



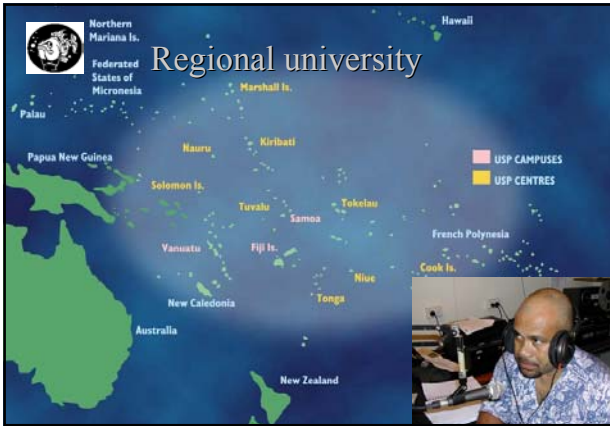
From campus to newsroom in the South Pacific:

Credible media career paths versus 'academic anaemia'

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Pacific media education

- **USP Journalism founded 1994**
 - French Government aid - 6 students
- **68 regional media graduates 1994-2002**
- **Regional vocational and educational media strategy:**
 - *Radio Pasifik*
 - *Wansolwara Online/Pacific Journalism Online*
 - *Wansolwara/Spicol Daily*
 - *Wanso/Visin*







WANSOLWARA
Lakasa goroa wawan stories



Regional comparison

- **University education for journalists in Pacific began 1975 (Papua New Guinea)**
- **Australia:**
 - By 1990s, 39% of Australian journalists with degree or diploma
 - Further 16% with tertiary study (Henningham, 1998)
 - Media education focused on 22 university journalism schools
- **New Zealand:**
 - 1994 survey showed 37% journalists with degree or diploma (Lealand, 1998)
 - 3 university j-schools, 8 polytechnics



Regional comparison

- **France:**
 - More than 62% of journalists have degree (McMane, 1998)
 - French system influential in French Polynesia, New Caledonia
- **USA:**
 - At least 92% of journalists have degree (Medsger, 1996)
 - American system influential in American Samoa and Micronesia
- **Pacific:**
 - 48% have degree or diploma, 16% in Fiji (Layton, 1998)
 - PNG: 81%; Fiji: 26% - 49% no j-qualification (Robie, 2003)
 - **Three J-schools (PNG x 2) and Fiji**



Pacific political context

- History of political pressure on media:
 - Fiji: *Media Council of Fiji Bill 2003*
 - Tonga: *Media Operators Act, Newspaper Act 2003*, constitutional changes aimed at media
 - PNG: *Media Tribunal Bill 1987* (later attempts)
- Politicians' rhetorical attacks about alleged poor local standards of journalists, lack of training (Fiji)

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Pacific political context

- Fiji Information Minister Simione Kaitani accused Fiji journalists of being 'biased and ill-informed' (Kaitani, 2003)
- Prime Minister Laisenia Qarase's more scathing attack:



- *They are uncertain interviewers, poor verbal communicators, have problems with accuracy and are short on knowledge of current affairs. The result [of poor standards] is that coverage sometimes compromises the ideals of a free press (Qarase, 2001).*

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Pacific political context

- Attorney-General, Qoriniasi Bale:
 - *Quality of media reporting poor enough to cause damage to individuals and governments (Bale, 2003).*
- Other commentators argue media control is government's real concern (Singh, 2004)
- Tebutt opinion poll (2003):
 - 22% respondents favoured 'a lot' of government media control (sample 1005)
 - 49% 'a little' control - 29% against

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Graduate journalist survey

- Little research on Pacific media and education/training
- USP monitoring project from 1998

Year	1996*	1997	1998	1999	2000	2001	2002	Total**
Total	3	3	13	9	15	14	11	62
Respondents	na	na	12	5	12	7	4	40
Response percentage	na	na	92%	55.6%	80%	50%	36.4%	64.5%

- ** Actual total 68 - but six graduates in 1996, 1997 not included in survey

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Age and gender

- USP j-graduates' mean age 22.5
- Fiji newsrooms mean age 24.7 (Robie, 2003)
- Two-thirds (63.2%) of USP graduates female
- In 2000, 80% of graduates were women

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Country

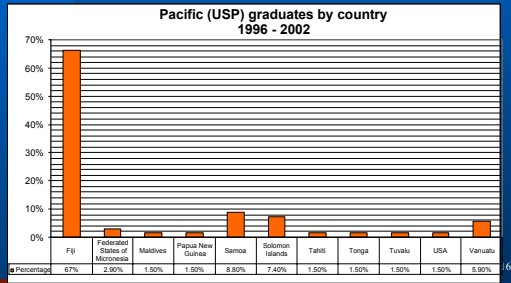
- Spread from 11 countries, including four outside USP membership:
 - Maldives, PNG, Tahiti and USA
- Programme attracts students from other countries:
 - Australia, Germany and Nigeria ...
- 67% graduates from Fiji
- 8.8% - Samoa
- 7.4% - Solomon Islands

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Country

Graph 1: Pacific (USP) journalism graduates by country, 1996-2002.





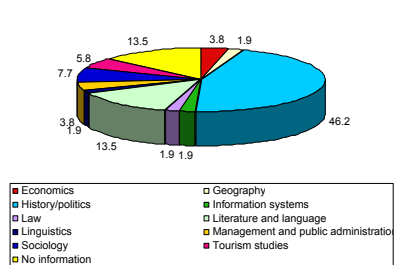
Major

- 83.9% graduates opted for **BA degree with Journalism plus double major**
- 16.1% chose two-year **Diploma in Pacific Journalism**
- 46.2% chose **History/Politics** as second major
- 13.5% - **Literature/Language**
- 7.7% - **Sociology**



Major

Pacific journalism graduates by major
1996 - 2002





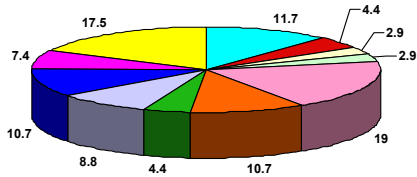
Preferred media

- 19% preferred a career in radio
- 11.7% chose newspapers
- 10.7% television
- 10.7% - civil society media
- 8.8% - government media
- 75.1% - enter news media at graduation
- 29 media employers in nine countries
 - Largest employers: *Fiji Daily Post* (8.3%) Fiji and, **Vanuatu broadcasting corps**, Fiji TV (4.8%)



Preferred media

Pacific graduate journalists by employment sector 1996 - 2002



<input type="checkbox"/> Newspapers	<input type="checkbox"/> Magazines	<input type="checkbox"/> News agencies
<input type="checkbox"/> Online	<input type="checkbox"/> Radio	<input type="checkbox"/> Television
<input type="checkbox"/> Information ministries	<input type="checkbox"/> Government media	<input type="checkbox"/> NGO media
<input type="checkbox"/> Non-media work	<input type="checkbox"/> Not known	



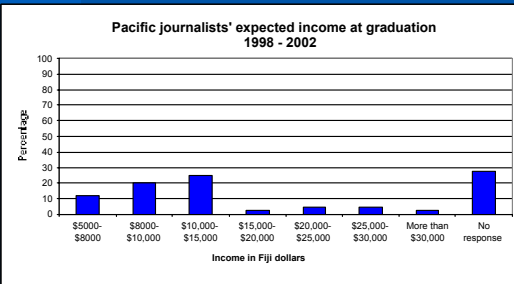
Salary expectations

- 25% expected salary of F\$10,001-\$15,000
- 20% - \$8001-\$10,000
- 12.5% - \$5000-\$8000
- 2.5% - more than \$30,000
- Mean annual salary of F\$13,000 is equivalent to A\$9,620
 - F\$1 = A\$0.74 11/1/04 www.xe.com



Salary expectations

Graph 3: Pacific journalists' expected income at graduation, 1998-2002.





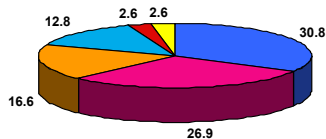
Perceived media role

- 30.8% supported 'watchdog' role
- 26.9% 'defender of the truth'
- 16.6% 'community empowerment'
- 2.6% - entertainment
- See Romano, 1998



Perceived media role

Pacific graduates' perceived media role 1998 - 2002



■ Watchdog	■ Defender of truth
■ Community empowerment	■ Nation builder
■ Entertainment	■ Advertising



Conclusion

- Politicians continue to condemn media
- USP has made significant contribution to journalism education in South Pacific
 - 68 graduates in seven years
- Fiji greatest beneficiary - 67% of graduates
- Reality - graduates often eventually choose other better-paid career options after they join newsrooms

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Conclusion

- Although Fiji government has backed off over legislation, a threat is still present
- Media needs to respond to 'wake-up call' to improve standards
- Better training and recognition needed for educated journalists
- Better paid career paths in South Pacific needed to attract brightest journalists

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