaining a balance in the changing environment of the nation. While it fosters development, it has to gauge the potential effects and endeavour, through its programmes, to attain integral human development and a society which maintains human and Christian values.
- iii) Radio should also promote the traditional values in existence in people's social and communication systems. They form part and parcel of total make up of the nation.
- iv) Because PNG has many different languages distributed along the various regions of its geography, radio broadcast has the privileged task to increase their appreciation and aim to bring about unity in diversity.

h) Responsibility towards children

Broadcasters have a special responsibility to children. Programmes designed with the aim to hold the attention of children should be presented with due regard of their effect on children.

- i) Programming should be based upon sound social concepts, and include positive sets of values which will lead children towards responsible adulthood.
- ii) Programming should contribute to the healthy development of children's character and personality.
- iii) Besides providing wholesome entertainment, programming should be designed to allow children for ongoing education, awareness and cultural growth.
- iv) Programming should avoid content of extreme nature that may cause undesirable emotional reactions in children.

- v) Programming which contains material on violence or sex should be presented in responsibly handled contexts. Programming with physical or psychological violence material, designed for children, should be handled with extreme sensitivity, taking into account their human and social effects.

i) Dramatic programmes

- i) The nature of radio calls for creative, original and innovative programmes containing significant social and moral issues with the purpose to challenge the audience.
- ii) Dramatic programmes should not solely reflect the influence of established institutions that shape the citizen's values and culture, but also expose the dynamics of social change that bear upon their lives.
- iii) Attaining such aim is an ongoing task radio has to carry out, with the clear vision of serving the interest of all segments of the community.
- iv) Radio programmes should reflect realistically, both pleasant and tragic experiences of life with the aim to serve the listener honestly. However, radio has the responsibility to offer programmes that encourage positive adjustments to life.

The selection of subjects or themes should be done wisely so that the treatment and presentation are made in good faith and not with the purpose of sensationalism or to shock or exploit the listeners, or to appeal or excite morbid curiosity.

- v) In order to determine the acceptability of any dramatic programme, in particular those that contain elements of crime, mystery, or horror, broadcasters be aware of the possible effects on the listening audience. Integrity of presentation is desirable. To achieve that, dramatic programmes on radio shall avoid:
 - a) the presentation of techniques of crime in such a manner that it incites or invites imitation;
 - b) presentation of the details of violence involving the excessive, the gratuitous and the instructional;
 - c) sound effects calculated to mislead, shock, unduly alarm that listener; and
 - d) portrayals or law enforcement in a way which does not contribute to its proper role in society.

j) General audience programmes

- i) Radio broadcasters, the networks and other programme sources, because of the trust placed in them, must be vigilant in protecting the audience from deceptive broadcast practices.
- ii) Broadcasters must be partial and honest. They should refuse the inclusion of any element within programmes that run counter the aims of those programmes. They should not accept any money or favour just to serve the interest of any individual or group or organisation within any programme.

- iii) Radio has to promote respect for the human person. Broadcasters should be sensitive to people's values, rights and feelings. They should avoid ridiculing members of the community who suffer any kind of mental or physical disability.
- iv) The broadcast of gambling sequence should not be done in a manner that incite to interest or betting, nor be instructional.
- v) Programmes that deal with the contests of knowledge, information, skill or luck must be genuine and lead to a positive competition. Contests should not become a lottery.
- vi) Legal, medical and other professional advice will be permitted only in conformity with law and recognised ethical and professional standards.
- vii) Presentation of the use of illegal drug or abuse of legal drugs shall be done with sensitivity. Its practice shall neither be encouraged nor presented as socially acceptable.
- viii) Material that deal with fortune-telling, astrology, occultism, palm-reading and the like, shall not be encouraged as they may mislead the meaning and interpretation of life.
- ix) Obscene, indecent or profane matter, as included in the law, are unacceptable.
- x) Programmes on marriage, the family and similar human relationships should be treated and presented with responsibility and sensitivity.
- xi) Broadcasts of actual sporting events should depict the subject as a public sporting events.
- xii) Guests on discussion or interview programmes and members of the public who participate in phones in programmes shall be treated with due respect by the compere.

Interview discussion or talk-back programmes, including telephone participation programmes, should be governed by accepted standards of ethical journalism.
- xiii) In no way are broadcasters prevented or limited to freedom of choice for programming. The code assures them to freely exercise their profession with responsibility on a wide range of topics to enrich the broadcasting service by providing continuing information, education and entertainment to the PNG audience.

7.2.2 ADVERTISING STANDARDS

Advertising is the main source of revenue of the free radio service in Papua New Guinea. It makes private ownership possible.

Radio play an important role in people's daily life. Therefore, it has to meet journalistic standards in the selection and presentation of all programmes, including advertising.

a) General advertising standards

- i) Commercial radio gets its main revenue from advertising. Therefore, it makes its facilities available for advertising of products and services and accepts commercial presentations for such advertising. Radio, however, in recognition of its responsibility to the public, shall refuse the service to advertisers whose integrity is doubtful.
- ii) Considering the traditions and attitudes of the community it serves, radio broadcasters should refuse their facilities to the advertising of products or services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community.

b) Presentation of advertising

- i) The measuring of time is as important as the quality and proper integration of advertising copy within advertising programmes. The overriding element in this measurement is quality, which call for professional standard.
- ii) Broadcasters should take precaution to avoid false, misleading or deceptive advertising, be it by copy or representation.
- iii) Caution should be exercised by broadcasters and advertisers in the placement of advertising near programmes designed for children. Content that might mislead and exploit children shall be avoided.
- iv) Presentation of research, surveys and tests findings should comply with recognised research techniques and standards.

c) The public and advertisers and products

Radio is a medium used by most families. It plays influential role in the homes. Bearing in mind that serving the community is serving each Papua New Guinea citizen, advertising shall follow the following principles:

- i) Advertising of liquor and beverages should be presented with good taste and great discretion.
- ii) Advertising fortune-telling, occultism, palm-reading and other similar practices shall not be allowed.
- iii) Advertising products and services of personal nature should be treated following ethical principles.
- iv) Advertising of any kind of material that lead the public to betting is not acceptable. The advertising of legal practices such as lotteries and other kind of temporary betting such as sporting contests are acceptable so long as they comply with acceptable standards.
- v) Advertising should offer a product or service on its positive merits and refrain from discrediting, disparaging or unfairly attacking competitors, competing products, other industries, professions or institutions.
- vi) Advertising by institutions or enterprises, offering instruction with exaggerated claims for opportunities awaiting those who enroll, is unacceptable.
- vii) Advertising of firearms and ammunition is not acceptable.

- viii) Commercial Advertising of products which portray women as enhancers of such products is not acceptable to the PNG audience.
- ix) Advertising by the tourist industry concerning sacred place, objects and valuable traditional customs should be done with discretion.

d) Advertising of medical products

Advertising over-the-counter products make medical supplies readily available to the public to deal with daily health problems. Because they are an important part of people's life, such advertising should follow these principles:

- i) Dramatised advertising involving statements by doctors, dentists, nurses and other professionals should reflect concrete experiences making apparent that the presentation is dramatised.
- ii) Advertising medical products should be done with care due to its delicate nature. Such words as *safe, harmless, without risk* or similar terms should not be part of such advertisements.
- iii) Advertising material which dramatised distresses or other ailments should not include offensive words or manners.

e) The element of time in advertising

- i) Though advertising provides the revenue for the operation of private radio stations, its length must strike a balance with time devoted to community programmes.
- ii) Advertising addressed to an adult audience should be presented during times other than children listening hours.
- iii) In order to determine advertising limitations, programmes will content such as classified, shopping guides, and similar ones, shall carry between one and one-half minutes of advertising for each five-minute segment.

f) Contents

- i) Contents should be carried out with fairness to all contestants, and shall comply with all pertinent laws and regulations.
- ii) Complete details of contests, with the rules, requirements and dates, should be duly announced to the listeners, and the winner's name should be released as soon as possible.
- iii) Advertising copy of any contest which includes sale of the sponsor's product or service and which makes any reference to prizes or gifts offered in such connection should be indicated as part of and included in the total time limitations for it.

7.3 CODE OF ETHICS ON TELEVISION BROADCASTING IN PAPUA NEW GUINEA

Television and the Broadcasting

Since the introduction of television in PNG almost every urban household has become part of it. These households are usually composed of children, villagers from various regions and backgrounds, adult parents and grandparents, and Christians of various denominations. Television has a plural public ready to watch programmes addressed to their various needs. Therefore, it must exercise journalism standards and responsibility in the production and presentation of programmes.

Television and the Advertiser

The wide range of programmes which include news, information, education, culture and entertainment are supported by advertising which provides the necessary revenue for the operation of television. Because most advertising messages run during those programmes, they should be presented in an honest, responsible and tasteful manner.

Television and the Viewer

The viewers also bear certain responsibility to help broadcasters serve the public. Viewers can contribute to the improvement of programmes and advertising by providing feedback to the television stations. Parents have the responsibility to monitor on the viewing habits of their children and encourage them to view programmes that will enrich their knowledge and widen their intellectual horizons.

7.3.1 GENERAL PROGRAMME STANDARDS

a) Programme standards

- i) **General Goals** - Television is a dynamic medium. Its interest is to encourage programmes characterised by creativity, originality and innovativeness, reflecting a high professional standard and touching upon significant social and moral issues of contemporary society.

Television programmes should serve the needs of a broad spectrum of society, addressing issues which concern the entire population and exposing the dynamics of social change taking place in the country.

- ii) **Freedom and Responsibility** - Attaining such aim is an ongoing task television has to carry out, with the clear vision of serving the interests of all segments of the community.

Television programmes should reflect realistically both pleasant and tragic experience of life with the aim to serve the listener honestly. However, it shall offer programmes that encourage positive adjustments to life.

The selection of subjects or themes should be done wisely to ensure that treatment and presentation are made in good faith and not with the purpose of sensationalism or to shock or exploit the viewers, or to appeal or excite to morbid curiosity.

In order to determine the acceptability of any dramatic programme, in particular those that contain elements of crime, mystery, or horror, broadcasters should be aware of the possible effects on the audience.

Broadcasters should also develop programmes directed towards the advancement of educational and cultural aspects of their communities.

In no way shall broadcasters be prevented from or limited to freedom of choice of programming. The code assures them to freely exercise their profession with responsibility on a wide range of topics to enrich the broadcasting service by providing continuing information, education and entertainment to the PNG audience.

- iii) ***Family Viewing*** - Programmes inappropriate for viewing by a general family audience should not be broadcast near or during prime time. When entertainment programmes contain elements that might be disturbing to some viewers, it shall be advised as such.

Advisories are important because they identify the types of programmes suitable to particular audiences and alert them about their content. However, the purpose of such advisories should be genuine and not contain material that is promotion, sensational or exploitative.

b) Responsibility towards children

Broadcasters have a special responsibility to children. Programmes designed with the aim to hold the attention of children should be presented with due regard of their possible effect on children.

- i) Programming should be based upon sound social concepts and include positive sets of values which will lead children towards responsible adulthood.
- ii) Programming should contribute to the healthy development of children's character and personality.
- iii) Beside providing wholesome entertainment, programming should be designed to allow children for ongoing education, awareness and cultural growth.
- iv) Programming should avoid content of extreme nature that may cause undesirable emotional reactions in children.
- v) Programming which contains material on violence or sex should only be presented in responsibly handled contexts. Programming with physical or psychological violence material, designed for children, should be handled with extreme sensitivity, taking into account their human and social effects.
- vi) Broadcasters should be aware of the possibility that some children do view programmes whose target audience is the adult population.

c) Responsibility towards the community

3.1 Television plays an important role in informing, educating and entertaining the community. Therefore, broadcasters should be aware of the social situation and design their programmes in order to serve the needs and the welfare of all members of the community.

3.2 Any request for the placement of public service announcements or programmes should be properly studied and researched to determine the nature and reputation of the group, campaign or organisation involved, the content of the message as related to public interest, and the way it is presented.

d) Standards of special programmes

- i) Violence and Conflict:
 - a) Violence of any nature, whether physical or psychological, should be handled with responsibility and, when allowed, within time allocated with discretion.

Programmes which contain violence should not be presented if they inspire or motivate or even instruct people to imitation.

The use of violence for its own sake with explicit scenes of physical brutality is not acceptable.
 - b) Programmes containing elements of conflict designed for children viewers should be handled with great care.
- ii) ***Crime and anti-social behaviour:*** Programmes depicting criminal activities should include their social and human implications and effects.
- iii) ***Drugs, alcohol and gambling:***
 - a) Any drug addiction should be acknowledged and presented as self-destructive behaviour with negative consequences to society. Drug abuse, whether legal or illegal drugs, should be exposed and discouraged from its practice.
 - b) The use of liquor and tobacco products within programmes should not be highlighted. Plot and drama are more important than the use of these products by actors or actresses.
 - c) Some scenes may resort to the use of gambling to define the plot and particular contexts in programmes. However, they should be used only as backgrounders and done with discretion and moderation.
- iv) ***Programmes on sports:*** Programmes of certain sport events that include legal betting shall be presented in appropriate and responsible manner because of their public nature.
- v) ***Mental and physical disabilities:*** Television has to promote respect for the human person. Broadcasters should be sensitive to people's values, rights and feelings. They should avoid ridiculing members of the community who suffer any kind of mental or physical disability.
- vi) ***Human relationships; sex; costumes:*** Programmes on marriage, the family and similar human relationships should be treated and presented with responsibility and sensitivity. Costuming and movements of performers should be treated in ways that are acceptable to the PNG audience.
- vii) ***Diversity and Unity:*** PNG is a country of many cultural backgrounds. Television must de-emphasise regional differences and be sensitive in the use of material relating to sex, region or ethnic group, church, traditional religion and rituals and other cultural practices. The promotion of national identity and unity must be one of the prime aims of television broadcast in PNG.

- viii) **Obscenity and Bad Taste:** The television industry should comply with the laws that regulate expected ethical standards in PNG. In the quest to promote national cultural values, it has to be sensitive to local customs and avoid the presentation of obscene, profane and indecent material.

Special consideration should be given to the rural audience and the youth with regard to pornographic material which are contrast with traditional relationships. Therefore, the selection, production and presentation of material must be based on sound judgement and responsibility.

- ix) **Superstition and pseudo-sciences:** Material that deal with fortune-telling, astrology, occultism, palm-reading and the like, shall not be encouraged as they may mislead the interpretation and meaning of life.
- x) **Game programmes; contest:** Programmes that deal with the contests of knowledge, information, skill or luck must be genuine and lead to a positive competitive. Contests should not become a game that leads to collusion between contestants nor should they become a lottery.
- xi) **Misrepresentation; deception:** It is the responsibility and discretion of broadcasters to judge the possibility of deceptive elements in a simulated presentation. Such presentations should be accepted by the audience as normal theatrical illusion devoid of any artifice aimed to deceive the audience.

In addition, television should not present fictional material as authentic news telecasts or announcements, nor dramatise any programme that will give the impression that such presentation is real.

7.3.2 TREATMENT OF NEWS AND PUBLIC EVENTS

a) News

- i) **Schedule:** The television station's schedule of news is important to the public. Hence, it has to be set on an adequate time and be balanced.
- ii) **News reporting:** News reporting should be based on facts, treated fairly and without bias. News selection and handling should be done with responsibility and good taste. Morbid, sensational, or alarming details not essential to the facts should be avoided. News reporting should be done in a way that it does not cause unnecessary panic and alarm. Likewise, editors and reporters should be carefully selected as for they play an important role in directing news gathering and dissemination, and for the potential impact news reports may have upon the audience.
- iii) **Placement of Advertising:** Advertising should be properly distinguished from programmes with news content. Therefore, broadcasters should be discriminating in the acceptance, placement and presentation of advertising messages.
- iv) **News sources:** Personnel responsible for news or television should exercise constant professional care in the selection of sources. Reliability of those sources will assure television's credibility and will maintain its integrity as a medium that provides balanced information.

- v) ***News Analyses and Commentaries:*** Journalists involved in analysing or commenting news and current events have the responsibility to meet the needs and interests of the viewers. Programmes containing news analyses or commentaries would be identified as such, making clear distinction between them and straight news stories.
- vi) ***Coverage of News and Public Events:*** Since the public relies heavily on broadcast coverage of news and public events for their information, broadcasters should exercise ethical professional standards providing accurate, adequate and complete reporting.
- vii) ***News Interviews:*** News interview programmes should be carefully prepared by the interviewer. Sensitive questions beyond the agreed upon topic should be avoided. Interview sources may require a submission of the questionnaire before the actual programme and the material gathered afterwards for editing purposes.
- viii) ***News and newscasts:*** The supervision of content, format, and presentation of newscasts, and the selection of newscasters, commentators, and analysts are essential ingredients in a professional television station. These should be done with great care and responsibility.

b) Controversial public issues

- i) Television facilities participation of a wide variety of people, becoming a forum to discuss current affairs, including controversial public issues. Aware of this role, television should encourage people to express their views on public issues and give their fair representation to all parties regarding such issues. Programmes should promote participation and openness and avoid the creation of a climate of mere debate.
- ii) Time slots allocated for individuals or groups or organisations requesting to discuss their views on public issues should be favoured on the basis of their merits or contribution to public opinion and awareness.
- iii) Programmes dealing with public issues must be presented with the explicit aim to facilitate public participation on issues that affect them and not contain implicit controversial aims.
- iv) Programmes which express the opinions of the station on issues of public interest should be identified as editorials. They should be clearly stated as the opinion of the station making appropriate distinction from news and other programme material.

c) Political programmes

Political programmes should be clearly identified as such. The presentation of the programme should not mislead the viewers to believe that the programme is of any other nature.

d) Religious programmes

- i) Because PNG is a Christian nation, religious programming shall be presented by responsible individuals, groups or organisations.

- ii) Programmes broadcast on television reach a good number of viewers simultaneously, and audience commonly affiliated to a variety of Christian churches in the country. Maintaining the ecumenical spirit through all programmes is essential to promote unity, peace and harmony in the villages and communities. Therefore, telecast programmes should lead to enrich and enlighten the viewers and not to confuse or divide them.
 - iii) Television should give equal opportunity to churches for televising their programmes. For the sake of building an ecumenical spirit, co-operation, respect and understanding among churches, programmes should be devised to encourage such environment in the community. Churches should not be given privileged treatment on the basis of payment for their programmes.
 - iv) A charge for religious time to churches and religious institutions is not recommended.
- e) **Contents**
- i) Contests should be carried out with fairness to all contestants, and shall comply with all pertinent laws and regulations.
 - ii) Complete details of contest, with the rules, requirements and dates, should be duly announced to the listeners, and the winner's name should be released as soon as possible after the close of contest.
 - iii) Advertising copy of any contest which includes sale of the sponsor's product or service and which makes any reference to prices or gifts offered in such connection should be indicated as part of and included in the total time limitations allocated for it.

7.3.3 ADVERTISING STANDARDS

Advertising is the main source of revenue of the television industry in Papua New Guinea. It facilitates private ownership.

Television plays an important role in the viewer's daily life. Therefore, it should meet journalistic standards in the selection and presentation of all programmes, including advertising.

a) General advertising standards

- i) Commercial television gets its main revenue from advertising. Therefore, it makes its facilities available for advertising of products and services and accepts commercial presentations for such advertising. However, in recognition of their responsibility to the public, television shall refuse this service to advertisers whose integrity is doubtful.
- ii) Bearing in mind the traditions and attitudes of the community it serves, television stations should refuse their facilities to the advertising of products or services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community.
- iii) Advertising on television uses dynamic techniques. New advertising devices should be monitored closely so that they fulfil the purpose and the standard of advertising.

b) Sponsor identification

Sponsors of programmes should be properly identified.

c) Presentation of advertising

- i) The measuring of time is as important as the quality and proper integration of advertising copy within advertising programmes. The overriding element in this measurement is quality, which call for professional standard.
- ii) Broadcasters should take precaution to avoid false, misleading or deceptive advertising, be it by copy or presentation.
- iii) Caution should be exercised by broadcasters and advertisers in the placement of advertising near programmes designed for children. Content that might mislead and exploit children shall be avoided.
- iv) Presentation of research, surveys and tests findings should comply with recognised research techniques and standards.
- v) Advertising messages should be presented with courtesy and good taste: disturbing or annoying material should be avoided; advertising messages should be closely related to the content and general tone of the programme in which is presented.
- vi) No children's programme personality or cartoon character shall be utilised to deliver commercial messages within or adjacent to the programmes in which such a personality or cartoon character regularly appears.
- vii) Commercial advertising of products which portray women as enhancers of such products is not acceptable to the PNG audience.
- viii) Advertising by the tourist industry concerning sacred places, objects and valuable traditional custom should be done with good discretion.

d) The public, the advertisers and the products

Television is rapidly becoming a medium used by many families. It plays influential roles in the homes. Therefore, advertising shall follow the following principles:

- i) Advertising of liquor and beverages should be presented with good taste and discretion.
- ii) Advertising of fortune-telling, occultism, palm-reading and other similar practices shall not be allowed.
- iii) Advertising products and services of personal nature should not be encouraged.
- iv) Advertising of any kind of material that lead the public to betting is not acceptable. The advertising of legal practices such as lotteries and other kinds of temporary betting such as sporting contests are acceptable so long as they comply with existing regulations.
- v) Advertising should offer a product or service on its positive merits and refrain from discrediting, disparaging or unfairly attacking competitors, competing products, other industries, professions or institutions.
- vi) Advertising by institutions or enterprises offering instruction with exaggerated claims for opportunities awaiting those who enroll, is unacceptable.
- vii) Advertising of firearms and ammunitions is not accepted.

e) **Advertising of medical products**

Advertising over-the-counter products make medical supplies readily available to the public to deal with daily health problems. Because they are an important part of people's life, advertising should follow these principles:

- i) Physicians, dentists or nurses or actors representing these professions shall not be employed directly or by implication.
- ii) Advertising medical products should be done with care due to its delicate nature. Such words as *safe, harmless, without risk*, or similar terms should be part of such advertisements.
- iii) Visual representation of laboratory settings may be employed, provided they bear a direct relationship to bona fide research which has been conducted for the product or service. In these cases, laboratory technicians shall be identified as such and shall never speak on behalf of the product.

7.3.4 THE ELEMENT OF TIME IN ADVERTISING

- a) **Advertising and Other Programmes:** Though advertising provides the revenue for the operation of private television stations, advertising must be in balance with the length of time devoted to community programmes.
- b) **Children's Programming Time:** Advertising addressed to an adult audience should be presented during times other than children viewing hours.

Within programmes for children, non-programme material shall not exceed nine minutes in any 60-minute period, except for Mondays to Fridays when programmes may not exceed 12 minutes within the same time length.
- c) **Shopping Guides; Service Formats:** Programmes like fashion shows, shopping guides, demonstration and similar material containing some elements of non-programme material are usually informative and necessary to the public. In order to determine advertising limitations in these programmes will depend on the nature of such programmes.
- d) **The Concept of Non-programme Material:** It includes billboards, commercials and promotional announcements, either for use on prime time or other times.
- e) **Allowable Time of Non-programme Material:** There are two forms:
 - i) In prime time, non-programme material shall not exceed 10 minutes in any 60-minute period. Prime time is a continuous period not less than three consecutive hours per broadcast day as designated by the station between the hours of 6:00pm and midnight.
 - ii) At all other time, non-government material shall not exceed 16 minutes in any 60-minute period.
- f) **Programme Interruption:** A programme interruption is any occurrence of non-programme material within the main body of the programme.
 - i) In prime time, the number of programme interruptions shall not exceed four within any 30-minute programme; or seven within any 60-minute programme. The number of interruptions in 60-minute variety shows shall not exceed five.

- ii) In all other time, the number of interruptions shall not exceed four within any 30-minute programme period.
 - iii) In both prime time and all other time, the following interruption standard shall apply within programmes of 15 minutes or less in length.
 - 5-minute programme - 1 interruption
 - 10-minute programme - 2 interruption
 - 15-minute programme - 2 interruption
- g) *Film Promotion:*** The presentation of commentary or film excerpts from current theatrical releases in some instances may constitute commercial material. Since it may urge viewers to attend, it shall be counted against the commercial allowance for the programme of which it is part.

ACRONYMS AND ABBREVIATIONS USED

CATV	Cable Television. Internationally used acronym for cable television system
CCM	Churches Council for Media. The national organisation of the member churches of the Papua New Guinea Council of Churches, responsible for co-ordination media and communication related activities of the member churches.
CSO	Community Service Obligation
DPM	Department of Personnel Management
EMTV	It's TV for Tok Pisin
G.	For "General" as used in film rating
GMDSS	Global Maritime Distress and Safety System
HF	High Frequency. Usage of frequency from 3 - 30 megahertz (i.e., one million cycles per second).
HRD	Human Resource Development
HRM	Human Resource Management
IT	Information Technology
ITB	Information Technology Board
ITS	Information Technology Standards
ITSWG	International Technology Standard Working Group
NBC	National Broadcasting Commission
NCIT	National Centre for Information Technology
NEC	National Executive Council
NICC	National Information Communication Council
NNA	National News Agency
NITUG	National Information Technology Users' Group
NSC	National Standard Council
PG	For "Parental Guidance" as used in film rating
PNG	Papua New Guinea
PTC	Post and Telecommunication Corporation
R	For "Restricted" as used in film rating
TV	Television
VHF	Very High Frequency. Usage of frequency from 30 - 300 megahertz (i.e. one million cycles per second).
X	Generally Prohibited as used in film rating

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Mr Lindsay Lailai	Chairman
Mr Noel Mobiha	Vice Chairman
Rev. Oria Gemo	Co-ordinator
Mr Otto Avorosi	Member
Fr. Diosnel Centurion	Member
Mr Michael Trainum	Member
Mr Ephraim Tami	Member
Mr Osea Philemon	Member
Mr Gem Moyona	Member
Mr Stan Basiou	Member
Mr Moses Taian	Member
Mrs Gem Warakai	Member
Mrs Matilda Pilakapio	Member
Mrs Akus Matiki	Member