

HONOLULU COMMUNITY-MEDIA COUNCIL

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October 1991

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STATE OF JOURNALISM IN HAWAII

PART 1

Honolulu's Daily Newspapers

October 1991

FLETCHER KNEBEL
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NOT FOR RELEASE BEFORE

WEDNESDAY, OCT. 30, 1991

QUICK-READ SUMMARY

The State of Journalism In Hawaii
Part 1: Honolulu's Daily Newspapers
Study By Honolulu Community-Media Council

After several months of study of the Advertiser and Star-Bulletin, the Media Council urged the newspapers to make major improvements in news coverage---above all, increasing the space allotted to news.

The Council made 15 specific recommendations based in part on these companion findings:

... Four retired mainland editors, in appraising the two papers, ranked insufficient space for news as the No.1 deficiency.

... Four of six comparable mainland dailies carried more national and foreign news than the Honolulu papers.

... The Honolulu papers are carrying less news, in ratio to advertising, than the national average.

The study concludes that, although Honolulu's two major newspapers have improved markedly since pre-World War II days, they still have a long way to go before they become nationally respected dailies of superior quality, matching Honolulu's aspirations to become the economic and cultural hub of the Pacific.

Council recommendations:

... Print more news ... Increase national and foreign

coverage ... Ban advertising from op-ed page ... Establish Washington correspondents ... Improve design and quality of printing ... Make investigative reporting part of daily routine ... More digging by reporters ... Bonus for reporters who scoop the rival paper ... Name and train specialists in covering ethnic Hawaiian affairs ... Establish a magazine in Sunday paper for features about Hawaii ... Cut back on self-promotion ... Name a scrappy columnist who'll kid the pompous and goad the local sacred cows ... Cover islands' richly varied spiritual life with sensitivity ... Cover local business and finance more thoroughly and vigorously ... Print more sports news and cut down on the cheerleading.

The council said it had no illusions that many of its recommendations would be heeded, but said that if even a sizable fraction were adopted, "Honolulu will have livelier, more substantial, more informative and more respected daily newspapers." Indeed one of the newspapers might even win its first Pulitzer Prize some day, sharing an honor already won by more than 180 newspapers around the country.

NOT FOR RELEASE BEFORE

WEDNESDAY, OCT. 30, 1991

THE STATE OF JOURNALISM IN HAWAII

PART 1

Honolulu's Daily Newspapers

The Honolulu Community-Media Council's projected annual report on the state of journalism in Hawaii starts off this year with an appraisal of Honolulu's big circulation daily and Sunday newspapers, the state's leading organs of news and opinion.

Several months of study of the Advertiser and Star-Bulletin were buttressed by these companion assessments:

1. Four retired editors of mainland newspapers recommended that the two papers make major improvements---above all, allot more space for news.

2. A comparison with six mainland dailies of similar circulation showed that the Advertiser carried considerably less national and foreign news than two of the three morning papers: the Star-Bulletin, although printing more national and international news than the Advertiser, printed less than two of the three evening papers.

3. A measurement during two sample weeks showed that both dailies printed less news, in ratio to advertising, than the national average.

4. A strong majority of 400 persons either belonging to Neighborhood Boards or otherwise involved in Oahu public policy issues, responding to a Council questionnaire, rated the newspapers "adequate" or better in eight categories. A minority rated the papers "poor" or "bad."

5. Critical inside views of editorial operations as expressed in interviews by current and former staff members of the two newspapers.

Our own studies, combined with these auxiliary assessments, lead the Council to several basic conclusions:

First. Honolulu's two major newspapers have come a long way from pre-World War II days when they served primarily as voices for the plantation and mercantile interests dominating

Oahu. For the most part, today's papers are fair, relatively unbiased, reliable, moderate in tone and sensitive to the nuances of acceptable behavior in our multi-racial island population.

They also have outlawed their old "freebie" practices which once enmeshed reporters and editors in shabby conflicts of interest. Both papers now forbid the acceptance of gifts, junkets and the like.

The Star-Bulletin, aiming for improvement, has launched a commendable "News 2000" program, urging readers to tell what they like best and least about the newspaper and to suggest new approaches.

Second. The Council believes the two newspapers have a way to go before they can fully serve the community as it strives to become a thriving economic and cultural hub of the Pacific, the status envisioned for the state by Gov. Waihee's 1988 Congress on Hawaii's International Role. The Advertiser and the Star-Bulletin are decent provincial newspapers when the time and the place call for nationally respected dailies of superior quality.

Third. Both newspapers have the means and the talent, with the expenditure of a reasonable fraction of their reputed substantial earnings, to give Honolulu and Hawaii a better news product. Ben Bradlee, retiring editor of one of the country's top dailies, the Washington Post, was asked recently what makes a great newspaper. "The owner," he replied. Have the owners of Honolulu's primary organs of news and opinion ever made commitments to produce newspapers of the finest quality?

We hope that the owners, as well as the editors and writers, read this report with care, especially the thoughtful recommendations of the four mainland editors. We present this appraisal in the spirit of helpfulness, not confrontation. Many of us love the city and we think that this jewel of the Pacific deserves high quality newspapers, if not world class, at least top drawer regional.

In that spirit, here's where we think our big dailies fall short and what we think should be done about it:

A. Above all, not enough space devoted to news. Recommendation: Both papers, but especially the Advertiser, should add more columns of news.

B. Not enough national and foreign news. The Advertiser's single page labeled "Global" is a bizarre example of the deficiency. Recommendation: Add more national and foreign reports, analysis as well as news.

C. Lack of space on the page opposite editorials. Together

with the editorial page, the so-called op-ed page is where a newspaper shows its character, sounds its voice and tells the world where it stands. Our dailies lower their voice and their dignity by giving over half the op-ed page to advertising, the Star-Bulletin about half the time and the Advertiser usually five mornings out of six. Recommendation: Ban advertising from the op-ed page.

D. Both papers do a mediocre job of covering the nation's capital despite Washington's tremendous impact on the daily lives of every citizen of Hawaii. Recommendation: Each paper should install its own capable Washington correspondent.

E. Unimpressive printing and design. Three mainland editors stress this aspect. Three of the six comparable mainland papers show superior printing, clearer photography and color. Two of the six offer much better design. Recommendation: Improve design and the quality of printing.

F. Apparent reluctance to uncover cronyism, illegal acts and corruption among the powerful. The Advertiser's Jim Dooley is the lone investigative reporter on either staff. A Star-Bulletin source laments the lack of training of reporters to follow an investigative trail through the mass of public records available in this city. Recommendation: Both papers should cut their ties to the Establishment and make lean hard investigative reporting part of the routine.

G. Lack of enterprise. Except on big spot stories and island emergencies, when both papers exhibit their best potential, an easy-going climate pervades the city rooms. The papers are repeatedly scooped on their home turf by out-of-town newspapers, by the Associated Press and by such smaller Oahu publications as the Pacific Business News (four reporters), Honolulu Weekly, Hawaii Monitor (a single person), Environment Hawai'i (one person) and the suburban papers. Recommendation: Get out and dig. Be first with the news.

H. No zeal for inter-paper rivalry. The two editorial arms of the joint business operation show little inclination to beat the other daily to the news. But competitive ardor gives an edge and a bite to news coverage. Recommendation: Each paper should resolve to scoop its rival at least twice a week on major stories. Perhaps the awarding of bonuses to reporters who score significant exclusives would add zest to Honolulu's current limp, laid-back brand of reporting.

I. Superficial and often flawed coverage of ethnic Hawaiian affairs. In a field crying for expertise and sensitivity, the dailies have no experts. Few reporters have even an elementary understanding of the issues. Recommendation: Spend a few months training several reporters in the background and nuances of the

subject. Each paper should aim at installing a skillful writer who knows more about intricate Hawaiian affairs than any of the players.

J. Lack of an anchored section for Hawaiian features. Recommendation: Establish a magazine section in the Sunday paper (which gets higher marks than either daily from editors and those responding to our survey) for solid features about people, places, projects and history throughout the state.

K. Too much self-promotion. This can become nauseating at times as when the Star-Bulletin some years ago devoted entire pages to meetings here of the Gannett board and gave more space to an honorary degree for Gannett's chief executive officer than to a space launch. Recommendation: Modesty becomes you. The sound of a man applauding himself bores everyone else. And in a newspaper, it fills up space needed for NEWS.

L. Where's the beef? Recommendation: Name a contentious local columnist who stirs the blood, hungers for local controversy and never fears to goad Hawaii's sacred cows.

M. Routine-to-poor coverage of religion. Recommendation: Select a sensitive writer to cover the richly varied spiritual life here.

N. Not enough business and financial news. Recommendation: Print more and cover the beat more vigorously.

O. Too much local cheerleading and not enough sports news. All three of the comparable Western evening newspapers print more sports than the Star-Bulletin. Two of the three Western morning newspapers print more sports than the Advertiser. Recommendation: Add more sports. The Star-Bulletin could establish a daily sports columnist with taut writing skills and a talent for stirring the animals.

We have no illusions that the dailies will adopt many of these recommendations, but we do believe that if only a third or a fourth of them come into being, Honolulu will have livelier, more substantial, more informative and more respected daily newspapers. Indeed, the first Pulitzer Prize in Honolulu's journalistic history might be won here some day.

Our recommendations are based in part on the five companion endeavors to our study, the high points of which make up the balance of our report.

Oahu Survey

Our survey designed to reveal island attitudes on the merits of the two dailies brought 397 responses. The questionnaire was

sent to 425 Neighborhood Board members and 325 other people, most of them prominent, who are involved with setting or influencing public policy. The 53 per cent response included a large number of comments, many excerpts of which appear in the appendix. Respondents were not required to sign their returns, but a few did.

Those questioned were asked to rate national, local, international, financial, sports and entertainment coverage. community service and overall appeal of both dailies and the joint Sunday paper. Respondents marked each paper "excellent," "good," "adequate," "poor" or "bad."

Highlights:

... The Sunday paper was judged a better product than either daily in all but one of the eight categories.

... A heavy majority rated the papers adequate or better in all categories. "Adequate" was the preferred description in all but a few categories.

... The papers scored highest on local coverage. Fifty-five per cent thought the Advertiser's local coverage was better than adequate (12 % excellent, 43 % good); 48 per cent thought the same of the Star-Bulletin.

... The papers scored worst on coverage of world events. Eighty per cent rated the dailies less than good; 76 per cent said the same for the Sunday paper.

Sample comments: "The customary treatment is 'ping-pong' journalism; he-said, she-said, giving no idea where the truth may be found. ... This (the facts) requires more research than the dailies appear willing to commit."

... "The Star-Bulletin has improved considerably under the direction of the new crop of young staff members. The news hole has been increased and maintained and editors are doing a very good job in taking advantage of Hawaii's time zone."

... "The only favorable thing I can say is that the Star-Bulletin and the Advertiser are consistent and fair---failing to cover major stories in all categories of news, from every corner of the planet."

Results of the survey. (All numbers are percentages of the 397 respondents to a mailed questionnaire.)

1. In the context of what you want from a newspaper, how would you rate this one?

	Excellent	Good	Adequate	Poor	Bad
ADVERTISER	4	23	47	22	4
STAR-BULLETIN	2	24	48	22	3
SUNDAY S-B & ADVERTISER	4	33	40	19	3

2. How would you rate the national news coverage?

	Excellent	Good	Adequate	Poor	Bad
ADVERTISER	4	18	48	25	5
STAR-BULLETIN	5	20	50	21	5
SUNDAY S-B & ADVERTISER	5	26	40	24	5

3. How would you rate the local news coverage?

	Excellent	Good	Adequate	Poor	Bad
ADVERTISER	12	43	32	10	3
STAR-BULLETIN	8	40	35	14	2
SUNDAY S-B & ADVERTISER	4	40	38	15	3

4. How would you rate world coverage?

	Excellent	Good	Adequate	Poor	Bad
ADVERTISER	4	16	35	35	10
STAR-BULLETIN	4	16	36	36	9
SUNDAY S-B & ADVERTISER	5	21	37	28	8

5. How would you rate financial and business coverage?

	Excellent	Good	Adequate	Poor	Bad
ADVERTISER	5	18	43	27	7
STAR-BULLETIN	3	22	44	24	8
SUNDAY S-B & ADVERTISER	5	20	43	24	8

6. How would you rate the sports coverage?

	Excellent	Good	Adequate	Poor	Bad
ADVERTISER	7	34	45	8	6
STAR-BULLETIN	9	33	43	9	6
SUNDAY S-B & ADVERTISER	10	35	44	6	5

7. How would you rate the entertainment, service, comics and feature sections?

	Excellent	Good	Adequate	Poor	Bad
ADVERTISER	5	39	45	9	3
STAR-BULLETIN	5	42	42	11	1
SUNDAY S-B & ADVERTISER	11	43	37	8	1

8. How would you rate the newspaper's service to the community?

ADVERTISER	7	25	39	24	6
STAR-BULLETIN	6	27	38	23	6
SUNDAY S-B & ADVERTISER	8	28	36	23	5

HONOLULU DAILIES APPRAISED BY FOUR RETIRED MAINLAND EDITORS

HIGHLIGHTS:

1. A consensus that both dailies, the Advertiser in particular, need more space for news, more national and international news and full op-ed pages of opinion without advertising.

2. Agreement by three of the four editors that:

... Both papers lack sharp clear color, photos and graphics and need better printing, design and display of news and features.

3. Agreement by two of the four editors that:

... The Advertiser should increase the size of its editorial staff, hire more reporters, name a Washington correspondent, print more local, business and economic news and cover the local scene, especially politics, with more depth and vigor.

... The Star-Bulletin needs more space for news, especially "hard" breaking news. One editor noted an improvement in recent years, but urged more be done.

The four editors studied the two papers for the week of Monday, May 27 through Saturday, June 1 and the Sunday Star-Bulletin & Advertiser of June 2, 1991. The four were Martin S. Hayden, former editor-in-chief, Detroit News; Richard H. Leonard, former editor, Milwaukee Journal, and now professor of journalism at Marquette University; Kenneth MacDonald, former executive editor, Des Moines Register & Tribune; J. Richard Nokes, former editor, Portland Oregonian.

They were asked to use this question as a guide: "If I were made editor of this newspaper and given a reasonable amount of additional money to improve the editorial content, what would I do?"

Underlying the question was the assumption that the joint operating agreement under the Hawaii Newspaper Agency---which by

law shelters the papers from federal anti-trust statutes---is a very profitable framework and that both papers can afford "reasonable" additional expenditures to improve their product. This assumption may or may not be valid. The newspaper finances can not be checked, given the Agency's policy not to make profit-and-loss statements public.

Core comments by the the editors:

Martin Hayden: " ... Honolulu citizens must get good broadcast news. If they don't, they have to be woefully uninformed as to what is going on in the rest of the United States and the world."

Richard Leonard: "I have the feeling that the Honolulu Advertiser is exactly what it wants to be---a fast read in the morning. ... I felt good about having the top of the news in my head but I also wished that I had a broader view of national and international events."

Kenneth MacDonald: "After reading a week's supply of the two newspapers, I don't think there is enough space available to give readers of a metropolitan city like Honolulu the local and world news coverage they should have. The Advertiser seemed to me particularly deficient in this regard."

Richard Nokes: "At the bottom of all problems with the morning newspaper is the shortage of news space. I would recommend to the publisher that I be provided with a daily minimum of 20 additional news columns. ... News space in the Star-Bulletin, while larger than its rival, nevertheless is on the skimpy side."

Other observations and suggestions by the editors:

Both papers:

"Some of the advertising layouts contribute to an out-of-date image. The clutter, primitive illustrations and lack of creativity are reminiscent of early Sears & Roebuck catalogs." ... Leonard.

Advertiser:

Should "establish a desk that would be a combination think-tank and investigative reporting group," dealing with Hawaiian aspects of big national and foreign stories. .. Leonard.

Should hire a designer to perk up special sections and remove the "gray" quality of printing and pictures. Special attention to gaining more vibrant color. ... Leonard and Nokes.

Should drop Page One's left-hand column of "teasers" and use the space for news. ... Nokes.

Should hire a Washington correspondent. ... Hayden and Nokes. And an Asian correspondent. ... Nokes

More local business and economic news. ... MacDonald and Nokes.

Star-Bulletin:

Hire more photographers, establish a consumer department and appoint a roving reporter for the neighborhoods "with the assignment of coming up each day with a positive colorful story filled with as many names of people who don't make news as he can find." ... Leonard.

Get a "contentious" sports columnist, add more sports features since the Advertiser gets the break on all night games. ... Nokes.

Better and deeper local coverage, better business news and better design and play of news. ... MacDonald.

Paper needs its own man in Gannett's Washington bureau. ... Hayden.

Sunday Star-Bulletin & Advertiser

By far the best coverage of the week by the two dailies. ... Hayden.

Should start a local Sunday magazine insert, heavy on Hawaiiana. ... Nokes.

More spot news, less filler. ... Nokes.

(The full report of each of the four editors will be found in the appendix.)

RATIO OF EDITORIAL CONTENT TO ADVERTISING

Honolulu's two dailies, together with their jointly produced Sunday newspaper, carry less news and other editorial matter in ratio to advertising than does the average American newspaper.

Although they have enlarged the "news hole" since 1987, when last measured by members of the Media Council (also by Honolulu Magazine), the city's two dailies and the Sunday paper still lag behind the average space allotments for editorial content of all U.S. newspapers.

Local measurements in the tables below followed the same procedure as that used by the Dallas firm that prepares the national averages for the American Newspaper Publishers Association. Percentages are based on a newspaper's total space, including advertising inserts and supplements, comics and magazines, in short, the entire newspaper as delivered to the reader. ANPA figures are for 1990 as taken from the Association's 1991 handbook.

ADVERTISER

(All figures are percentages)

	1991		1987		1978	
	Editorial	Ads	Edit.	Ads	Edit.	Ads
National Average						
Morning Newspapers	39.2	60.8	40.6	59.4	37.6	62.4
ADVERTISER	36.7	63.3	32.3	67.7	33.4	66.6
ADVERTISER Below						
Editorial Average	2.5		8.3		4.2	

STAR-BULLETIN

National Average						
Evening Newspapers	40.2	59.8	42.4	57.6	38.5	61.5
STAR-BULLETIN	38.5	61.5	36.6	63.4	32.4	67.6
STAR-BULLETIN Below						
Editorial Average	1.7		5.8		6.1	

SUNDAY STAR-BULLETIN & ADVERTISER

National Average						
Sunday Papers	30.1	69.9	30.4	69.6		
S-B & ADVERTISER	27.7	72.3	25.3	74.7		
S-B & ADVERTISER						
Below Edit. Average	2.4		5.1			

(Further statistics in Appendix)

SAMPLE COMMENTS OF CURRENT AND FORMER EDITORIAL STAFF MEMBERS

... "These are mediocre papers and the basic cause of the mediocrity is money. It takes money to produce good newspapers

and here they're unwilling to spend enough of the tons that they make."

... "Editorial people make good money with good benefits, so it's a comfortable existence. There's not much training or leadership from the top, very little challenge."

... "Reporters coming from good mainland papers are appalled at the lack of drive here."

HONOLULU DAILIES COMPARED TO SIX WESTERN NEWSPAPERS

Highlights:

The Advertiser was compared to three West Coast morning newspapers in a similar circulation range for a week in July with these results:

... The Advertiser (98,000) carried considerably less national and international news than the Spokesman-Review (98,000), Spokane, Wash., and the Register-Guard (73,000), Eugene, Ore., but a smidgeon more than the Californian (85,000), Bakersfield, Cal.

... Visually, the Spokesman-Review and the Register-Guard are more attractive than the Advertiser. Both use sharper and more vivid color photos and both, especially the Register-Guard, are more crisply designed than the Honolulu paper. The Advertiser and the Californian give little to choose in the way of general appearance.

... Both the Spokesman-Review and the Register-Guard offer full pages of opinion (op-ed pages) in contrast to the Advertiser which customarily gives over half its op-ed page to advertising. In the surveyed week the Register-Guard printed no ads on its op-ed page, the Spokesman-Review gave a quarter of the page to an ad on Saturday while the Advertiser carried half the page in ads five days out of the six. The Californian devotes even more of the page to advertising than does the Advertiser.

... The Register-Guard and the Californian print considerably more sports news than either the Advertiser or the Spokesman-Review. In business and financial news, the Register-Guard prints more than the other three papers. Both the Advertiser and the Spokesman-Review ran the most week-end entertainment news on Friday, but the Register-Guard had the best display, using vivid color to open its entertainment section.

... Bottom Line: Morning newspaper readers in Spokane and Eugene get the most news, better displayed. Honolulu readers don't fare as well, but they're better off than those in Bakersfield.

The Star-Bulletin was compared to three Western evening newspapers of similar circulation for the same week in July with these results:

... The Phoenix Gazette (86,000) and the San Diego Tribune (116,000) carry more national and international news than the Star-Bulletin (89,000) which in turn carries considerably more than The Daily Breeze (87,000), Torrance, Cal.

... The Gazette runs a full page of opinion (op-ed) six days a week, the Tribune five days and the Star-Bulletin three days. The Breeze used advertising on its opinion page five days a week and no editorial or op-ed page appeared on Saturday.

... Of the four newspapers, the San Diego Tribune uses the most color and both its color and black-and-white photos are the sharpest and clearest. The Phoenix Gazette and the Torrance Daily Breeze both use more color than the Star-Bulletin, but quality appears to vary. The Star-Bulletin seems to be a more orderly paper than either the Gazette or Breeze.

... The Star-Bulletin prints less sports news than the other three papers. It also prints less business and religious news than the Gazette or the Tribune, but about the same amount as the Breeze.

... Bottom Line: The Phoenix evening newspaper reader gets the superior news product. As between the Star-Bulletin and the San Diego Tribune, there is no clear choice. The Star-Bulletin is a newsier and more substantial paper than the Torrance Daily Breeze. In fairness to the Star-Bulletin, it should be noted that the Phoenix Gazette and the San Diego Tribune print many more pages, drawing on wider population areas for more advertising.

EIGHT NEWSPAPERS COMPARED ON AMOUNT OF NATIONAL AND
FOREIGN NEWS CARRIED

<u>Name</u>	<u>Circulation</u>	<u>Stories</u>	<u>Inches</u>
<u>Spokane Spokesman-Review</u> (m.)	98,000	233	2,074
<u>Phoenix Gazette</u> (e.)	86,000	252	2,060
<u>San Diego Tribune</u> (e.)	116,000	268	1,923
<u>Honolulu Star-Bulletin</u> (e.)	89,000	228	1,775
<u>Eugene Register-Guard</u> (m.)	73,000	209	1,754
<u>Honolulu Advertiser</u> (m.)	98,000	182	1,487
<u>Bakersfield Californian</u> (m.)	85,000	179	1,439
<u>Torrance Daily Breeze</u> (e.)	87,000	188	1,397

(Both newspapers and the Hawaii Newspaper Agency, the joint operating instrument, turned aside inquiries from the Council connected with this report.

When asked for a copy of the joint operating agreement, Richard E. Hartnett, top officer of the HNA and president and chief executive officer of the Star-Bulletin, replied: "We do not have a copy of this document in house." He referred us to the public records.

A Council committee sought interviews with the top editors, Gerry Keir on the Advertiser and John Flanagan on the Star-Bulletin, to discuss all aspects of the report. However, after reading questions submitted in advance, the editors declined to meet with the committee. Keir said to respond to the questions "would adversely affect our position" in a competitive market. Flanagan regarded the questions as "hostile" of the "when have you stopped beating your wife" variety. The committee regarded its questions as quite routine of the type newspaper reporters customarily ask during inquiries directed at an institution.)

(Note: Martin Hayden, one of the four mainland editors who studied the Honolulu papers, died Sept. 15, 1991.)

(Note: More details of the report will be found in the 31-page Appendix. Those wishing a copy should write Ah Jook Ku, Council secretary, at P.O. Box 22415, Honolulu, Hi., 96823-2415, or call her at (808) 521-6323.)

END

STATE OF JOURNALISM IN HAWAII

PART 1

Honolulu's Daily Newspapers

Appendix

October 1991

FLETCHER KNEBEL
Coordinator & Editor

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APPENDIX

1

REPORTS OF FOUR RETIRED MAINLAND NEWSPAPER EDITORS

(These were edited slightly for space, to delete personal and non-relative material and to correct typos and minor errors. Any one wishing to see the original letters may do so by calling Ah Jook Ku, Council secretary, at 521 6323 in Honolulu).

MARTIN S. HAYDEN, FORMER EDITOR-IN-CHIEF,
DETROIT NEWS

I would argue that the news hole specifically and the editorial space in general are too limited. I would go further and say that Honolulu citizens must get good broadcast news; if they don't, they have to be woefully uninformed as to what is going on in the rest of the United States and the world.

Consider the papers' day-by-day news report starting with the Advertiser:

Monday, May 27: Two breaking stories (a jet plane crash in Thailand and the near end of the Ethiopian war) dominate Page One. One is from the Los Angeles Times service, the other from the Chicago Tribune. The paucity of other non-Hawaii coverage that day is emphasized by the Col. 1 index of inside news. Under a heading "The World" there are two items: a California man's warning about ineffective condoms and a report on a Zulu tribal rally in South Africa.

The condom piece was one of a Page 5 series of shorts under a "Nation" heading. Other items in the column concerned Queen Elizabeth's visit to her Kentucky horse farm, a report that cancer near Three Mile Island probably was caused by anxiety, not radiation, and an item that an Alaska wildfire had closed a highway and camp ground. Also on Page 5, what appeared to be the major national news story of that day: a report on a Minnesota whore house madam campaigning to legalize prostitution.

In the whole paper I found only three national government items. Page 8 stories on Secretary Skinner commenting on Pan Am's future and a Chicago Tribune story on the lobbying blitz over civil rights and (Page C 8) a piece on possible legislation for a memorial to Japanese-Americans of the 1940s. I'd emphasize that there had to be more than that going on in the other 49 states that Hawaii residents should have heard of.

.... The Advertiser, May 29: Outside of the brevities column, I noted only five stories to let Hawaii know what's going on in the rest of the nation. They were the Los Angeles Times Page One on NATO getting a face lift; the page 7 AP story on average spending by states; another financial page piece on a proposed Texas "bullet" train; the Page 14 story on Bush plans to meet Gorbachev and a Los Angeles Times story on FDA moves to reduce costs of AID's drugs.

The Nation column reported in small bites on Bush fighting Congress over China policy; DNA tests showing William Kennedy Smith had sex with his accuser; a story of a Cuban refugee picked up by the Queen's yacht as he rowed towards Florida; a Nebraska vote on teen-age abortions and results of the Kentucky primaries.

.... Advertiser, May 31: Paper led by a wandering and poorly edited news service summary of William Webster's retirement as CIA director and Gorbachev's chances of surviving as Russia's leader. Obviously from several sources, the story could only confuse readers suddenly confronted with such a major accumulation of national and international reporting. On Page 3 we learn that Hawaii's spelling bee contestant was eliminated. Page 12 reports on Bush plans to prevent chemical warfare and Secretary Cheney's reassurance to Israel on arms aid. On Page 20 there is a Boston Globe report that Bush and Democrats are debating civil rights legislation. On Page 21 we see the Nation brevity round-up telling Hawaiians (a) that Washington confirms Noriega was a CIA spy, (b) that Justice Brennan says Justice Douglas didn't work too well in his final years, (c) that New Jersey has a tough new assault rifle law and (d) that a mad gunman suddenly fired on bus stop patrons outside the Pentagon.

Advertiser, June 1: Page One is made interesting by a report that National Park Service is considering a proposal that the nation's first officially-certified nude beach be on the Kona Coast of the Big island. Beyond that national news is concentrated on Page 8 with a story that thirty-six more military bases may be closed and with the usual Nation column of brevities saying that (a) Bush favors special trade status for Russia, (b) new Medicare rates have been set and (c) the Columbia shuttle will conduct numerous medical tests.

Continuing the inventory with the Star-Bulletin:

Star-Bulletin, May 27: The paper led with Bush's Yale speech on China trade ties. The only other national affairs news items I noted were the New York Times item on Page 10 about prescription drug prices, the Reuters piece on the same page indicating California's economy was unlikely to spark the nation out of recession and the Page 11 story on FDA stepping up efforts against misleading food labels. None of these could be considered breaking news stories.

I do note favorably that the Star-Bulletin does not carry its provincialism to the graveyard. Unlike the Advertiser, it includes on its obituary page references to deaths of notable people outside Hawaii.

Star-Bulletin, May 28: Page One led with AP story on Bush optimism over possible arms control pact with Gorbachev. Another AP Page One noted Supreme Court decision favoring Oliver North in the Iran-Contra case. Also a Page One story on proposed testing of President's water supply looking for injurious chemicals. Page 10 had the Nation reporting on (a) a pro-life victory in Nebraska, (b) an Elizabeth Taylor libel victory, (c) the Alaskan wildfire, (d) a report on astronomers' aid from Star Wars and (e) the NY prison riot. Also on Page 10, AP stories on Supreme Court ruling on bi-lingual jurors and Bush preparations for battle over China trade. On Page 15 a Newhouse story reported on government continued possession of smallpox virus samples.

Star-Bulletin, May 29: I would note that the Page 17 story reporting the Pope's appointment of TWO U.S. Cardinals included the Philadelphia selection which the Advertiser left out.

.... Star-Bulletin, June 1: Two national stories are reflected in foreign dispatches on Page One: an AP report on alleged agreement between Bush and Gorbachev on weapons reduction in Europe and another AP story from Tokyo saying Japan giving in to American trade demands for open construction bidding in Japan. On Page 4 AP reports Bush attack on Democratic quota bill and the Nation brevities include (a) Lexus the most satisfying car on U.S. market, (b) Richard Pryor heart surgery and (c) Scientologist fight against NY Times criticism.

Sunday Star-Bulletin & Advertiser, June 2: This Sunday paper is by far the best newspaper coverage of the week given residents of Hawaii by either or both daily papers.

Starting with the Page One news service composite on Ethiopian revolution and the Chicago Tribune piece on Gorbachev and Yeltsin, the main news section goes on with a good budget by topics: the anti-billboard feature; a women-in-combat story; the Berkeley ethnic admissions story; the Bush-Sununu piece; the AP wrap-up on gambling on Indian reservations; the L.A. Times account of Congress Party problems finding a Gandhi successor; the Seattle Times account of Oregon's tax problems; Baltimore Sun story on Iowa hog farmers; the Chicago Tribune questioning of the superiority of Ivy League colleges; the AP education story of students highlighting texts; the account of labor trouble among Japanese nurses; the Newsweek column on possible national bank failures---all of these would please readers starved for lack of such variety in their daily papers.

But the good Sunday budget emphasized other things: For instance, a routine press release story of Senator Akaka introducing a bill to protect Hawaii from an invasion of brown tree snakes and a second press release on his effort to secure Hawaii's future emergency claim on U.S. strategic oil supplies. These were the first two Honolulu newspaper mentions I saw of Akaka's existence. Senator Inouye was better publicized. He was mentioned a couple of times because he was in Hawaii on the school commencement circuit.

I saw nothing during a week's reading of both papers to indicate who might represent Hawaii in the House of Representatives.

This tedious summary of the contents of the meager national news hole serves the purpose of showing how much was not reported. I would not be so tactless as to suggest that mainland papers are better than those in Hawaii. Unfortunately, many are not, but unlike residents of Hawaii, most mainland readers can economically subscribe to and get same day delivery of a New York Times, Wall Street Journal, Los Angeles Times or some other nearby publication. Island readers generally can not do this with the result that they remain generally uneducated by their local papers and thus dependent on the broadcast media which, God knows, is even more limited.

In summary, my chief complaint about the Honolulu papers concern their general disregard of what is going on in the Federal government. I would think the Advertiser is prosperous enough to maintain a Washington reporter and, certainly, it would be easy for the Gannett chain to have a man in their large Washington set-up to concentrate on Hawaii-oriented developments. Lack of such staffing keeps Hawaii ignorant as to what its own Congressmen are doing in Washington and at the same time encourages the papers minimal attention to Washington news.

As an editor I certainly would also try to have the opinion columns centered each day in one place, probably opposite the editorial page. My week's reading indicates that both papers now receive a fair variety of such columns. Their regular use in a specific place would not only attract readership, but also might encourage more of a national news hole lest readers be confused by opinion commentary on stories they had never heard of.

X

RICHARD H. LEONARD, FORMER EDITOR
MILWAUKEE JOURNAL

If someone gave me a lot of money to spend on the Honolulu newspapers, my No. 1 priority would be:

Improve the quality of the printing.

I know that this is an odd way for a longtime editor to be thinking, but in my present career as a journalism professor I have become acutely aware of what a drab image can do to reduce the perception of quality journalism.

For comparison, the other newspapers I've looked at make the Advertiser and the Star-Bulletin look faded. I recall that when I lived in Honolulu (a significant portion of three years) I wondered at times whether the ink pumps were working properly. To illustrate my point I enclose pages from the Milwaukee Sentinel and the Milwaukee Journal. The color is more vibrant. The type, even the body type, is blacker and easier to read. Good printing imparts a feeling of vitality that I don't get looking at the Honolulu papers. I hasten to add that the Journal-Sentinel have fairly old presses that are not state-of-the-art offset.

Some of the advertising layouts contribute to an out-of-date image. The clutter, primitive illustrations and lack of creativity are reminiscent of early Sears & Roebuck catalogs. Old-fashioned ads help to set the tone of the newspaper, but maybe Honolulu readers like this type of advertising.

Concerning the percentage of space given to advertising, I can't find fault with either paper at this time of declining advertising revenue. I am more concerned with story count. I will deal with that in the following pages.

The Honolulu Advertiser

I have the feeling that the Honolulu Advertiser is exactly what it wants to be --- a fast read in the morning. I used to grab it on the way to catch a bus to the East-West Center in the morning. I could get through the important parts by the time I reached the UH campus. I felt good about having the top of the news in my head, but I also wished that I had a broader view of national and international events.

I like what is in the Advertiser now. More money might give it more space, more stories, more detail. It would certainly be more satisfying to people hungry for news in the morning.

At least I would increase the story count by trimming some of the local stories and features. I counted the general news and feature stories for several days and found that local had 50 per cent of the stories. The balance of the stories was almost evenly divided between national and international. (Council note: A Council measurement of news and features for three days in both papers will be found elsewhere in this appendix.)

Local news does have high readership and sells newspapers, but Hawaii, in the middle of the Pacific Basin, has strong involvement with international news and should be giving its readers more of it. The Global page was my favorite part of the paper.

My top priority for more money at the Advertiser would be to establish a desk that would be a combination think-tank and investigative reporting group. This desk would concentrate full time on the Hawaii aspect of every national or international story that involved Hawaii. The topics would range widely from tourism to space industries. The Advertiser would gain a prestigious specialty of value to the islands and distinguish itself as the authority on Pacific trade, economics and many other subjects. This would be out of context with the fast-read concept but it would give the Advertiser new stature. Reporters would travel to the action places to dig into situations of importance to Hawaii. the Advertiser would have a highly professional, special focus. Incoming wire stories would be augmented with local angles.

After I had established this prestige specialty area, I would hire a full-time graphics expert for the news room. He or she would design pages for the special sections, perk up inside pages that tend to be gray, prepare lively information graphics, encourage creative photography and introduce more appealing typography.

For my money I would have a good-looking, lively fast-read paper with a serious, highly important and exclusive international specialty.

The Honolulu Star-Bulletin

The Star-Bulletin is an afternoon newspaper heavyweight loaded with stories that do give a feeling of completeness to anyone willing to give them the time that they deserve.

The story count for the same days that I surveyed the Advertiser showed quite a difference in emphasis: There were fewer local stories in the Star-Bulletin. There were twice as many national stories than there were in the Advertiser and 25 per cent more international stories. The Star-Bulletin offers a good array of national and international news.

However, the Star-Bulletin is not easy to read. Some pages almost defy the reader because they are either too gray or jammed too tightly with news items. These pages cry for better design---a chance to breathe and live a little.

I can recall taking the Star-Bulletin home to my condo at night, relaxing in my chair with the Diamond Head view and then sighing with dismay as I struggled to absorb information from pages lacking in appeal. Sometimes I dozed off though I had the world in my hands.

The Star-Bulletin suffers from the same problems that have spelled trouble for afternoon newspapers on the mainland. Most people now seem to want to do their newspaper reading in the morning. If they buy a second newspaper in the afternoon, it is usually because they are looking for special features rather than an update on the news. So I would spend my extra money at the Star-Bulletin on things they would be unlikely to find in the competition.

I would:

Hire more photographers and make the Star-Bulletin Hawaii's picture newspaper. The Advertiser couldn't match this without a big increase in space. The Star-Bulletin would be known for its photo journalism.

Go heavily into Consumerism with a full-time editor and assistant who would test products and services, recommend best buys, warn against frauds, tell how to get the most for your money, be a better person.

Assign a full-time roving reporter to neighborhoods with the assignment of coming up each day with a positive, colorful story filled with as many names of people who don't make news as he can find. People would begin looking for their names. With pictures.

Make fuller use of the resources of Gannett, including USA Today material. Perhaps do an abbreviated state-by-state round-up each day for the tourists.

And hire a designer to pump life in the Star-Bulletin's comprehensive pages.

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KENNETH MACDONALD, FORMER EXECUTIVE EDITOR
DES MOINES REGISTER & TRIBUNE

The assignment was to read a week's run of the Honolulu newspapers and write a report explaining what I would do if I were appointed editor with a reasonable increase in budget.

I would have two primary objectives:

First. Enlarge the space for "hard" news. By hard news I mean reports of local, national and international events, excluding editorials, sports, comic strips, syndicated features, entertainment reviews and statistical matter such as stock market tables, weather reports, TV programs, etc. The space devoted to the latter categories, except for editorial opinion, seems to me entirely adequate.

News space is not by itself a precise indication of editorial quality. A small skillfully-selected, tightly-edited news report can provide more information than a large, poorly-edited one. However, after reading a week's supply of the two newspapers I don't think there is enough space available to give readers of a metropolitan city like Honolulu the local and world news coverage they should have. The Advertiser seemed to me particularly deficient in this regard.

On some newspapers (I don't know about Honolulu) a minimum amount of news space, determined by the editors, is provided every day whether advertising is light or heavy. This guarantees that the needs of the readers are not based solely on advertising volume.

With regard to national and international news, it would be possible to design a study to determine how the coverage in Honolulu compares with that of newspapers in other major American cities. (Council note: A somewhat similar comparison will be found elsewhere in this appendix.) I do not have the facilities to make such a study, but I did compare the national and international coverage in Honolulu on two days with that in other papers I read regularly. Several events covered in other newspapers were not mentioned in the Honolulu papers of the same dates, I assume for space reasons. Among them:

Defense Intelligence Agency report on Iraqi war casualties.

Nixon on tape blaming Pentagon papers release on conspiracy in his administration.

Fundamentalists at national convention of Baptists winning fight to control church.

Defense Department report on flaw in Patriot missile.

Senate committee approval of equipment manufacture by Baby Bells.

Closing of nuclear plant urged by Union of Concerned Scientists.

OPEC rejection of Iraqi request to lift ban on oil exports.

World financial leaders nix Gorbachev request for money aid.

Second. Increase the size of the reporting staff. Both of the Honolulu papers, and particularly the Advertiser, could be improved greatly, in my opinion, by more coverage of local news.

This has to be a matter of opinion. There are ways to measure quantity and quality of national and international coverage; there is no easy way to document performance in the local area. No reader can know, except in a very limited way, what is not being reported locally. This is unfortunate because local news is the most important service a newspaper can provide. (Perhaps not true for a few national newspapers, but true for all others.)

Readers have many sources of information on world affairs if their local newspapers do not provide it. They can read national newspapers and news magazines; they can listen to

broadcast reports of news and news analysis. But in many, if not most, American cities local news on radio and TV is limited to routine coverage of spot events. Ordinarily, only newspapers probe beyond official records to provide stories on all the interplay of forces within a community that affect the lives of its residents---the sources of economic and political power and how they are being used, the effectiveness of civil rights enforcement, the quality and availability of health care and cultural facilities, the efficiency of law enforcement, the quality of the educational system and so on.

I am not familiar with the broadcast news coverage in Honolulu but I suspect that if residents there do not find out in their newspapers what is really going on in their city hall, their legislature, their various boards and commissions, they will never know. One week may not be an adequate period to judge local coverage. I found what appears to be thorough reporting of routine news---police activity, trials, deaths, public meetings, etc. I found very little beyond that.

This is not necessarily criticism of the Honolulu editors. I suspect they realize they need more space for news and a larger reporting staff.

Additional Objectives. If I were to achieve my primary objectives, I would consider a few additional ones.

1. A full op-ed page every day with letters and lively opinion pieces including opinion on local controversies.

2. Much more emphasis on local business news. A strategically located large city like Honolulu with its surrounding state must be bustling with business and financial activity not reported elsewhere.

3. Experiments with typographical design to make the pages more inviting, more attractive to the eye, particularly in the Sunday edition. One example: Better "packaging" and display of coverage on books, art, music, theater, film would place more emphasis on the cultural life of the Islands, a category that must be of interest to many readers.

X

J. RICHARD NOKES, FORMER EDITOR,
PORTLAND OREGONIAN

Since I offered my critique at the luncheon of the Media Council a year and a half ago, I sense that both papers have made some improvements, the Star-Bulletin more so than the Advertiser.

I do not necessarily think those changes resulted from my remarks. They were just so overdue that they would have come about anyway.

I applaud the increased use of color. It is apparent that the Star-Bulletin now is a regular user of news color. The Advertiser seems less enthusiastic about color, although I found it on several days.

I sense that the plethora of one-and-two paragraph stories on significant events seems to have been reduced with greater use of three-and-four paragraph stories. Some improvement, not enough.

A full op-ed page each day has not yet been achieved by either editor. The Star-Bulletin seems to use a full page on occasion, the Advertiser even less frequently.

The Advertiser

At the bottom of all the problems with this morning newspaper is the shortage of news space. I would recommend to the publisher that I be provided with a daily minimum of 20 additional news columns. The news hole of the Advertiser is far too tight---as your own figures show. A community as substantial as that served by the Advertiser should be offered better coverage than it receives.

I fear that a secondary problem is staff size. I do not know how large the news/editorial staff of the Advertiser is, but I suspect from reading it that reporters, editors and photographers are in rather limited supply. Additional news space would call for additional troops to provide quality coverage and commentary. I would, as editor, recommend an enlargement of budget to make possible at least a ten per cent increase in staff size.

I am sure the editors do the best they can with the news hole and the staff that they have. If such basic recommendations as the two above are agreed to by the publisher, then the following would be some specific recommendations:

1. The entire package should be examined. It is possible ground zero should be the starting point. The papers presently are Tweedle Dee and Tweedle Dum in appearance. The Advertiser needs to carve out a distinct identity. The Advertiser, as the morning newspaper, has a major advantage in that it can assure its readers that it has the latest coverage from the mainland, especially from the West Coast and especially on night sports. Even stories breaking from Washington, D.C., or New York that

might appear first in an afternoon paper can be developed as to significance and reaction in a morning newspaper.

2. I would drop the extensive teasers on the left side of Page 1 and thus create space for one or two more significant news stories. I would develop a "Top Of The News" summary to replace Don Chapman on Page 2. I would dump Herb Caen as unimportant to Hawaii readers and possibly Lou Boyd for the same reason. I would try to divert Chapman into more substantial local topics in the Caen-Boyd space.

3. The Hawaii page should be more than a page. It should be a section with greatly expanded local and island stories and features. Because I have seen the Advertiser sold on all the outer islands, I believe the Advertiser has a duty to provide full coverage.

4. The Global page also promises much but delivers little. After the cover page, a reader might find classified ads, business, entertainment or any other subject except national and international news. Because residents of Hawaii come from all parts of the globe, and visitors the same, it's important that greater space be devoted to news of the nation and the world. I have often said that the Honolulu papers do the best job of day-to-day coverage of the Pacific, but even more should be done.

I would certainly want at least a one-person staff in Washington, D.C., and a staff person in Tokyo or Hong Kong who would provide special coverage of important business and political activities.

5. Business and economic news is shorted. Honolulu is a major player in the economy of the Pacific and if Hawaii is to become the center for the Pacific Rim as Governor Waihee advocates, then certainly the Advertiser should be stronger in its coverage of economic events.

6. The environment is a most important subject. I can not fault the Advertiser for what it does now because I have noted some major stories of great importance. I would simply see that adequate attention is given to this subject by the editors and that it receive adequate space.

7. The editorial page, in my occasional observations while a rather regular visitor to the islands, lacks depth. I suggest that adequate manpower is the problem. The editor or an editorial writer should be writing opinion columns on a regular basis. Editorials should be better researched. Instant reaction to an issue is not as important as the quality of the editorial.

It is mandatory that the op-ed page be improved and enlarged. It now is a catch-all for letters. These are important and well-read, I agree. But a daily full page of commentary and opinion also is important. Local authorities, such as college profs, should be encouraged to submit analytical articles, primarily on Hawaiian issues but also on national and international questions. There are also a number of retired journalists and bureaucrats with considerable expertise who could be contributors. Consideration should be given to a stronger cartoonist.

8. Sports. I applaud the fine coverage of local high school and college sports. I would want to be sure women's and minor sports activities receive adequate coverage. I applaud the use of box scores with lead articles on such local games as the University of Hawaii. A pox on pages filled with agate where a reader must search out a box score or league standings. The convenience of the reader should be kept in mind before the convenience of the editor. A strong and opinionated sports columnist should be developed. A sports letters column should be inaugurated. There is a bit too much boosterism in the sports pages. There should be strong promotion of the Advertiser sporting pages that are first to report results of just about everything.

9. Photography and graphics definitely need improvement. The Advertiser needs to improve the professionalism of its staff. Color is the word in every newspaper but the New York Times. The Advertiser should join the parade. With the excellent weather and the beautiful scenery offered in the Islands, photographers should never lack for daily outstanding photos even when news is dull. All local news photos should be shot in color, and even if it is not possible to run them in color, B & W prints can be made with only slight diminution of quality. THINK COLOR. That is true also with graphics. The Advertiser art department should be enlarged to include an artist with ability to use computer-generated charts, maps, etc.

10. I am no expert on Living pages. It seems the approach of the Advertiser is in the main stream. Entertainment should not be overdone and that frequently seems to be the case in both newspapers. Columnists such as Chapman who does a "names" column on Page 2, could be used in Living (see item above re Chapman).

11. The coverage of politics and government in Hawaii seems too cozy with the establishment. Hawaii needs to develop an opposition party to the entrenched Democrats. The Advertiser (and the Star-Bulletin) needs to be more vigorous in covering and analyzing political matters. I would welcome a substantial columnist in this field. The present columnists are fine in their

areas of entertainment and personalities, but take up valuable space that could be used for more substantial fare.

12. My observations concerning the Sunday paper (which basically is the Advertiser) would be the same as for the daily. It is often an attractive package, but suffers from lack of spot news coverage and overdone syndicated filler-type articles. Space, too, could be expanded.

Concerning the Star-Bulletin:

Many of the observations concerning the Advertiser also apply to the Star-Bulletin. For example, news space in the Star-Bulletin, while larger than that of its rival, nevertheless is on the skimpy side. While it runs full op-ed pages twice a week, this should be done on a daily basis and they should contain more substantial fare, particularly concerning the Islands. Local experts could be invited to submit articles.

The sports pages seem singularly uninteresting. Here again a contentious columnist who would attract reader response would be an asset. Second-day features (realizing the Advertiser gets more game results first) should be a staple.

The editorial page is adequate, but the manpower appears decidedly skimpy. The editor of the page should have time to write at least a twice-a-week opinion column. The publisher's occasional column is an excellent feature. So is Bud Smyser's column. A stronger cartoonist would be welcome.

I commend the use of color photography. Now more should be done on color graphics. They are easy to produce by computer and often are extremely helpful to the reader in understanding a subject.

As with the Advertiser, I would suggest a considerable increase in news hole, even recognizing that some improvement has been made in recent months.

If I have noted correctly, the Sunday paper is edited primarily by the Advertiser with only one section produced by the Star-Bulletin staff---and it is a very weak one. If this is to be truly Advertiser-Star-Bulletin on Sunday, more of it should be supplied by the Star-Bulletin staff.

I would install a localized Sunday Star-Bulletin magazine. If a slick paper product would be prohibitive in cost, I'd opt for a tabloid newsprint section. It should be devoted heavily to Hawaiian history, Polynesian culture, ethnic groups, island personalities---and not to national subjects. Nor should it be a

dumping ground for puzzles, canned features, etc. Color photography of the Islands should be featured along with annual color photography contests for amateurs. This section would require a small staff, but would be an investment in quality and would help promote the daily Star-Bulletin.

Star-Bulletin editors are to be congratulated for recent improvements, but with the deep pockets of the Gannett organization, even more should be done to make it a major league newspaper.

Inasmuch as I'm not going to be editor of either newspaper, I'd suggest that some aspiring editors be assigned to brainstorm the content and design of both newspapers. After due examination of their navels and seeking counsel from readers (and even from members of the Media Council) some exciting developments might occur. (Council note: Nokes wrote this report before the Star-Bulletin began its News 2000 program, soliciting advice from readers on improving the newspaper.)

I make all these expensive suggestions with the full understanding that the bottom line is important and editors can not go completely hog-wild with the budget. A wise old boss of mine once remarked that before a newspaper can be a success, it must first be a successful business. Even so, I am afraid the readers of both newspapers in Hawaii feel they are short-changed. I am often in the Islands and when acquaintances learn I am a retired editor from the mainland, they invariably offer me adverse comments concerning the Honolulu papers.

Of course, I have no knowledge of the joint operating arrangement between the two papers. It might have some bearing on quality and budget. It does seem that the advertising content (especially of the Advertiser) is too small. Maybe a firecracker needs to be put under the Agency's ad salesmen. A successful newspaper must have the support of the area's businesses.

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NEWS RATIO TO ADVERTISING

In a sample two weeks examined, May 31-June 6 and Aug. 30-Sept. 5, 1991, the Star-Bulletin offered readers more news in ratio to advertising than did the Advertiser. The Star-Bulletin in the period devoted 38.5 per cent of its papers to editorial matter while the Advertiser devoted 36.7 per cent to editorial matter. Overall, however, readers of the Advertiser got slightly more in editorial volume, 29,173 column inches to 28,925 in the Star-Bulletin.

In another sampling of two days in June, 1991, Monday the 24th and Friday the 28th, the Star-Bulletin offered more than 28 pages of local, national and international news to slightly less than 26 pages in the Advertiser.

On those days the Star-Bulletin gave 4.3 per cent of the paper to international news, 15 per cent to national and 15.2 per cent to local. The Advertiser gave 4.5 per cent of the paper to international news, 11.3 to national and 11.7 to local.

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HONOLULU DAILIES COMPARED TO SIX WESTERN NEWSPAPERS
OF SIMILAR CIRCULATION

Honolulu editors contend that it is unfair to compare local newspapers with the nation's journalistic powerhouses, newspapers such as the New York Times, Washington Post and Los Angeles Times, with their huge size, revenues, staffs and circulation areas.

We agree.

Accordingly, we sought out six Western newspapers (west of Denver)---three morning and three evening papers---with circulations in the same range as those of the Advertiser and Star-Bulletin. Circulation was the only criterion for selection. We paid no attention to ownership, politics or location. We used 1990 circulation figures, as carried in the 1991 Editor & Publisher directory, in making selections. We managed to find five newspapers in the same range. Only the sixth, the San Diego Tribune, has considerably more circulation.

Since a commonly expressed complaint in Honolulu is that the dailies fail to carry sufficient national and foreign news, we counted the number of stories and measured the number of column inches devoted to national and international news in all eight newspapers for the six-day week of Monday, July 22 through Saturday, July 27, 1991.

We made other comparisons of a more qualitative---and therefore less precise---nature which are summarized further along in this section.

The three morning newspapers compared with the morning Advertiser were:

The Spokesman-Review, (98,000), Spokane, Washington. Founded in 1883 and classifying itself as Independent Republican, it is family owned.

The Californian, (85,000), Bakersfield, California. Founded in 1866, it is not part of a chain.

The Register-Guard (73,000), Eugene, Oregon. Founded in 1867, it is independent in politics and family owned.

The 1990 circulation of The Honolulu Advertiser was 98,000. An independent newspaper founded in 1856, it is family owned through the Persis Corp. which in recent years has acquired newspapers in Tennessee and the state of Washington.

Here are the figures for one week in July:

TOTAL NATIONAL AND INTERNATIONAL NEWS

<u>Name</u>	<u>Size Of Paper</u> <u>No. Pages</u>	<u>No. Stories</u>	<u>Col. Inches</u>
<u>Spokesman-Review</u>	222	233	2,074
<u>Register-Guard</u>	254	209	1,754
<u>Advertiser</u>	248	182	1,487
<u>Californian</u>	240	179	1,439

BREAK-DOWN

	NATIONAL		INTERNATIONAL	
	<u>No. Stories</u>	<u>Inches</u>	<u>No. Stories</u>	<u>Inches</u>
<u>Spokesman-Review</u>	148	1,357	85	717
<u>Register-Guard</u>	124	1,007	85	747
<u>Advertiser</u>	112	863	70	624
<u>Californian</u>	125	1,009	54	430

The evening newspapers compared to the Star-Bulletin were:

The Phoenix Gazette (86,000), Phoenix, Arizona. An independent newspaper founded in 1880. Owned by the Pulliam family which also owns the Indianapolis News & Star. The Gazette has a sister newspaper, the Republic, in the morning.

San Diego Tribune (116,000), San Diego, California. A Copley group newspaper founded in 1895. Lists itself as independent. Has a sister newspaper, the Union, in the morning.

The Daily Breeze (87,000), Torrance, California. Located in heavily populated Los Angeles County, it operates in the shadow of the huge Los Angeles Times. It is also a Copley group paper founded in 1894. Republican.

The 1990 circulation of the Honolulu Star-Bulletin was 89,000. An independent newspaper founded in 1882, it was once owned locally but was sold 20 years ago to the Gannett Corp. which owns 82 other newspapers. For business and production, it has a joint operating agreement with the Advertiser.

The figures for these evening newspapers one week in July:

TOTAL NATIONAL AND INTERNATIONAL NEWS CARRIED

<u>Name</u>	<u>Size of Paper</u>	<u>No. Stories</u>	<u>Inches</u>
<u>Phoenix Gazette</u>	370 Pages	252	2,060
<u>San Diego Tribune</u>	488	268	1,923
<u>Honolulu Star-Bulletin</u>	242	228	1,775
<u>Torrance Daily Breeze</u>	278	188	1,397

BREAK-DOWN

	NATIONAL		INTERNATIONAL	
	<u>Stories</u>	<u>Inches</u>	<u>Stories</u>	<u>Inches</u>
<u>Phoenix Gazette</u>	182	1,461	70	599
<u>San Diego Tribune</u>	168	1,235	100	688
<u>Honolulu Star-Bulletin</u>	113	1,034	115	741
<u>Torrance Daily Breeze</u>	123	965	65	432

In the following accounts, the Advertiser and the Star-Bulletin are compared to each of the three Western newspapers in their morning or afternoon field. Although local news coverage is the core of all but the national newspapers, we have not made comparisons on local coverage because of the difficulty of assessing how well a newspaper covers what to us is an unknown city. Instead we confined our comparisons to topics that share a more common ground.

SPOKANE SPOKESMAN-REVIEW AND THE HONOLULU ADVERTISER

The Spokesman-Review offers a more appealing appearance than the Advertiser. Its color photos are sharper and clearer, its black-and-white photographs clearer and its type generally blacker and more legible.

As for news substance, the Spokesman, as shown above in the tables for morning newspapers, carries about four and a half more columns a day of national and international news than does the Advertiser. On sports and business news, the two papers are about equal, the Advertiser slightly ahead on sports (12 1/2 pages to 11 pages for three sampled days) and the Spokesman slightly ahead on business news (12 pages to 10 total for the same days.). On Friday of the surveyed week, the two papers also were quite close in their heavy coverage of week-end entertainment news. The Spokesman had a twenty-page tabloid for entertainment, the Advertiser 12 regular pages.

The Spokesman uses very little advertising on its opinion or op-ed page while the Advertiser customarily devotes the lower half of the page to ads. In this six-day week of July 22-27, the Spokesman used only a quarter of one page for advertising, this on Saturday when the lower right-hand quarter was used for church ads. The Advertiser, on the other hand, filled the lower half with ads on every day but Friday when the entire op-ed page was given over to a solid column on Iraq, three cartoons and letters to the editor.

The two newspapers can be compared quite handily since they are almost identical in circulation and not far part in total pages. On the basis of our scrutiny, we can report that overall the readers of the Spokesman get more news and more opinion than do the readers of the Advertiser. Alas, they also pay more. The Spokesman costs 50 cents daily, the Advertiser 35.

THE EUGENE REGISTER-GUARD AND THE HONOLULU ADVERTISER

Although the Register-Guard of Eugene, Oregon, is smaller in circulation by 25,000 than the Advertiser, it runs about the same size, sells for the same price and is the morning newspaper of its city.

Visually the Register is a more vivid paper than the Advertiser. Its color photographs are sharper, clearer and more distinct than the frequently blurry color of the Advertiser. The Register's black-and-white photos are more clear-cut. The Register is a neater, trimmer paper, its well-designated sections better designed than the Advertiser's. The Register uses smaller type than the Advertiser, but it appears as easy to read because of the quality of printing.

The Register-Guard also delivers more international, national, business and sports news than the Advertiser. During the sampled week, the Register printed a total of two pages more of national and international news than did the Advertiser. On three sampled days, it gave a total of five and one-half more pages of sports and a total of two pages more of financial news than the Advertiser. The Advertiser did print more entertainment news on Friday, 12 pages to 10. On the other hand, the Register's cover page on the entertainment section had striking color and design. The Advertiser's entertainment section's first page, carrying black-and-white photos with no color, was pale by comparison despite Kathleen Turner aiming a gun directly at the reader.

The Register-Guard carries no advertising on its editorial and opinion pages in contrast to the Advertiser with its customary one-half advertising on the op-ed page. During this sampled week, the Advertiser gave a full opinion page only on one day, Friday. As a result, the Register was able to print a good deal more columns of opinion on the issues of the day than did the Advertiser.

On balance: The morning newspaper reader in Eugene, Oregon, gets more for his or her money than does the morning newspaper reader in Honolulu, Hawaii.

THE BAKERSFIELD CALIFORNIAN AND THE HONOLULU ADVERTISER

These two morning newspapers are much alike in many ways. They are not far apart in circulation (Advertiser 13,000 more); they have the same general appearance, use color about the same amount, have about the same quality of printing and run about the same size in number of pages.

They also deliver about the same amount of international and national news. The Advertiser was a whisker ahead in the sampled week, 182 stories to 179, or 1,487 column inches to 1,439 column inches in that category. They both carried issue-oriented religious news, the Californian on Friday and the Advertiser on Saturday.

The Californian cuts into its opinion page for advertising even more than the Advertiser does. They both use full editorial pages, but the Californian devotes about two-thirds of its op-ed page to advertising as against the usual half page for the Advertiser plus the occasional day when the Advertiser carries no advertising on the op-ed page. The Bakersfield paper carries no editorial or opinion pages on Saturday as compared with the Advertiser's customary page and a half of editorials, cartoons, columns and letters.

The Californian carries almost twice as much sports news as the Advertiser, most of it national in character, and each day it runs an "Accent" section dealing with varying aspects of life.

In sum, both newspapers are much alike, but it would appear to us that the Honolulu reader gets a bit more for his 35 cents in the morning than does the reader in Bakersfield.

THE PHOENIX GAZETTE AND THE HONOLULU STAR-BULLETIN

The Star-Bulletin is a slimmer paper (by 130 pages a week), no doubt reflecting the additional advertising available in the Phoenix area with its two-to-one population advantage.

The Gazette carried two plus more columns⁴ a day of international and national news, most of that in the national category. Actually in the course of the week, the Star-Bulletin carried 115 international stories to the Gazette's 70 or slightly more than a page of additional international news.

In general appearance, the Star-Bulletin seems to be somewhat more orderly than the Gazette. The Gazette uses more color, sometimes sharper than the Star-Bulletin, sometimes not. On one of the rare occasions when both newspapers used the same color photograph---Ian Baker-Finch kissing the British Open golf trophy he had just won---the Star-Bulletin's rendition was a bit clearer.

The Gazette's readers are treated to an emphatic, strongly presented full page of opinion opposite the editorial page every day. Two or three columns on major issues flank two syndicated cartoons. The Star-Bulletin, by contrast, offers a full op-ed page only part of the time. In the surveyed week, the Star-Bulletin had a full op-ed page only three of the six days. On two days, advertising occupied the lower half of the page and on Saturday church ads took up about two-thirds of the page. The editorial pages are quite similar. Each newspaper uses its own cartoonist, the Star-Bulletin featuring the striking work of Corky Trinidad.

The Gazette prints more business news than the Star-Bulletin, 32 columns to 19 in the week under study, and uses more color photography on the section. It also prints more sports news by a third than the Star-Bulletin. Religious news also gets more play in the Gazette. On Saturday, July 27, for instance, the Star-Bulletin carried one religious story and a church calendar on the op-ed page, two-thirds of which was filled with church ads. On the same day the Gazette offered two pages of religious news, including three major stories, a column of opinion and four briefs.

Since both papers sell for 35 cents, it's clear that the Phoenix reader of an afternoon newspaper gets more for his or her money than does a similar reader in Honolulu. But in fairness to the Star-Bulletin, it should be stressed that the Gazette is the larger paper by a third, thanks in large measure to a wider population base and more advertising.

THE SAN DIEGO TRIBUNE AND THE HONOLULU STAR-BULLETIN

All comparisons of the two afternoon newspapers must be considered within the context of size. The Tribune is twice as large as the Star-Bulletin, in the July 22-27 week 488 pages to 242. San Diego's metropolitan area has almost 2,500,000 inhabitants compared to 1,100,000 in the state of Hawaii. Accordingly, the Gazette attracts more advertising.

If personal preferences might dictate which newspaper has the better overall design, it is obvious that the Tribune uses more color more vividly than does the Star-Bulletin. Its black-and-white photographs are also sharper and clearer than the Star-Bulletin's.

The Tribune runs a full op-ed page of opinion five days a week, but carries none on Saturday. The Star-Bulletin in the surveyed week carried a full op-ed page only on three days.

The Tribune printed more pages of sports and business news than did the Star-Bulletin in the week of July 22-27. The Tribune also delivered more religious news on Saturday, five stories about issues and church politics to one religious story in the Star-Bulletin.

The Tribune carried more national-international news than the Star-Bulletin, although not markedly so, considering the size of the newspapers. For the week, the Tribune printed about seven columns more than the Honolulu paper. In the international category alone, the Star-Bulletin actually ran ahead by a small margin.

Lacking a strong readership tie to a local columnist, such as A.A. Smyser or Harriet Gee in Honolulu or Neil Morgan in San Diego, it would be difficult to say which newspaper delivers a clearly superior product. If the decision is based on economics, the Tribune would get the call. It sells for a dime less than the Star-Bulletin.

THE TORRANCE DAILY BREEZE AND THE HONOLULU STAR-BULLETIN

These two newspapers, almost even in circulation and size, leave little to choose in general appearance. The Breeze uses more color and some, though not all, of its color and black-and-white photographs come through clearer than those in the Star-Bulletin.

The Star-Bulletin prints more national and international stories than the Breeze. In the surveyed week, the Star-Bulletin carried 40 more stories and a total of almost three pages more in that category.

On its editorial page, the Breeze uses syndicated cartoons whereas the Star-Bulletin has its own Corky Trinidad. The Breeze appears to skip editorials on Saturdays. At least no editorial page could be found in the edition of July 27. The Breeze uses advertising on its perspective or op-ed page five days a week as contrasted with the three days a week when the Star-Bulletin cuts into its opinion page with advertising.

The two papers print about the same amount of business and religious news, but the Breeze offers about a third more sports than the Star-Bulletin. On Friday the Breeze provides a 24-page tabloid on local entertainment while the Star-Bulletin uses six standard pages for entertainment.

Overall the Star-Bulletin appears to be a newsier and more substantial newspaper than the Breeze, even though the California paper costs the newstand buyer but 25 cents, a dime less than the Star-Bulletin. Operating in Torrance, located in Los Angeles County, home of the fat and prestigious Los Angeles Times, presents the Daily Breeze with unusual competitive problems.

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COMMENT

We received many thoughtful comments from people we interviewed, from those who responded to the surveys of the "People Who Influence" and the Neighborhood Boards on Oahu and from folks who just heard of our work and called up to speak their minds. Some people signed their comments and some, who hesitated to offend newspaper executives in command of publicity channels, did not.

One long-time perceptive observer of the media in Hawaii wrote us a 12-page essay, probably the most thorough analysis we received. The writer, not a member of the Council, wishes to remain anonymous. Here are some excerpts:

"Honolulu is a very good newspaper town and a good town to newspaper in. People here will appreciate and support a good newspaper, or newspapers. That's because Hawaii is a small and close-knit community whose people are interested and involved in what's going on. And because of that, newspapering here could be productive, rewarding and fun.

"Unfortunately, the newspapers here are not good, and newspapering here is---I would guess---somewhere near an all-time low as far as enjoyment, morale and talent are concerned.

"Why? Many reasons, of course, mostly feeding upon each other. Basic, though, are the complacency and greed created by monopoly, and the willingness to become an active partner in, rather than a disinterested observer of, The Establishment.

"The two papers seem to be following the line of least resistance and hewing to a fundamental principle of human nature---Why do more than we have to? If we can make huge profits without working too hard at it and without rocking the boat, why bother to exert ourselves? Why spend more money on talent and coverage when we can succeed (financially) by keeping expenses down? Also, staying on the side of the Establishment not only feeds coffers and egos, it also diminishes the danger of having the joint operating agreement seriously challenged.

"What to do? First, get out of the Establishment, get rid of all the outside entanglements (financial and otherwise), get shut of the idea that they have to worry about whom they offend or whose feelings they hurt.

"Start crusading. Don't take a limp-wristed shot at some ill, and let it go at that. Hammer, hammer, hammer---and keep hammering. Put some of the editorials on the front page. Make a difference."

Comments From Policy-Makers And Neighborhood Boards

This theme---Wanted! A More Vigorous Daily Press---was echoed by many of those who responded to our survey of 425 Neighborhood Board members and a list of 325 Oahu residents who are influential in forging public policy and/or who are involved in public issues.

About 50 per cent of those questioned by mail responded to our survey and a substantial minority of these appended comments to the questionnaire. Here are some of the chief lines of thought:

More Investigative Reporting

... Concerned about the dearth of investigating reporting on local issues. ... Our local press gives up too easily. ... I want them to chew through the layers of "what seems to be" until they can give us a taste for "what is." ... Public policy group.

... Generally the local coverage lacks bite. I don't mean muckraking. The papers are not digging; reporters seem to take what's told to them and go with it while editors don't seem to insist on reporting that gets behind the scenes. ... Policy group.

... There is a need for more investigative reporting in both dailies. ... Policy group.

.... I do not believe the two major papers cover the local political situation in depth. There is an awful lot boiling below the surface in this State which is overlooked or swept under the rug. Where are the investigative reporters? ... Policy group.

.... Very little investigative journalism. Hawaii is going down the tubes, selling out to the big money. There are some big stories there, but both newspapers shy away from them. ... Policy group.

... Pro Democratic party. Absolutely no research or investigative reporting. Corruption stories disappear in one day. ... Neighborhood Board member.

... Where is the investigative reporting? On a mass circulation basis, all we have is Jim Dooley whose byline has been almost non-existent lately. What is the press afraid of? ... Neighborhood Board.

... Both papers need in-depth reporting to expose corruption in government at all levels. ... Neighborhood Board.

... Local newspapers need more reporters assigned to do investigating reporting, especially in the area of government and politics. ... Neighborhood Board.

... Not enough investigative reporting. ... Neighborhood Board.

... I am disappointed the media do not provide more in-depth investigative coverage in advance of a public controversy instead of in response to it. ... Neighborhood Board.

... Both papers need to be more aggressive in coverage. ... Neighborhood Board.

... Whatever happened to investigative reporting? Are media owners too invested in the power structure to investigate? Has anyone read Land And Power? ... Neighborhood Board.

And a companion theme of those surveyed: More In-Depth And Analysis.

... Local issues need more analysis. ... Policy group.

... Serious lack of in-depth investigative reporting; seems like papers are worried about "talking stink;" perhaps community is so close-knit people are worried about whom they'll see socially, need donations from, appointments. ... Policy group.

... Both papers should feature more in-depth news analysis. ... Policy group.

... Lack depth an analysis. ... Policy group.

... Very shallow news reporting. ... Policy group.

... Newspapers rarely have anything in depth. ... Policy group.

... More analytical reporting on local news. Too often (undoubtedly due to press deadlines) controversial matters are reported in the style of one side says X and the other side says Y with no follow-up by the reporter getting rebuttals from either side or more importantly getting views from relatively disinterested knowledgeable persons on the subject. ... Policy group.

... "Just as a person must have eyes to see, so must a community have newspapers:" Rebecca West. HONOLULU IS BLIND! ... Neighborhood Board.

... Should be providing in-depth coverage of local issues. Unfortunately, this usually boils down to tear-jerker or sensational stories about personal tragedies rather than serious discussion of current events. ... Neighborhood Board.

They Want More

... Expand financial coverage, stock quotes. Expand sports coverage. ... Neighborhood Board.

... Having taken the San Jose Mercury-News for 30 years before moving here some 6 years ago, we were appalled at the paucity of news coverage in the local papers. ... Neighborhood Board.

.... When I want news, I feel like all the 2 Honolulu papers have is ads. ... Neighborhood Board.

... I find that the Advertiser's fitting the whole of world news on one page appalling. National news is only published when it is sensational. Financial news, considering Hawaii is the economic center of the Pacific, is so poor as to be ridiculous. ... Neighborhood Board.

... There is no excuse for their poor coverage of international, national or local news. They could do so much to improve Hawaii, but obviously don't give a damn about even trying! ... Policy group.

... Need more international coverage. ... Policy group.

... I am disgusted by the paucity of news' stories, in depth stories and commentary on world, international and local issues. ... Policy group.

... Not enough in quality or quantity. ... Policy group.

But A Few Folks Think The Newspapers Are GREAT!

... As local papers go, the Advertiser is pretty good ... Policy group.

... I read the Advertiser from cover to cover and I love it. The Star-Bulletin is excellent ... Neighborhood Board.

... In general the papers are okay ... Neighborhood Board.

... Over all the Advertiser and Star-Bulletin are excellent newspapers that serve our community in fine fashion. ... Neighborhood Board.

... The Star-Bulletin has excellent reporters for the education area. ... Neighborhood Board.

Better Printing, Please.

... Improve printing and color for Star-Bulletin. ... Neighborhood Board.

... Ink problem is getting bad. ... Neighborhood Board.

... Print was so poor I discontinued purchasing ... Policy group.

Papers Don't Match Hawaii's "Pacific Hub" Aspirations

... If Hawaii's goal is to be an East-West resource, the newspapers are woefully inadequate in covering Pacific Rim news. ... Policy group.

... If Hawaii is to become a financial or information center, "the crossroads of the Pacific," then the newspapers must significantly upgrade. ... Policy group.

... We should be the leader in in-depth coverage of Pacific Rim countries re politics, finance, culture, etc. ... Policy group.

... More news about Pacific nations needed. ... Policy group.

... The coverage of Pacific Basin news is the worst, ... Neighborhood Board.

... There is a definite lack of coverage of the international scene, especially the Pacific and Asia. ... Neighborhood Board.

Papers In Bed With The Powerful

... We have the kind of government, scandals, over-regulation and anti-business climate here in part because the local papers, especially the Advertiser are part of the problem, special interests, rather than crusaders for truth and change. ... Policy group.

... There appears to be a real bias of both editorial pages to appease state leaders in government. ... To that extent, the dailies do a great disservice to the community. ... Policy group.

... All local media lick the boots of the local establishment that feeds them money. ... Policy group.

... The two newspapers appear to be so tied into the political machine here, it is difficult to obtain objective news. ... Neighborhood Board.

... There is no doubt that our papers fear any form of news that is contrary to the political status quo here in Hawaii. ... Policy group.

... Both papers tend to be cheerleaders/apologists for the administration (whether state, city or county), rather than objective reporters of fact. ... Neighborhood Board.

... Press agents for politicians. ... Policy group.

More Muscle In Editorials

... Advertiser editorials tend to be wishy-washy and written at approximately 8th-9th grade level. ... Policy group.

... More guts in editorial content. ... Policy group.

They Prefer Public Radio and TV News

... Responsible news coverage with completeness as a rule can be found on KHPR and KIPO radio. ... Should be the model for all news. ... This also goes for MacNeil/Lehrer news report on PBS. ... Policy group.

... I rely on MacNeil/Lehrer and "As It Happens," public radio, to keep informed on day-to-day world events. ... Policy group.

... I get my news from KHPR's All Things Considered or secondarily the MacNeil/Lehrer news hour. ... Policy group.

... I rely on TV, including MacNeil/Lehrer news hour. ... Neighborhood Board.

Less Ads, More News

... Advertising occupies too much space in all papers, especially Sunday edition. ... Policy group.

... Much less advertising. ... Neighborhood Board.

... A disproportionate share of the total space is sold to advertisers. ... Policy group.

More Neighborhood Board News

... More about improvement of neighborhoods. ... Neighborhood Board.

... Much is discussed at Neighborhood Board meetings that needs to be exposed to the public. ... Neighborhood Board.

... Why not a summary of Neighborhood Board meetings? ... Neighborhood Board.

... Serial coverage of community Neighborhood Board major problems and priorities is lacking. ... Neighborhood Board.

Additional Comment By Neighborhood Board Members

... Terrible financial page, particularly Saturday. ... Classified ads are too expensive ... Star-Bulletin reporting indolent and superficial ... Compared with newspapers from other cities, local newspapers lacking objective unbiased reporting ... Strongly request the ads for strip joints be cut. I do not appreciate demeaning "girlie" ads ... I refer to CNN news and Headline news too for better national and international coverage ... Papers print "yesterday's news" ... No follow-up on news ... Misspelled words, terrible grammar and what used to be typographical errors are now common place and an embarrassment ... The Sun Press papers have the dailies beat by a mile on local news ...

Additional Comment By People Who Influence Policy

... I question the news judgment of the Advertiser when on the first two days of the failed Russian coup it played Hurricane Bob above the Soviet story ... Native Hawaiian issues are complex and deserving of more coverage and a "beat" in the papers ... Add more emphasis on health today and natural resources ... Once a week a guest editorial from someone like myself and many others whom I could name would be a service to the community ... I recognize the distance and the cost of providing broader coverage, but I hope that it will improve ... All news reporting particularly negative of any individual must be checked and double checked to insure it is correct and proper.

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(Note: Martin Hayden, former editor-in-chief of the Detroit News, died Sept. 15, 1991.)

END

HONOLULU COMMUNITY-MEDIA COUNCIL

RESOLVES COMPLAINTS
INVOLVING THE NEWS MEDIA

PROMOTES HIGH QUALITY
JOURNALISM
IN HAWAII

SPONSORS PUBLIC FORUMS
ON MEDIA ISSUES

WATCH-DOGS FIRST AMENDMENT
RIGHTS AND FREEDOMS

P. O. Box 22415
Honolulu, Hawaii 96823-2415
Tel: (808) 521-6323

THE COUNCIL'S WORK

A unique organization, rarely duplicated in U.S. cities, the Honolulu Community-Media Council is composed of 45 members, citizen volunteers who strive to resolve differences between the local news media and the people and organizations whose activities the media report.

The Council's prime function is to receive and address complaints by persons who believe they or their organizations have been treated unfairly by the media. The Council also addresses complaints brought by the media against public officials for their handling of public information.

For the most part the Council manages to resolve complaints via a process of mediation, but if that fails, the Council investigates, holds a formal hearing and delivers a report. Lacking enforcement powers, the Council relies on the weight of public opinion to bring about changes recommended in its reports.

A non-partisan, non-governmental, independent body, the Honolulu Community-Media Council also seeks to promote quality journalism in Hawaii, broaden public understanding of the role of the media, foster discussion of media issues and strengthen public support for our First Amendment rights and freedoms.

The Council offers the public an annual seminar and lecture on media issues, lobbies for measures supporting the public's right-to-know, evaluates performance of the media and combats arbitrary and improper anti-media moves by public officials.

BRIEF HISTORY

The Honolulu Community-Media Council grew out of a dispute in 1969 between the city's mayor and the Honolulu Star-Bulletin. Claude Du Teil, then rector of St. Christopher's Episcopal Church in Kailua, sought to resolve the differences. Out of the ensuing discussions came the idea of a media council. A major conference on the campus of the University of Hawaii at Manoa on media issues further refined the idea and in 1970 the Council was formed. Since then, services of the Council include:

- Handled more than 100 complaints against the media, chiefly via discussion and mediation, but occasionally via formal hearings.
- Development of guidelines for police-media relations, accepted by the Police Department and most of the news media.
- Lobbied for passage of Hawaii's Sunshine Law requiring public access to government meetings and records. Assisted in forming the Sunshine Law Coalition to monitor progress in opening government to the people.
- Investigated the issue of newspaper advertising of "adult entertainment," leading the Hawaii Newspaper Agency to adopt a policy limiting such ads.
- Developed guidelines for reporting public opinion polls during election campaigns.
- Presented a series of public forums on media issues.
- Facilitated initial cable broadcast of Honolulu City Council proceedings in 1986 and currently serves in an advisory capacity on Council programming.
- Issued a report evaluating the editorial performance of the Honolulu Star-Bulletin and the Honolulu Advertiser. (1991)

LODGING A COMPLAINT

If you think you or your organization has been treated unfairly by the media, whether print, radio or television, call 521-6323 or write the Honolulu Community-Media Council at P. O. Box 22415, Honolulu, HI 96823-2415.

You will be asked to submit your complaint in writing. The executive committee will act promptly upon receipt of your report. Efforts will be made to bring you together with the proper media executive and to seek resolution of the complaint through mediation. Usually when you and the media executive sit down face-to-face, the discussion resolves the matter to the satisfaction of both parties.

If mediation fails and you wish to pursue the complaint further, a Council committee will investigate, talk with those involved on both sides and issue a prompt report. Then both sides are invited to appear before the Council for a formal hearing at the conclusion of which the full Council will make its final judgment on the case. This decision by the Council is made public at once and distributed to the media.

Although the Council has no power to impose sanctions or otherwise penalize the party held to be at fault, public airing of the dispute and the findings does have an impact in the community. Most branches of the media, sensitive to public rights and concerns, pay attention to the Council in light of its broad representation of the many cultural, economic and social sectors of the city.

STATE OF JOURNALISM IN HAWAII

PART 2

Honolulu's Daily Local T.V. News Shows

September 1992

FLETCHER KNEBEL
Coordinator & Editor

JIM BECKER
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HONOLULU'S LOCAL TV NEWS PROGRAMS

PART 2 Of

THE STATE OF JOURNALISM IN HAWAII

The Honolulu Community-Media Council's annual report on the state of journalism in Hawaii this second year appraises the daily television local news programs produced in Honolulu.

Three TV stations, KHON (Channel 2), KITV (Channel 4) and KGMB (Channel 9) broadcast local news on a daily basis. The state is well supplied with TV international and national news via these three stations, all network affiliated, and a number of other channels. This report deals exclusively with the local news as gathered, edited and presented by Channels 2, 4 and 9.

The local evening news shows of the three stations were taped for the week of June 1-5, 1992 and scrutinized for this study. (The scrutiny did not involve the ten p.m. news shows nor the new morning news show started this summer by Channel 2.) The evaluation was made by two groups, one composed of four Honolulu teams, many of them Media Council members, and the other composed of five retired mainland TV news directors.

Both groups studied the tapes with an eye to journalistic excellence and enterprise, balance and fairness, accuracy, objectivity, lack of errors, quality of filming, professionalism, significance and service to the viewer. In addition, mainland evaluators compared what they saw to similar programs on the mainland. There were, however, no mandatory guidelines. The Council recognizes that such evaluations are largely subjective and, accordingly, did not attempt to impose obligatory guidelines.

In addition, Council members interviewed the news directors and other personnel of each station, listened to the views of many non-Council members,

consulted other TV news studies and considered many news programs of the three stations outside the designated week.

Our scrutiny of TV local news took place during rising criticism of network television's handling of national news. Two father figures of TV journalism recently spoke out against what they see as a deterioration of quality in national television news. In an interview with TV Guide, Walter Cronkite, for many years the trusted voice of CBS News, said he was disappointed in television "because I thought in the first 20 or 30 years we had built a solid standard for broadcast journalism that would last. And now I see it constantly weakening." He called the new tabloid TV shows "terrible, absolutely ghastly."

Bob Sevey, for more than 20 years the respected anchor for KGMB's local news programs and a man often called "Hawaii's Walter Cronkite," went even further in a recent discussion of the medium: "The bottom line is that television news in the nineties is obsessed with the trivial, the sensational, the banal, because it is controlled, not by journalists, but by bean counters."

Television news has been a fixture on Oahu for some forty years, during which ownership and staffs have undergone many changes. As of today, here are thumbnail sketches of the three Honolulu TV stations which produce daily local news programs. Each of the stations has transmitters on the neighbor islands and broadcasts state-wide.

KHON, Channel 2. Owned since 1985 by Burnham Broadcasting, Chicago, a limited partnership which also owns TV stations in New Orleans; Mobile, Ala.; Greenberg, Wis. and Bakersfield, Cal. One hundred one employees, including about 40 on the news staff. Most prosperous of Burnham chain. Has far more viewers for news than its two Honolulu rivals, about doubling their Nielsen ratings and share numbers.

KITV, Channel 4. Owned since 1986 by Sharad Tak, of Potomac, Md., a naturalized U.S. citizen from India who also owns three FM radio stations and TV stations in Buffalo and in Madison, Eau Claire, LaCrosse and Wasau, Wis. Ninety-three employees, including 37 on the news staff. Operating since Jan. 3, 1991 under a federal bankruptcy court. Tak borrowed heavily to buy his chain and was forced into bankruptcy.

KGMB, Channel 9. Owned since 1976 by Lee Enterprises, which bought the station from former Congressman Cecil Heftel and which also owns TV stations in Albuquerque, Omaha, Tucson and Charleston, W. Va., and a radio station in Portland,

Ore. Ninety-one employees, including 34 full-time and 13 part-time on the news staff. Last major change in news focus and direction in 1986 when Bob Sevey, long the dominant force in TV news here, retired.

If the ideal local daily TV news program in Honolulu should provide viewers with impartial, honest, accurate and professionally presented highlights of the leading events and trends in their state and community, then against that ideal the Media Council would rate the three TV news programs as well below top flight.

Three of the five mainland retired news directors were bluntly critical of all three news shows. Three Honolulu evaluation teams, each assigned to study one news program for a week, turned in downbeat reports. The fourth team, charged with scrutinizing the news output of all three stations, ranked KHON-2 first, KITV-4 second and KGMB-9 last, but concluded that all three lacked the substance and polish of first-rate news programs.

The report was submitted to all three stations for comment and their reactions are printed in full at the end of our assessment. There is also an appendix that includes the full appraisal of each mainland evaluator and summaries and comments of the four local evaluation teams.

The five evaluators from the mainland are all retired TV news directors selected from a list recommended by David Bartlett, executive director of the Radio-Television News Directors Association. In toto, they had some 150 years experience in the production of television news. They are:

Bob Brunner. A graduate of Southern Illinois University, he spent 23 years as a reporter, anchor, news director and executive news editor for WSAZ-TV, Huntington, West Virginia, and is a past national chairman of the Radio-TV News Directors Association. He currently works as communications director for Gov. Gaston Caperton of West Virginia.

Wayne Collins, the only one of the five with TV experience in Honolulu. A broadcaster, anchor and news director for four Honolulu radio and TV stations from 1948 to 1966, he did Hawaii's first TV newscast, the old Pan American World News. From 1972 to 1989 he served as associate director of the University of Arizona's Environmental Research Laboratory and since then has worked as a consultant. He lives in Prescott, Ariz.

Ken Kurtz, a graduate of Swarthmore College, was a radio news director in three southern cities from 1955-60 and an award-winning TV news director in four

and midwestern cities for 30 years. He retired after 15 years as vice president for news at WKYT-TV, Lexington, Ky., his current home.

James L. Snyder retired last year after 22 years as vice-president for news of the four Washington Post-Newsweek TV stations in Detroit, Miami, Hartford and Jacksonville. Earlier he had produced the CBS Evening News with Walter Cronkite, and been a TV news director in Washington, D.C., Detroit and Pittsburgh. His career covered 40 years in broadcast news. He lives in Bethesda, Maryland.

Bill Swing, a graduate of Reed College, began as a writer for the Portland Oregonian, worked as executive assistant to U. S. Senator Mark Hatfield of Oregon, switched to television news and spent his last 15 years as news director of KPTV in Portland, Ore. He now deals in rare books and lives in Portland.

Generally the five mainland professionals, after viewing tapes for the first week in June, rated the Honolulu stations as competent to mediocre in their presentation of local news. In the minority, Bob Brunner, the former Huntington, West Virginia, news director, gave the most approving over-all appraisal.

"Honolulu residents," he said, "get more local news stories from their television stations than most Americans. They get less 'flash and trash' and for the most part, little 'if it bleeds, it leads.' ...

"While there is less original reporting than in many major markets, there is also less fluff. There was no serious commentary or editorial effort shown. For the most part the three stations cover local news seriously, with some flair and a modicum of creativity, There is really no major difference between the three stations. There does not seem to be a sharp competitive edge.

"The big weakness? Regional coverage..... Were I resident of a neighbor island or even a more remote part of Oahu, I would wonder if anyone knew I existed.

.... You Honolulu types are fortunate in having decent local news. Many of your mainland friends are less well-served."

Ken Kurtz, the former Lexington, Ky., TV news chief, put his contrasting opinion bluntly: "I am not impressed with the caliber of these newscasts."

He compared Honolulu's TV news output unfavorably with that of his Lexington, Ky., home, "half again smaller than your market," and with that of nearby Louisville, "a top 50 market" like that of Honolulu.

"All three Lexington stations, and two of three Louisville stations do hour long

early newscasts. All six stations have meteorologists on their staffs. All six have live micro-wave news units (most more than one), four of the six have satellite trucks, several have outlying news bureaus."

Compared to these two population areas, Kurtz said, Honolulu "suffers in time spent on news, in facilities, in commitment and I suspect staff size. I expected much more and much better from a city of your size. It simply doesn't stack up with either Lexington (50 % smaller, remember) or Louisville (same size metro area)."

Wayne Collins, the early vintage Honolulu TV newscaster, compared the news production techniques of Channels 2 and 4 unfavorably with most mainland markets, but gave high marks to Channel 9 and to Anchorwoman Jade Moon. Rating the stations 1 to 5 in seven categories, Collins scored Channel 9 (KGMB) 33 out of a possible 35 points, Channel 4 (KITV) 25 and Channel 2 (KHON) a third-place 19. He recognized that his opinion ran counter to those of Honolulu TV viewers.

"Channel 2 may be lowest on my scorecard," he said, "but it is probably perfectly content to coast along with Joe Moore, gaffes and all, or perhaps because of the gaffes and all, and take the money to the bank. As financial success must be the primary objective of a television company, why should they change anything they think they're doing right? Were I a shareholder, I would take the dividend and run for it.

"Channel 4's offering is a typical US medium-city television news program. Dan Cooke and Tina Shelton are typical medium-city anchors. They succeed in conveying the news from Point A to Point B, but one gets the feeling the whole thing would be perfectly interchangeable with a local newscast in Albany or Albuquerque simply by replacing Hawaiian words with Indian or Hispanic nomenclature. ... These people are okay, but Hawaii deserves better.

"Hawaii gets better with Channel 9. Jones, Moon and Co. do not add up to Bob Sevey but they are smooth, competent, professional and akamai. In today's real world, and in a market the size of the Islands, this is about as good as a local newscast is likely to get."

Bill Swing, the former Portland, Ore., news director, put his over-all summation on the three stations concisely: "At best: Competent. At worst: Bush-league."

"There were some occasional bright spots," he said, "on these three television stations, but by and large most of the staffs appeared to be doing merely what was

expected of them."

He did not compare the stations, but instead listed 23 shared deficiencies, including too much time spent on the set instead of field shots, lengthy anchor chats, too much banter, too much sports, too many euphemisms that spoiled clarity, not enough objectivity, not enough fresh film shot each day, unimaginative camera work and careless language.

Jim Snyder, who rounded out his long career with more than two decades as vice president of news for the Washington Post-Newsweek TV stations, applauded Honolulu's TV news people, but took a less than enthusiastic view of their product.

"I liked the news people I saw on the Honolulu stations, but I was far from satisfied with the news content and the technology used to present it. I would urge the news directors to (1) say NO more often to requests for coverage of news conferences called by publicity seekers, (2) do more anticipating rather than reacting to the attention-getting efforts of politicians and government officials, (3) work harder to put crime, politics and government news in perspective, (4) hire or develop some specialists who can add depth to your coverage and (5) broaden your news coverage horizons.

"Get out of downtown Honolulu as often as you can. And finally (6) do some audience research to make certain you understand your viewers and their reactions to the news you are producing now.

"One more thing. How could I forget? Hire a bright, compelling weather person and stop kissing off the weather."

Honolulu TV watchers, whose dialing preferences make Joe Moore of Channel 2 the most popular anchorman and the leading personality of TV news in Hawaii, may be surprised to learn that the mainland news directors are critical of him. Four out of the five took shots at Moore.

Kurtz: "Joe (Mr. Excitement) Moore is inept, often telling us he hadn't read his copy (deduct from paycheck. This is his job). He is not warm and fuzzy. I don't wish to welcome him to my home. Yes, I have heard of 'anemone' before your cast, and he should have. If this is the No. 1 anchor on the No. 1 station, you are all in big trouble."

Swing: "One anchor (Joe Moore) complained on the air when he stumbled on a property tax piece, and then, on another evening, forgot it was the early, not late,

newscast. Lesson: Woodshed all copy."

Collins: "The really astonishing thing was anchor Joe Moore. Didn't he used to be a sportscaster? Perhaps he was more comfortable in that line of work. On camera Moore was stiff, read the teleprompter copy very slowly, as if he had never seen it before, a supposition for which he provided additional evidence, and gave the impression he was really not very interested in what he does for a living. Maybe it is reading per se he finds difficult. Moore laid two extraordinary asides upon us during the week. First, after reading aloud a complicated on-camera story about tax reform, a story he clearly did not comprehend, he paused, looked around in mild distaste, and said he had an advantage over us: he had the script and he could go back and re-read it and see if he could understand it. Second, after the great aquarium expose, Moore told us, almost with pride, he had never known before there was such a word as anemone."

Snyder: "Mr. Moore, in all his single anchor wisdom, tries to end his show each night with a 'kicker,' so the audience can go away happy. This is a good idea, but the week I watched, Mr. Moore was 0 for 5---unless you slap your thigh when you hear that Sitting Bull's father was named Jumping Bull."

KITV (4) took a drubbing from three of the mainland directors for giving publicity to a new Disneyland show by permitting a person dressed as Mickey Mouse and provided by Disneyland, to chat with the anchor people and actually help explain the weather.

Swing: "It's true that TV news appears as a relatively tiny island in a big sea of entertainment, but does Mickey Mouse have to appear as a guest weather reporter?"

Kurtz: "The KITV weather gives a new meaning to the term 'Mickey Mouse weathercast.' This was a commercial, besides a lousy idea. Has to be seen to be believed."

Collins: "It was a shameless, endless plug for the new show at Disneyland, complete with a simpering actor in a Mickey Mouse suit miming before the weather map."

Three of the directors criticized the Honolulu TV news shows for spending too much time on the anchor set. "The anchor interaction," observed Brunner, "is kept mostly to the latter part of the program and is an acquired taste. I never acquired it."

Swing: "Too much time on the set. Anchors ought to be the connective tissue which holds the rest of the newscast together. Not the main attraction. Anchor leads

appeared from time to time to be too long, particularly at KGMB and KHON."

Kurtz: "Why do we need two anchors in a 30-minute cast? Get one of them out on the street---as Tina Shelton did several times with good results."

Two of the mainland directors came down hard on the Honolulu stations for skimpy weather reporting. "Why do these stations kiss off the weather news?" asked Snyder. "I do not know of any other city in the top hundred markets where the top three stations do not have a meteorologist on the staff or where all the amazing TV station weather equipment developed in recent years is not being used. Satellite maps, storm warning devices, computerized graphics and radar make TV weather reporting a major public service."

Kurtz: "Listen, you have eight major islands, stretching over 350 miles. Yes, your weather may be 'grrreat,' but it does vary and those non-regular viewers, tourists and others, need to know more than you told us. Why no meteorologist? (Possibly combined with an ecology-environmental reporter.) In these parts (Kentucky), weather is the most watched part of our news. Our weather person is the best known in the area, even over the No. 1 anchor. In Honolulu, if you blinked, you missed today's weather." Kurtz once timed Bob Jones (9) racing through the weather in 27 seconds.

Three directors took KGMB (9) to task for various goofs, but two of them also praised the station for enterprise and initiative outstripping its rivals. Brunner applauded Channel 9 for a "definite news feel," then added: "Then came Tuesday (June 2) and they led with a truck overturning. Good picture? Yes. Importance to the citizenry watching? As close to nil as you can get." (No one was seriously injured.)

Collins lauded 9 for "excellent field reporting." He said the "news copy written for the on-camera readers was above average and the overall impression was that this was as good as a news program as can be found in most American cities and probably better than most.

"The anchors (at 9) were clearly the best of the crop in Honolulu," Collins continued, "and I'd put them up against any of their brethren in Phoenix, a market more than twice the size. Ex-newspaperman Bob Jones seemed comfortable and relaxed on the air, giving the impression he enjoyed what he was doing, hallmarks of an experienced broadcast journalist who works at his trade. There was still a sort of boyishness about Jones, although he was clearly getting a bit gray above the gills. Jade Moon was a young high-octane beauty with incredible eyes who read rapidly and extremely well wit, clarity and comprehension, the TV news editor's dream.

One got the impression she is a savagely bright young lady who could whip over to the mainland and give Connie Chung a run for the money. Moon can have one hell of a career, if that's what she wants."

Two of the directors in varying pairs agreed on these points:

KITV praised for its "production values" and for "doing more with less."

Bob Jones's humor sometimes misfires.

Sports here aimed at jocks. Sports are not well done.

Too much superficial confusing "happy talk" at the anchor table.

Not enough get-the-story enterprise nor enough fresh field video.

Poor coverage of Hawaii outside Honolulu.

Only Kentucky's Kurtz and Arizona's Collins praised individuals by name, both complimenting Jade Moon (Channel 9) and Barbara Wallace (2). In addition, Kurtz had kind words for Tina Shelton, Dan Cooke and Daryl Huff of 4, Ross Mihara on sports of 9 and Barbara Marshall of 2. Collins had compliments for Bob Jones (9) and Denby Fawcett (4), who happen to be husband and wife.

A Media Council study showed that the three stations devoted slightly less than sixteen minutes average to news out of each half-hour show. KGMB (9) ran the most news, 16:39 minutes, and KHON (2) the least, 15.07 minutes. Here's the box score for the evening shows, week of June 1-5, 1992:

NEWSCASTS	KGMB	KHON	KITV
Avg. Duration (mins: secs)	27:56	28:43	28:48
Of which:			
News	16:39	15:07	16:00
Advertising	6:12	6:18	7:00
Sports	3:03	4:17	4:02
Other (intros, heads, buffers kickers, promos & credits)	2:03	3:03	1:49
Avg. news story duration	1:19	1:06	1:14
Avg. No. News stories	12.7	13.8	13
Avg. No. Voices Per Story (excluding reporters & anchors)	1.05	.82	.92

Another Media Council statistical study underlined what is obvious to any one who follows the media: The television news programs air only a fraction of the

Honolulu and Hawaii news carried by the two Honolulu daily newspapers. The newspapers print an enormous number of local stories never broadcast on any of the TV stations. The TV news programs do, of course, carry some stories unfound in the papers, but not many. Of what competition there is with the newspapers, Channel 2 leads its two rivals. During the week under study, KHON aired 26 local stories not carried by the newspapers, KITV aired 23 and KGMB 17. The newspapers printed 156 local stories unseen on KGMB, 149 not seen on KITV and 147 unseen on KHON.

The Media Council's four evaluation teams agreed with many of the points made by the mainland TV news specialists, but differed on several. None of the local teams, for instance, showed concern over the calibre of weather reporting. . Here are the leading criticisms leveled at all three stations by two or more of the local teams:

- # Too much passive reporting (covering pre-set press conferences, media events, demonstrations and performances) and very little reporter and camera enterprise.

- # Too much banter, confusing chatter, forced humor and pure drivel by the anchor people.

- # Disproportionate time spent on court cases, probably because daily pool video is available for the asking.

- # Not enough background and meaning given to stories.

- # Far too little use of women as sources and experts.

- # Too much non-newsworthy plugging of products and people. (This will be discussed in detail later.)

- # Not enough neighborhood and neighbor island news.

- # Gratuitous editorializing by some reporters and anchors.

- # Confusing use of old movie film, some of it fictional, to fatten up stories.

- # Too much film of minor traffic accidents, small fires and fluffy features.

- # Too many corny "kickers," the brief upbeat items on which most TV news shows close.

- # An excess of mispronunciations, flawed grammar and misused words.

- # Tasteless ad-libs on toilets at Channel 4 on a legitimate more-toilets-for-women story.

Local evaluators praised a number of features, including KGMB's "Eye on Hawaii" and the ecology series of Colette Pritchard, the steady news coverage of KHON and KITV. Although few made comparisons with mainland news programs, one

reviewer, Jim Becker, chairman of the Media Council's evaluation committee, rated Honolulu's efforts above the average mainland offering.

"A good, large variety of stories is covered," he wrote, "and far less time is frittered away on nonsense than is on the mainland. The reporters may appear to be children without much sense of history, or skill at language, but they are eager and there is a genuine 'local' flavor about the newscasts, a recognition that Hawaii is a special place with a special language (even a special handshake) and special problems. It is not some somewhat salubrious suburb of southern California.

"I like too the growing number of Oriental faces in the crowd. Time was when we had to beg local kids even to open their mouths in public and a career in TV news was as unthinkable as a week-end jaunt to Mars."

The Honolulu evaluation team that compared all three stations for a week rated KHON as the best of the three, KITV second and KGMB third. Although KGMB drew some applause for its special features, it was generally felt that a viewer watching KGMB would not get a steady diet of the top island news as would those watching KHON or KITV.

One of the evaluators, Gale Myers, president of Intrastate Communications Update, which tapes all the news programs, best expressed what ran through the minds of most of the team. Myers, who has seen thousands of hours of Honolulu TV news programs, wrote that good solid reporting was "part of KHON's strength."

"Its pool of beat and general assignment people" she said, "consistently produced cogent reports with appropriate video. The reports adhere to standard uses of grammar and syntax. ... The overall impression that the station gives is that of a well-led team with all the players performing their roles. This also goes for the station's week-end and substitute people.

"KGMB, apparently because of bottom-line corporate policies, has a young, 'two for the price of one' news group with little journalistic experience and little experience with Hawaii's traditions and ways of life. The reporting is sometimes incoherent, with reporters ignoring opportunities to explain complex stories to viewers and instead using multiple, opposing sound bites..... This is an exciting station to watch for those occasions when rogue video plays over scripted stories. One favorite was a story about an abortion protest with the video showing riot scenes of a city burning. The news reporters are not comfortable with Hawaiian names, but then they're not comfortable with a lot of words. More involved with style than with substance. ...

There is much chatter on the anchor desk, and it usually makes no sense. Really. No sense whatever.

"KITV is like the little girl with the curl. Sometimes very good, sometimes bad, but, thank godness, rarely horrid. This station has improved over the past couple of years and its anchor people work smoothly as a team. Their week-end anchors are very good. Technically, they're shaky some of the time, with graphic IDs failing to materialize, etc. They need the smoothing influence of editorial consistency."

Unlike print journalism, video journalism stars individuals, and in this context local evaluators handed out these raves and boos:

RAVES:

Five for Colette Pritchard (9)
Three for Barbara Wallace (2).
Three for Kirk Matthews (2).
Three for Bruce Voss (2).
Two for Jade Moon (9)
Two for Ross Mihara (9)
One each for Joe Moore (2), Ray Lovell (2), Daryl Huff (4), Cedric Yamanaka (4), Tina Shelton (4), Denby Fawcett (4), Garrett Kamemoto (9) and Robert Kekaula (4).

BOOS:

Seven for Bob Jones (9).
Five for Joe Moore (2).
Five for Les Keiter (2).
Two for Jade Moon (9).
One each for Colette Pritchard (9), Dan Cooke (4) and Bob Hogue (2).

ETHICS

Each of the news programs of the three stations this year has breached reasonable standards of behavior which hold that the news served up to the public by any medium should be free of the taint of commercialism. The violations by two stations, KGMB and KITV, were not of a major nature, but KHON's acceptance of considerable financing by a resort hotel raises serious ethical questions.

One of the incidents has already been mentioned. On Monday, June 1, KITV

permitted a human-size Mickey Mouse cartoon character to chat away at the anchor desk and help conduct the weather report. A mention by the anchor folks of a new show at Disneyland in California, combined with some Disney-supplied film, preceded the appearance of the Mouse. This was an out-and-out publicity stunt to promote a show 2,500 miles distant from Honolulu. One local evaluator reported she enjoyed the interlude, but many evaluators used such words as "shameless, stupid, lousy, on the edge of sleaze" to describe their reaction. When asked about the incident, Walter Zimmerman, KITV's news director, said: "The Disney people offered us a Mickey Mouse character and we thought it was a fun idea."

At Channel 9, Anchorman and News Director Bob Jones, together with his wife Denby Fawcett at Channel 4, sponsored an air tour of Viet Nam, Laos and Cambodia, seeking customers via a newspaper ad. Charles Memminger explored the ethical nuances of this kind of enterprise by prominent news figures in a fiercely satirical column in the Star-Bulletin. Jones says that he did not turn a profit on the deal, but received free transportation and travel expenses from American Express. The question, of course, is whether Jones's and Fawcett's reputations suffer with viewers who expect the news to be handled by people with no possible commercial conflict of interest. Free travel and accommodations are banned for news reporters and editors by most codes of conduct, including that of the Radio-Television News Directors Association.

In the third case KHON, the most prosperous station, did precisely what its own written code of ethics bars its news employees from doing. It permitted the Princeville Corp., operators of the deluxe Princeville resort on the island of Kauai, to pay all expenses for a KHON crew of 16 people to travel to Princeville and present the evening news shows three nights last winter from the Princeville Hotel. In return the hotel got its logo shown at the end of each show, liberal favorable ad-lib comments by Anchorman Joe Moore and, of course, shots of the luxurious hotel. The entire tab came to more than \$20,000, including air fare for personnel and equipment, meals and hotel accommodations.

The expedition aroused considerable opposition within the KHON news staff, many holding that if the station could not pay its own way, it should not go. There is no question that Channel 2 has placed itself under the appearance of obligation, if not actual obligation, to the Princeville resort. If allowed to become a precedent, the Kauai trip could compromise the station's handling of news from many hotels and other

commercial enterprises throughout the islands.

Luminaries of KHON also have been quite shameless about using the station's air time to promote their own side ventures or those of friends. Joe Moore has referred favorably more than once to his movie, Good-bye Paradise, and to his Mozart series and his stage roles. Les Keiter has promoted his own book and Pat Morita, the actor, (who also appears in Good-bye Paradise) had his video plugged by friends at the anchor table.

Media Council members found a refreshing, invigorating welcome when they interviewed TV news shows executives who answered any and all questions without reserve. This was a gratifying change from the editors of the two daily newspapers who last year refused to answer a list of Council questions and who acted as if the publications had something to hide.

RECOMMENDATIONS

Confining its recommendations to those changes which any of the three stations could make easily, here are the changes the Media Council urges in order to bring more clarity, comprehension and professionalism to Honolulu's local TV news:

1. Cut back sharply at the anchor tables on idle chit-chat, forced humor, editorializing, irrelevant comment and tramping on one another's lines.

2. Decline all freebies for the station or its news staff. Prohibit the plugging of commercial ventures during news shows.

3. Less reliance on self-promoting sources such as government releases and political press conferences and more individual enterprise by reporters.

4. Less anchor talk and more field camera work.

5. More attention paid to correct pronunciation, good grammar and proper use of the English language.

6. A bit more time of each important story devoted to significance, history and context.

7. Call upon women experts and sources far more than now is the practice.

8. Snappier kickers.

9. More coverage of Hawaii outside Honolulu.

10. Less court film on routine cases.

11. Less film of traffic accidents and small fires and more judicious use of old

movie film.

Except for our appeals for more field camera work and more coverage of the neighbor islands, these changes could be made without making new demands on news budgets. We think such changes would greatly improve TV news in the islands and would provide a start toward making Hawaii's local TV news among the best in the nation. We hope the station managers and news directors will give our recommendations serious consideration.

END

STATE OF JOURNALISM IN HAWAII

PART 2

Honolulu's Daily Local T.V. News Shows

September 1992

Replies of KHON TV2 and KITV Channel 4.
(KGMB Channel 9 declined the invitation to reply.)

Honolulu Community Media Council
P. O. Box 22415 • Honolulu, HI 96823-2415
Tel: (808) 521-6323

27 August 1992

To: Mr. Jim Becker
Chairman, Review Committee
The Honolulu Media Council

Dear Mr. Becker:

I appreciate the opportunity to review the Honolulu Media Council's "survey" on the quality of television news in this city.

I am sure it was an honest and sincere effort.

Three things strike me about the report:

1. There are probably few more useless opinions than those from retired former editors, television general managers or news directors. They are notoriously bitter and jealous souls; bitter that no one pays them much attention any more and jealous of the successful, younger generation that has replaced them. Walter Cronkite, as example, has muttered and fussed and gnawed at the hand that fed him so well for all the years of his retirement. The average CBS viewer, however, sees very little difference in the news they get from Dan Rather compared to the news Cronkite delivered to them.

Personally, I give very little credence to the sour, ill-natured opinions of a group of self-appointed, self-professed mainland "experts" who have little or no knowledge of or sense about this special place in which we are privileged to live. The only person in the group with any Hawaii background -- rather than having anything intelligent to say about the Hawaii news market -- was content to fawn endlessly with some sexist drivel about a "high octane beauty with incredible eyes" who anchors at another station. I guess I thought we were talking about journalism here, and I wait for an explanation as to exactly how beauty contributes to our profession.

It is important for these "experts" to note one thing: Television news audiences in Hawaii are significantly larger -- up to twice as large -- as news audiences in

KHON - TV

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Burnham Broadcasting Company

the nation's bigger cities. While audiences in many larger cities are diminishing rapidly, television news in Hawaii is watched by vastly higher percentages of people. The Channel Two News at 6 p.m., for example, is consistently one of the highest rated programs in the entire state. That is a phenomenon unmatched in most mainland markets. The Channel Two News at 6 p.m. is indeed one of the highest rated early newscasts in the nation, regardless of city, regardless of size.

2. After all that, I'm more than a little pleased to say I found the comments, the insights and the observations of your local groups of reviewers to be sensible, realistic and, in some cases, helpful.

I think their viewpoints were distorted by the careless writing of the overview, which claimed that the local groups found the television newscasts of Honolulu "well below top flight," an assertion simply not upheld by the attached verbatim.

But that was a writing defect. The review groups seemed to believe, as do I, that all the local television newscasts strive to give residents of Hawaii a fair, balanced picture of the news of this state.

There is far less silliness on the television news in Hawaii than there is on the mainland. There are considerably more stories on television news here than on the mainland because most of us don't spend anywhere near as much time chattering about weather. Our time is far more likely to be filled with stories from the state capitol, or Honolulu Hale, or the boardrooms of the state's most influential businesses. Our staffs are -- for the most part -- filled with experienced local reporters, who have grown up in this community or who moved here many years ago and look at Hawaii as their home.

That is the biggest difference between the television journalist of Hawaii as compared to his or her mainland counterpart. The television journalist here, again for the most part, has lived here many years and will live here for many more. He or she understands the cultural mix of this state, those factors that tend to make this state unique among all others. They also understand the real problems of Hawaii, and can address them honestly

and knowledgeably on the air. On the mainland, there is this constant dance that continually moves grasping and clawing reporters and managers up the ladder of markets. A year here, a year there. Every city looks alike, all the reporters and managers look alike.

We are lucky to live Hawaii, and lucky to have reporters and news people who love where they live, who use the schools, who know their neighbors, who care about the city in which they live.

Finally, a tip of the hat to those local folks who took their time to review our work. Thank you. If any of you want to sit down and discuss your findings in more detail, I'd be happy to do it. We constantly seek -- and receive -- good feedback from our viewers, and we all appreciate that feedback.

3. Your discussion of the ethical considerations of television news was interesting and helpful.

I think in fairness it should have been mentioned that Channel Two News sent several of our finest reporters to do stories on Kauai during our time there last year. Those stories explored neighbor-island issues without prejudice, including the massive problems facing the host of our visit there. While the council's report decries the lack of neighbor-island reporting, there is a lot of huffing and puffing at this attempt by our station to concentrate the journalism of our news team on issues unique to the neighbor islands.

I might add that we were gratified by the overwhelming reaction from the people of the lovely island of Kauai, who saw our presence there as long-overdue recognition of their home.

But, I also want to say this: There was indeed a good deal of discussion in our shop about the financing arrangements of this trip. I take responsibility for approving those arrangements, but I have had a number of second thoughts about the ethical appearances that are so important to our profession. I am still considering the ramifications of that huge undertaking, and have not decided if we will participate again in a similar experience. However, I am convinced that unless we can agree on some sort of arrangements with our hosts, the local stations on Oahu will never have the resources to

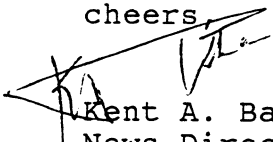
adequately and continually provide solid coverage of the neighbor islands.

Thank you again for an opportunity to respond to this survey by the Media Council.

I assure you that we will consider carefully the list of recommendations you folks made. Some of them may indeed be on the mark. And some of them may be off the wall. But we shall -- in honesty and seriousness -- give them some careful consideration.

Please do not hesitate to contact me if we can be of further service.

cheers



Kent A. Baker
News Director
KHON-TV

REPLY OF KITV Channel 4

September 3, 1992

Jim Becker
Honolulu Community-Media Council

RESPONSE TO THE STATE OF JOURNALISM IN HAWAII REPORT

Dear Jim:

Thank you for giving us an advance look at the Media Council's annual report and for inviting our comments.

1. The recommendations from the Media-Council are constructive.

Here are my comments:

without doubt, all broadcast news staff members must work harder on pronunciation, grammar, proper usage, and genuine humor.

More context, significance, and history in our reporting are valuable suggestions -- ones I take to heart.

2. The comments from the mainland retired news directors are much less constructive, often ignorant, and in some cases factually inaccurate.

Mr. Kurtz claims his hometown -- Lexington, Kentucky -- is half the size of Honolulu and "nearby Louisville" is a top 50 market like that of Honolulu.

Wrong.

Lexington is the same size as Honolulu (within 5%) and Louisville is 60% larger than Honolulu.

Kurtz seems ignorant of the equipment, staff size, and technical capabilities/possibilities in Hawaii. Honolulu stations do have microwave units for news (our station has 4). Where would we drive a satellite truck anyway?

Mr. Collins comments don't seem to be on point. My understanding from the Media Council's review was to "study tapes with an eye to journalistic excellence, balance and fairness, lack of errors, quality of filming," etc. Frankly, whether Mr. Collins likes the people broadcasting news in Honolulu is not particularly relevant.

Mr. Snyder's comments are on point and on target. Television news shows need constant reminders to be aggressive, put things in perspective, add depth to coverage and broaden horizons. However, we do audience research. We have hired weather people and added weather technology.

3. Comparison of television and newspapers is a complete waste of time. Television and newspapers do different things. Each medium has its own peculiar strengths and weaknesses that cannot be changed.

I do know that television is now giving viewers more news, more often, in more varied style than ever in its history. There is so much available on television in Hawaii now that I cannot even watch it all. I thought it was a mistake to evaluate only a single thirty minute news program from each station for a week and represent it as the entire effort of any local television station. We do much more.

I do applaud the Honolulu Community-Media Council for their efforts.

In all honesty, I found the suggestions of the local Hawaii group of more value than the mainland news directors. We will make the suggestion's part of our own review of our efforts.

Finally, a view from the inside:

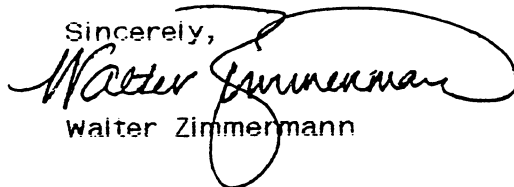
Whether these former news directors are aware of it or not, television news is undergoing the most fundamental change since its inception. The questions in the nineties will not be confined to ones of style, fairness, balance and usefulness to viewers.

The government rules that have always kept broadcast news a limited, regulated service are disappearing. The new form will not resemble what we have now. My guess is that news gathering companies will form and distribute news in Hawaii in many different forms at once -- radio broadcasting, print, magazine, cable and even by direct broadcast from satellite to viewer.

For the people of Hawaii, there is a real possibility that local television news may not be free in the future. People may have to pay for it directly; or, it will go away because it cannot compete in the new free-wheeling form.

That is the biggest problem of all.

Sincerely,



Walter Zimmermann

HONOLULU COMMUNITY-MEDIA COUNCIL

RESOLVES COMPLAINTS
INVOLVING THE NEWS MEDIA

PROMOTES HIGH QUALITY
JOURNALISM
IN HAWAII

SPONSORS PUBLIC FORUMS
ON MEDIA ISSUES

WATCH-DOGS FIRST AMENDMENT
RIGHTS AND FREEDOMS

P. O. Box 22415
Honolulu, Hawaii 96823-2415
Tel: (808) 521-6323

THE COUNCIL'S WORK

A unique organization, rarely duplicated in U.S. cities, the Honolulu Community-Media Council is composed of 45 members, citizen volunteers who strive to resolve differences between the local news media and the people and organizations whose activities the media report.

The Council's prime function is to receive and address complaints by persons who believe they or their organizations have been treated unfairly by the media. The Council also addresses complaints brought by the media against public officials for their handling of public information.

For the most part the Council manages to resolve complaints via a process of mediation, but if that fails, the Council investigates, holds a formal hearing and delivers a report. Lacking enforcement powers, the Council relies on the weight of public opinion to bring about changes recommended in its reports.

A non-partisan, non-governmental, independent body, the Honolulu Community-Media Council also seeks to promote quality journalism in Hawaii, broaden public understanding of the role of the media, foster discussion of media issues and strengthen public support for our First Amendment rights and freedoms.

The Council offers the public an annual seminar and lecture on media issues, lobbies for measures supporting the public's right-to-know, evaluates performance of the media and combats arbitrary and improper anti-media moves by public officials.

BRIEF HISTORY

The Honolulu Community-Media Council grew out of a dispute in 1969 between the city's mayor and the Honolulu Star-Bulletin. Claude Du Teil, then rector of St. Christopher's Episcopal Church in Kailua, sought to resolve the differences. Out of the ensuing discussions came the idea of a media council. A major conference on the campus of the University of Hawaii at Manoa on media issues further refined the idea and in 1970 the Council was formed. Since then, services of the Council include:

- Handled more than 100 complaints against the media, chiefly via discussion and mediation, but occasionally via formal hearings.
- Development of guidelines for police-media relations, accepted by the Police Department and most of the news media.
- Lobbied for passage of Hawaii's Sunshine Law requiring public access to government meetings and records. Assisted in forming the Sunshine Law Coalition to monitor progress in opening government to the people.
- Investigated the issue of newspaper advertising of "adult entertainment," leading the Hawaii Newspaper Agency to adopt a policy limiting such ads.
- Developed guidelines for reporting public opinion polls during election campaigns.
- Presented a series of public forums on media issues.
- Facilitated initial cable broadcast of Honolulu City Council proceedings in 1986 and currently serves in an advisory capacity on Council programming.
- Issued a report evaluating the editorial performance of the Honolulu Star-Bulletin and the Honolulu Advertiser. (1991)

LODGING A COMPLAINT

If you think you or your organization has been treated unfairly by the media, whether print, radio or television, call 521-6323 or write the Honolulu Community-Media Council at P. O. Box 22415, Honolulu, HI 96823-2415.

You will be asked to submit your complaint in writing. The executive committee will act promptly upon receipt of your report. Efforts will be made to bring you together with the proper media executive and to seek resolution of the complaint through mediation. Usually when you and the media executive sit down face-to-face, the discussion resolves the matter to the satisfaction of both parties.

If mediation fails and you wish to pursue the complaint further, a Council committee will investigate, talk with those involved on both sides and issue a prompt report. Then both sides are invited to appear before the Council for a formal hearing at the conclusion of which the full Council will make its final judgment on the case. This decision by the Council is made public at once and distributed to the media.

Although the Council has no power to impose sanctions or otherwise penalize the party held to be at fault, public airing of the dispute and the findings does have an impact in the community. Most branches of the media, sensitive to public rights and concerns, pay attention to the Council in light of its broad representation of the many cultural, economic and social sectors of the city.

STATE OF JOURNALISM IN HAWAII

PART 2

Honolulu's Daily Local T.V. News Shows

Appendix 1

September 1992

Honolulu Community-Media Council
P. O. Box 22415 • Honolulu, HI 96823-2415
Tel: (808) 521-6323

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KEN KURTZ

ANALYSIS OF HONOLULU TV NEWSCASTS (early cast, June 1-5, 1992)

I am not impressed with the caliber of these newcasts. Here's why:

My city, Lexington, is half again smaller than your market; we are listed as 72nd nationally-based on '90 census figures; using the metropolitan area figures, your city ranks the same as Louisville, a top 50 market. All three Lexington stations, and two of three Louisville stations do hour long early newcasts. All six stations have meteorologists on their staffs; all six have live-microwave news units (most more than one); four of the six have satellite trucks; several have outlying news bureaus.

In comparison with the smaller Lexington market, of the same-size Louisville market, your city suffers .. in time spent on news, in facilities, in commitment, and I suspect staff size. (Lexington runs from 28 to 42 full time staff members in news, weather, sports.) Both cities have major universities; our state capitol is in between the two (25 miles from Lexington) so there would appear to be strong comparisons - yet the caliber of staff, time devoted to news, and commitment of the station management in these two markets is much greater than was shown on the tapes from Honolulu.

Why aren't there hour newcasts? Why were there no live shots until Thursday (KHON, and was this news, or a special programming event?), why was weather kissed off in 30-40 seconds, and by the anchors? And does anyone know the true meaning of a "kicker?" As reporters your group fares better than your anchors, with exceptions of course. But I expected much more and much better from a city of your size -- it simply doesn't stack up with either Lexington (50% smaller, remember) or Louisville (same size metro area.)

WHERE I'M COMING FROM AND GENERAL OBSERVATIONS:

I have 32 full time years in broadcasting journalism, 30 as news director, and five more years part time in print and broadcast journalism.

Broadcast journalists forget ... according to the rating services ... a "regular newscast viewer" is one who sees two, maybe three, newcasts per week. Viewers must constantly be "backgrounded" on the story; because we deal with it daily, we assume the viewer remembers. They don't. Daryl Huff did a commendable job backgrounding the Reed story, and there were others, Mata trial coverage, etc.. but many other stories were left dangling.

Remember, all I know is this week's worth of tapes, and several tapes the tape fouled up and I missed parts of the cast.

But, if your publicity is to be believed, you have thousands of transients every day. They watch TV, and they - and those "regular" viewers need backgrounding in the

story. Who in the hell is Troy? And why is he biking across the US? For that matter, who is the General? and Why? You may think your viewers know, they don't.

And why do reporters walk in the middle of stories - like Terry Okita, down stairs, down sidewalks? Motion detracts from what you are saying; the viewers ~~eye follows your~~ walk, the viewer's mind does not comprehend what you say .. Most walks, done by a lot of your reporters were unneeded and distractive.

Yes, if WE have a story-alone of the three stations - it MUST be a good one, and it MUST be played up high. Meadow muffins. See KHON Friday; three soft stories - good features, played too high in cast. They were not alone.

Follow-up: we all don't do it well. Kudos to KGMB for being the only one to give the name of the poor girl who fell on the scissors when they ~~had~~ it the next day.

Does the world really need more golf tips? If so, how about Spoken Japanese in :90, or brain surgery in :60?

Back to the lack of backgrounding -- never more evident than in the story of the ship Hokule'a. Great story, cries out for better backgrounding.

Pronunciations .. yes, but your names are tough. Anchors and reporters didn't always agree ... "roof" and "ruf" in KGMB's solar report. I can not tell who is right on Hawaiian pronunciations, but when there are differences, one has to be wrong. (And why do so many of your names sound dirty?) That park, Kapiolani got different pronunciation, so did Kalaniana'ole Highway. (Is this the "Kam" highway of one commercial?) Lanai sometimes had 2 syllables, sometimes 3. Overall, from my lack of knowledge, most pronunciations sounded good, smooth if not right.

Isn't Honolulu the state capitol? I saw a lot of city hall stories, but not ONE state government story, except where your Lt. Gov. got dragged into the Reed politics story. Surely the state government made some news this week??? But not on your TV newscast. (Oh, yes, your #2 made some people the Hawaiian equivalent of Kentucky Colonels. Big Deal.)

And one station had the governor's proclamation, without video. Whoopededo.

THE REALLY, REALLY BAD

Kickers

I don't know who was the worse, Bob Jones or Joe Moore. Kickers are not just strange facts - or an over emphasis on body parts or bodily functions (I don't need a discussion on sweetbreads at dinner time). A kicker doesn't have to be humorous, though that's nice .. it can be strange .. but your one-liners are weird, and often icky. Take 'em off the wire, base them on human experience and doings .. not from a book

of newspaper fillers.

And if video is available to illustrate, use it... many of the features would have been nice "kickers" to go out on.

-- Weather

Bob Jones holds the record, your entire 24 hours of weather or more in 27 seconds. Moore and Cooke were much better.

Listen, you have eight major islands, stretching over 350 miles.. yes, your weather may be "grrrreat"...but it does vary...and those non-regular viewers, tourists, and others need to know more than you told us. Why no meteorologist? (Possibly combined with an ecology-environmental reporter?) In these parts weather is the most watched part of our news; our weatherperson is the best known in the area, even over the #1 anchor .. in Honolulu if you blinked, you missed today's weather.

-- Anchors

I am not impressed. Joe (Mr. Excitement) Moore is inept, often telling us he hadn't read his copy (deduct from paycheck; this is his job) He is not warm & fuzzy, I don't wish to welcome him to my home. Yes, I have heard of "anemone" before your cast, and he should have. If this is the #1 anchor on the #1 station, you are all in big trouble.

Bob Jones isn't much better, a little warmer, maybe too funny for a serious business of giving the news. He wouldn't know a kicker if he stepped on it. Jade Moon is better and easily handled the Friday cast herself. (WHY do we need two anchors in a 30 minute cast? Get one of them out on the street - as Tina Shelton did several times with good results.)

In fact, Tina Shelton and Dan Cooke consistently did the best job. Except when they had to tag stories with cute sayings, many of which bordered on editorial comments - out of place in a supposedly impartial objective, balanced account.

There was too much chit-chat after stories many times, and all three are guilty here - although I must say less so than many of their big city mainland counterparts. Still, it was too much in many cases. One or two tags added information to the story; they were the rare exception.

-- Sports

On 4 and 2, the second bananas were better than the prime anchor. Ross Mihara was the most capable on sports. Hogue smiled too much, on his intros, and seemed not to be taking sports seriously.

As for Robert "MushMouth" Kekaula, "howyoufiga."

If I were that UH Bows player Jay Holland, I might sue for defamation of character. Yes, his "stats" were bad, but, hey, did anyone stop to think those guys who drafted him are putting their money where their mouths are? The sportscasters only put their mouths there? Could they possibly be wrong? (In 30 years of reporting, I've found that the two most arrogant occupational groups in this world are, in order, federal judges, and sports casters-columnists.) I hope Holland makes them eat their words; I felt sorry for this guy who was run down, perhaps needlessly, by all three sports oracles.

And is hockey really big in Honolulu? All three had the NHL playoffs (not championship game), then dropped it, apparently. Were those stories necessary? Why no sports live shots (til Aloha games?) And this "let's close our eyes" thing...hey, I know the GM likes it, but what about the fans? I have fought this battle - and lost - with my GM over UK scores, but he is still wrong. Damnit ... the game is over or whatever, you give partial baseball scores, what justification is there for not giving the latest NBA score? (And yes, I have had phone calls from irate, alleged fans, who were upset when I slipped a few in - who wanted to wait for the delayed broadcast. If I were the competing station to the one with the DB, you bet I'd service my viewers by giving the score... but not in Honolulu.)

OVERALL SUSPICIONS

KITV - I'll bet this station has the smallest staff and facilities. Yet they seemed to do more with less. Their news judgment, by and large, was the best - but then there was Thursday and they stumbled badly. The sex story was overplayed. Huff did a first rate job of covering the Reed case.

Tina Shelton did some first rate reporting; wish the other anchors did - it helps renew their credentials with viewers. I don't mean Dan Cooke's Games People Play, or Piano Playing, either. And anchors should NOT do weather; any of them - would they do sports?

The Monday KITV weather gives a new meaning to the term "Mickey Mouse weathercast." This was a commercial, besides a lousy idea. Has to be seen to be disbelieved.

Much trouble with supers during week.

Reporters in newsroom? why? Why not on set? Police scanner interrupted several times and may have caused his to bobble.

Must sports use shots of baseball players pulling at their jockstraps?

On Wednesday, KITV - Daryl Huff GOT Sen. Reed - he can't have it both ways, and this was a first rate report.

Then came Thursday, and I've never heard oral sex referred to as a "taste test." but

then, I'd never seen KITV before. Okay, this was definitely their off day. And what do you mean "prosecutors won't give us the name of the plaintiff?" How can they hold out on a public record? And no, Sales did NOT say to "News 4 that he was NOT GUILTY" He said NO COMMENT.

If you are going to bleep out "bullshit", make sure the erasure works.

Your Midway report has shots of Pearl Harbor of 12/7/41 inserted! And I really don't think FDR's son was on Midway, no matter what Paul Edell reported.

Pitts trial report Friday was good, especially under deadline pressure. KHON fumbled story badly and had more time to get it right.

Many logical questions were not asked by reporters... Monday, the seized drug ship, for example. How can Navy seize ship on high seas defying centuries of tradition and international law? And if buses don't drop people off at Punchbowl, how can people visit there?

A "bathroom EQUITY bill" that calls for TWICE as many jills for jills as for johns? Do words lose their meaning when crossing the Pacific? And only KITV would assign a FAWCETT to cover this story, or have Dan tag it with comments about the john lid up. Tasteless timewaster.

Despite a lot of bobbles, this may, I said may, be the best of the three ... but it's the best of a bad lot.

KGMB - Lee Enterprises, which runs good stations stateside, should be ashamed.

MON : Cop trial stories handled well, which they said they broke. More comprehensive story than 4, as 4 was better on Reed. Jones tag to the mayor story is opinion, has no place in cast.

Reporter Chin doesn't know which camera to use, and after rehearsing it Monday, still didn't get it right Tuesday. This should be old hat if you are going to use a reporter on set, and you should.

Recycling feature - the only station with a week-long series. Much of it very old hat, but useful. Today, the story was about "closing the loop" but it was never called that .. and why are "island" problems different from the mainland? If they are, it was not made clear.

Anchor v/o referred to "this car," but three cars were on video.

Hostess bar story had three pronunciations of same area. Anchor, reporter and resident. Take yer cherce.

Jones: "... is gonna submit.." (is gonna run down the language).

Recycling advice:"... Don't buy the products to begin with." Oh, how helpful! Many are the only ones in field.

Did sports have to use the "virginal night" clip? Of course. Did Bob Jones have to make it worse with his tag comment? OF COURSE.

WED: - Mayor story is better than the homeless lead.

The name of the president of Chaminade is wrong. This is a felony.

"Just in," says Jones .. later adding it was "40 minutes ago."

Eye on H - at end Jade & Bob say "P&G and J&J hate us." Opinion. Does this mean RJR, General Foods, Consolidated don't? Or, that their products are any better because they WEREN'T mentioned?

Jade's story on homeless has "an alledged drug transaction." Okay, did she tell the proper authorities? Or the cops? Afterwards. We are CITIZENS first, reporters next. Or was the phrase not supportable?

Sports: ".... super stud arm." Come on now!

Kicker - about Grand Canyon suicides. Jones has missed his calling: he should be writing for the Mortuary & Embalmers Journal.

THUR: - Better news judgment today than 4, better budget report than others.

Miss Hawaii pageant, abrupt ending..the song "Stormy Weather" was ironic, not commented on (and probably should have been).. and ironically, "Stormy Weather" song lasted longer than Jones' weather report. (:27, a new record!)

Sports had a report on a surfing dentist-good feature, but not sports. Had he been in competitive surfing, maybe - but let's fill up our segment time.

Shaka bird - a good feature, but Friday we learn this is a commecial symbol of Gen. Tele. (A newscast sponsor! Are we embarrassed? We should be, for several reasons, including not getting it right the first time.)

FRI: Pitts story not as good as 4, but added some new info to it. Good flow of stories; mistake made in stick attack case, and corrected later.

HSTEC in super. What inhell is HSTEC? (not explained.)

Zoo feature, which everyone did. 4's was better, more comprehensive, stressed lack of cages more. This may have been worse of three.

Overall, a not unpleasant newscast - just not as good as I think your audience deserves - and should demand.

KHON- Hawaii's Number One News

MON: Why slo-mo on sex story? Why not a still frame, which is usually more legible?

Drug story good, shows law's inconsistency.

Cop trial (Mata) too short here, but had new angle not in 9's report; in fact it often took all three stations (really two, KITV didn't do as much) to give the viewer the info they needed in this case.

The old ship story was the best of the three, but still left viewers in dark as to what's so important, background.

Only station without video of the new chick. If had still frame here, why not video?

In sports, only one of three without Largusa tape.

Les Keiter, the general, with opinion... Oh boy! He may be an Island institution, and that's appropriate, but he needs some better intro.

TUES: First four stories are not really worth leads, though they do tie together.

Late on Rick Reed story; others had it yesterday. Ditto Perot.

Barbara Marshall does good packages.

Priest may well be the right lead today.

Bad chyron of Wells; radio story gets what it deserves, which is very short air time here.

The accident story refers to "through a green light" which is very confusing.

Moore tags with his problems in reading a story, which sounds like he wasn't prepared. Why not?

MIA story worth MUCH more than it was given. Maybe feature, maybe hard, depending on info and packaging. Good story, #2 was alone.

Moore's kicker is as inane as Jones'.

WED: That highway may give problems, but opinions were inserted in both reporter closing, and anchor tag. May be popular, but is it professional?

Mayor says courts will sustain. I hope stations do a follow up when the time comes .. as they should on whether city prosecutor overcharges suspects, as claimed in another story. (None of us do the follow up we should.)

Action Line Barbara Wallace does a good, interesting report on unusual tax law .. BUT missed the logical question: The IRS man bases his case on feeling that prices will go UP; what would be the IRS position if prices go DOWN:? (Yes, "real estate" prices do go down.)

Greyson trial report was more complete than others, feature on Czar's portrait and historical aviation good.

Moore had good tag Question to Wallace on IRS report.

Hogue was out of sync with baseball scoreboard, or vice versa ... but his "base brawl" phrase was colorful and right on.

THURS: Tourism projection story was good, #2 had it alone.

Still frame of Lanai in Dole story was the same as that in the next story, which would appear to be the BI. One is wrong.

#2 report on tsunami drill was better than 4.

Sports had a live shot, first seen in week, but was it truly a newscast live shot, or was station doing a special events-program report later, and news was smart enough to join in? (Also same Q I would raise about live shot at Commencement tomorrow. Am I too cynical?)

The kicker is beyond bad.

FRI: No the lost "flipper" is not the lead just because we have it.

Better city planning report than others.

Long last "sista" is a feature, does not deserve this high up. But this cast has three feature packages, so they must go somewhere, right? Or is this sista stora another feature?

Good bloc or court related stories between commercials, which probably should have been the lead bloc. Pitts story the worst of all three, no video.

Sorry, it was the 50th class reunion that was live today, does appear to be an honest news live shot, if so only real one of week, but I am STILL suspicious. Was station doing a remote?

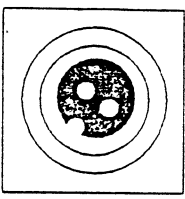
Zoo story says, "fences are hidden" as we zoom through a cyclone fence big as life .. this story less well done than others.

I've already run down the incredibly bad kicker.

So #2 and #9 fight it out for second place of a bad lot .. nothing better anchors, better kickers, reining in tag comments, better news judgment wouldn't cure..but hey, isn't that what good TV news is all about?

Now, is there anyone I haven't offended???

End



July 1992

A REVIEW OF A WEEK OF HONOLULU TV LOCAL NEWS

INTRODUCTION

Bemused by eight hours of Honolulu TV news after more than 25 years away from it, I began to write a fairly lofty and scientific-sounding analysis. Then I realized what I was doing and laughed loud enough to wake up the dog, who was sound asleep under the computer desk. He had the right idea to begin with.

Not that there's anything very funny about TV news, unless you're watching Joe Moore, but what was silly was finding myself trying to quantify subjective judgments. You know, evaluating words, voice inflections and eyebrow lifts, and coming up with bunches of numbers. That may be entertaining but it ain't honest mathematics.

Even supposedly hard numbers can be spooky. For this review I was sent a list of selected newspaper stories--30 or 40 per day--from the *Advertiser* and the *Star-Bulletin*, with check marks beside those carried on TV. This indicates that with the exception of Monday, when none of the newspaper stories seems to have been broadcast (?) most of the week's important local news was not only on television, but 70 percent of the items broadcast were on TV the day before they appeared in print.

Now, 20 years have passed since I left Hawaii but I have a hard time believing Honolulu's TV newsrooms have come to scoop the two newspapers 70 percent of the time. If they do, George Chaplin and Bud Smyser ought to saddle up, yank their spurs and six-guns down off the wall and go raise a little hell with their heirs and assigns.

It's been nearly 40 years since I did Hawaii's first TV newscast, the old Pan American World News. Watching 15 contemporary half-hour examples of this dark art was instructive. First, of course, I had to get over a modest bout of Island nostalgia. I herewith criticize myself for what I have chastised in others. The Hawaii I found myself thinking about not only does not exist any more, except for Frank Fasi, but probably some of it never did exist. Memory plays tricks on us and age tends to plate our remembrances with a little gold.

What was instructive were four things. (1) Not only did we not know how to use TV for news broadcasts 40 years ago, but nobody knows how to use it yet. And no more in Phoenix or New York than in Honolulu. In 1953, our excuse for marrying the radio news format with that of

the classic old motion picture newsreels, a la Lowell Thomas, was straight-forward enough. We didn't know what else to do and we didn't have a lot of time to fool around. So we inadvertently stuck the whole trade with the personality cult which still afflicts it. The medium is the message; the describer almost as important as what is described.

(2) The talking head isn't exactly Edward Roscoe Murrow any more. (As an aside, I was astonished when CBS replaced the likes of Murrow, Severeid and Cronkite with a cunning, rodent-faced little pipsqueak whose contracts are negotiated by a theatrical agent, for God's sake, and who joined the network's new show-biz executives in dismantling the finest broadcast-news operation ever built.) Radio-news used to recruit mostly from the newspapers and wire services because it was thought that first of all, a reporter ought to be a reporter, and nobody much gave a damn about their voices, let alone their faces. The only thing that mattered was whether you could write and read for the ear, or quickly learn to do so.

The point is, TV anchors nowadays are seldom journalists. Indeed, news experience is probably a handicap. The required skill is the ability to read words out loud from the teleprompter without seeming to do so, and to sound authoritative and knowledgeable but not aggressive. The anchor, in short, even if a journalist, which isn't often, is an actor. There is a whole village of people living backstage who put the program together, and the anchor's words are customarily written hours ahead of time by editors and writers locked up back there somewhere, and usually not very well paid.

(3) All of TV's new gadgetry has not been able to overcome its tremendous, inherent handicap. Only an anticipated or scheduled event can be broadcast or taped as it happens. This is why news conferences are very big, and political appearances, and protest demonstrations, even of six guys marching around with signs demanding abortion rights for owls or whales. This is also why we get so many contemporary-sounding features on TV news, like the one on why we should save the empty glass jars left over from all the junk we bought at the grocery store. (Don't ask me why; I missed that part. Maybe they make Boeing 747s from ground up Coca-Cola bottles.)

You may recall that the rat-faced man on CBS and at least one other network neanderthal tried to get around TV's inability to record actual events by setting up and taping "re-created" news scenes, like stage plays. The ceiling fell in on them, as it should have, and they haven't tried it since. But take no bets that it will not happen again, or even, perish forbid, become routine some day. After all, kids grow up knowing that TV is only pretend, right?

(4) Even Hawaii has the US Dept. of Agriculture approved generic brace of affirmatively-actioned, photogenic co-anchors, (again, unless you're watching Joe Moore) and has a politically correct mix among field reporters, sports and weather persons. Same thing happens in Tucson or Philadelphia, of course, although they do not have anything like the dazzling, turbo-charged

Jade Moon, whose very glance popped the circuit breakers in my study and who would be worth an easy eleventy million dollars per square inch on a San Francisco channel.

On the downside, this need for balance, and the avoidance of age and ugliness, are additional reasons why the national population of TV anchors is not always rife with experienced news personnel. I often wonder where they find some of these folks, and how far they will go in their eagerness to entertain us. Do you sometimes get the feeling that the handsome, smiling couple on the screen may suddenly leap up on the desk and start tap-dancing all over the place, like Judy Garland and Mickey Rooney?

For the week in the review, Honolulu TV's choice of lead stories was certainly uneven; it was as if there were a compact among the channels to avoid duplication. Only twice did two stations have the same lead: Thursday, when Mayor Fasi cast his first veto in 10,000 years (Ch 2 and 9) and Friday, with the jury verdict mixup in the police brutality trial (Ch 4 and 9).

All channels constructed a mountain out of a molehill named Rick Reed, lamented the inability of KHVH radio to pay its rent, which might have set Henry J. Kaiser spinning in his grave, and they all reported on the latest Waikiki master plan. That last is, of course, the same master plan dusted off and presented every 10 years, designed mostly to banish the automobile, which all planners long to do. Waikiki, wisely, never pays any attention to them.

My comments follow, with the annotation that I worked at all of the stations at one time or another, but know none of the present owners or managers, and never worked with any of the people appearing on any of the channels today, who all came along after my time. Indeed I never really knew any of these people except Bob Jones, and him only to say hello to on the street, and he probably wouldn't remember who the hell I was. Certainly not with this moustache.

CHANNEL 2

Field camera work, editing and reporting was okay, and technical studio video adequate, although screen techniques were the least exciting of all three channels--in fact, pedestrian compared to screen razzmatazz in most Mainland markets.

Selection of lead stories was odd. The verdict in the police brutality trial was banished to the TV equivalent of an inside page, while the lead was a ho-hum feature on the Navy misplacing a trained dolphin because it rained that day. Even odder was Tuesday's lead: the seizure of an outlaw Lion Fish and some bootleg anemones in a restaurant aquarium. This was handled as if these monsters were about to slither out of the tank, devour children and sexually abuse small sports cars. (The following day, we were assured that the Lion Fish was illegal because not native. This will have been news to Hawaii's pretty little Lion Fish, which are four or five inches long and a hazard only if stepped on, as most of the rest of us are.)

News writing was adequate; not wildly better or worse than the other channels. Good feature reporting included pieces on actor Pat Morita, bodies of Vietnam MIAs being returned, pre-paid burial plans being dinged by the IRS, folks dressed up like oldtime aviators to plug the air museum, good-work youth programs, the Zoo's new savannah exhibit and Leilehua's Class of '42 being graduated with its Class of '92, the former having missed out because of a minor war.

The really astonishing thing was anchor Joe Moore. Didn't he used to be a sportscaster? Perhaps he was more comfortable in that line of work. On camera Moore was stiff, read the teleprompter copy very slowly, as if he had never seen it before, a supposition for which he provided additional evidence, and gave the impression he was really not very interested in what he does for a living. Maybe it is reading per se that he finds difficult.

For some reason, Channel 2 did not provide Moore with a distaff co-anchor, although they would not have far to look: field reporter Barbara Wallace seemed competent and personable. Perhaps Moore's solitude was related to the claim that this was the "Number One" newscast in Honolulu, presumably a reference to the rating game, in which the programs preceding and following a newscast are often key factors in its share of audience. On the other hand, the viewers most important to TV advertisers are getting younger all the time, and Moore would certainly not present such an audience with uncomfortable intellectual challenge.

Moore laid two extraordinary asides upon us during the week. First, after reading aloud a complicated on-camera story about property tax reform, a story he clearly did not comprehend, he paused, looked around in mild distaste, and said he had an advantage over us; he had the script and he could go back and re-read it and see if he could understand it. Second, after the great aquarium expose, Moore told us, almost with pride, he had never known before there was such a word as anemone.

Also remarkable (not involving Moore) was an aside in the feature on the air museum. Three folks were costumed as historic aviators to talk to school children. One was a woman portraying Amelia Earhart and her real identity, tossed off in voice-over, was said to be "Atlanta submarine skipper Janne Bennett." Period.

Holy smoke. Did this mean the lady was the skipper of the submarine ATLANTA? Or a submarine skipper whose home town is Atlanta? In either event, that would seem to be Grade A guaranteed front page news anywhere in the United States. Hawaii may know more of Skipper Janne than we do up here in the pine forest, but I sure never heard of a lady submarine commander before.

Assuming the Media Council would wish me to present some numbers, whatever I think of such an approach, I offer the following on Channel 2. Possible scores are 1 to 5, the higher the

better, and nobody expects perfection; i.e., a score of 5 is not an impossible dream but something quite achievable and, in several instances, achieved.

Some Numbers for Channel 2:

Anchor:	1
Lead Stories:	2
Field Reporting:	3
Features:	5
On-Camera Writing:	3
Studio Video:	3
General Impression:	2

Total:	19 (out of a possible 35)

CHANNEL 4

Field reporting was okay--Denby Fawcett is reliable if un-glitzy, maintaining her unflappability even when doing a story on how ladies use public restrooms. Technical studio video was adequate, if only a tad better than Channel 2, and still nothing all that fancy compared to what you see in Mainland cities of comparable size.

News writing for studio on-camera was so-so, and the selection of lead stories, indeed most stories, was slanted heavily toward the police blotter. It must have been a busy week in the courts, but the crime and political beats seemed to get more of their share of coverage, which, in the TV news trade, often suggests a newly transplanted or less than veteran news director. You can't go far wrong with crime and politics. (Which are often the same thing here in Arizona.)

There were several good features, including a story on stalled geothermal development which was the lead on Monday but shouldn't have been. Others included a crow chick, the oceanic canoe being readied again, old Don Marin's downtown property yielding archaeological stuff (I didn't get to see that and I wanted to; the tape was bad), the new savannah exhibit at the Zoo and one on music at the Bishop Museum. There were three features on as many days of blurry old film clips on the Battle of Midway on its 50th anniversary. The latter may have been another manifestation of a mainland editorial approach, which would assume a profound Hawaiian interest in Midway; an interest which, of course, scarcely exists.

Remember what I said about the generic, affirmative-actioned co-anchors, typical in Tucson or Philadelphia? The anchors on Channel 4 are those anchors from Tucson or Philadelphia or wherever. Dan Cooke and Tina Shelton are the same coast haole couple you find on local

TV news in almost every small-to-medium US city. Actually, you could transfer this pair of handsome, very earnest folks instantly to Fresno or Wichita Falls or Durham--which might not be a bad idea for Channel 4 to think about--and neither they nor the local audience would be the least bit surprised.

This isn't saying Cooke and Shelton aren't any good; they read well enough, but they were so downright mainland, ordered right out of the catalogue by whoever bought Ch 4 or whatever consultant they brought in to jazz up the local news. And Hawaii is, well, dammit, Hawaii. I wouldn't have been able to pay attention for very long, except I kept waiting for Cooke to mispronounce Hawaiian words. (He surely didn't handle "'alala" very well, but I never did care much for Hawaiian crow anyway. They don't taste very good.)

The worst thing on this channel was the weather and its lead-in on Monday. It was a shameless, endless plug for the new show at Disneyland, complete with a simpering actor in a Mickey Mouse suit miming before the weather map. Also bad was the end-of-show banter betwixt anchors referring to the feature on women using restrooms--wisecracks about men leaving the toilet seat up do not display much class.

The most interesting thing I learned on this channel was that because of the plummeting economy, the average price of a home in Honolulu has dropped all the way down to \$330,000. Here in central Arizona you can buy a ranch for that kind of money.

Some Numbers for Channel 4:

Anchor:	3
Lead Stories:	3
Field Reporting:	4
Features:	5
On-Camera Writing:	4
Studio Video:	3
General Impression:	3

Total:	25 (out of a possible 35)

CHANNEL 9

Field reporting was excellent and this station tended toward more of it than the others. There was video accompanying almost every on-camera story, and we saw a nice mix of local field reporters (including a young haole who looked like he was about 16). Studio video was good with some decent screen effects. The news copy written for the on-camera readers was above

average and the overall impression was that this was as good a news program as can be found in most American cities and probably better than most.

Lead stories showed conventional editorial judgement Monday and Friday (court trials) and on Thursday (Fearless Frank casting his first veto). Tuesday's lead was a truck turning over at Hawaii Kai, which could have been a real problem but wasn't, and for some reason Wednesday's lead was about the homeless in Aala Park. Better than Lion Fish, I suppose.

There were good features during the week, including some that demonstrated enterprise reporting, such as the nightly "Eye on Hawaii" segment extolling environmental stuff, and stories on teenage homosexuality and prostitution. There was an interesting profile on a Waikiki street photographer being hassled by the cops, a hostess bar upsetting nearby apartment dwellers and, inevitably, the savannah exhibit at the Zoo.

The anchors were clearly the best of the crop in Honolulu, and I'd put them up against any of their brethren in Phoenix, a market more than twice the size. Ex-newspaperman Bob Jones seemed comfortable and relaxed on the air, giving the impression he enjoyed what he was doing, hallmarks of an experienced broadcast journalist who works at his trade. There was still a sort of boyishness about Jones, although he was clearly getting a bit gray above the gills. Jade Moon (her real name?) was a young, high-octane beauty with incredible eyes who read rapidly and extremely well without trace of accent and with apparent wit, clarity and comprehension, the TV news editor's dream. One got the impression she is a savagely bright young lady who could whip over to the mainland and give Connie Chun a run for the money. Moon can have one hell of a career, if that's what she wants.

Jones and Moon engaged in the required anchorial on-camera badinage at the end of their programs (at least those endings I saw; some of the tapes were cut off before the end of the show), but these exchanges were carefully scripted or pre-arranged and they were carried off skillfully and in good humor.

I was impressed by the local folks doing field reporting and sports. The other channels had a sprinkling of non-haoles, of course, but Ch 9 seemed to be doing better at that sort of thing. Jones himself did the weather (except for one day when he was off, and Moon did it) and gave it short shrift, which, in Hawaii, under normal tradewind circumstances, is all it deserves.

The most interesting tidbit I learned watching these newscasts, to match Ch 2's lady submarine skipper and Ch 4's average home price, was that people regularly leap to their deaths here in the Grand Canyon, and some drive their automobile over the rim, a transcendent event which was, I gathered, also depicted in some motion picture.

Gee. I have lived here most of 20 years but I have never seen or heard a report of a Grand Canyon suicide. Various folks get killed there in plane crashes and rock falls and climbing

accidents, but not very many, considering the millions of tourists peering into it each year. I'd think I would have heard about it if somebody decided to view every foot of the Canyon wall, all the way down to the bottom, without leaving their Chevrolet.

Some Numbers for Channel 9:

Anchor:	5
Lead Stories:	4
Field Reporting:	5
Features:	5
On-Camera Writing:	5
Studio Video:	4
General Impression:	5

Total:	33 (out of a possible 35)

CONCLUSION

It will be seen that I rank the quality of the local news programs on Channels 2, 4 and 9 inversely. Channel 2 may be the lowest on my scorecard, but it is probably perfectly content to coast along with Joe Moore, gaffes and all, or perhaps because of the gaffes and all, and take the money to the bank. I didn't total up commercials, but Ch 2 seemed to have more than anybody else, and as financial success must be the primary objective of a television company, why should they change something they think they're doing right? Were I a shareholder, I would take the dividend and run for it.

Channel 4's offering is a typical US medium-city television news program. Dan Cooke and Tina Shelton are typical US medium-city anchors. They succeed in conveying the news from Point A to Point B, but one gets the feeling the whole thing would be perfectly interchangeable with a local newscast in Albany or Albuquerque simply by replacing Hawaiian words with Indian or Hispanic nomenclature (which would also be pronounced uncomfortably). These people are okay but Hawaii deserves better.

Hawaii gets better with Channel 9. Jones, Moon and Co. do not add up to Bob Sevey, who these days chases golf balls and fires (he is a commissioner) up by Puget Sound, but they are smooth, competent, professional and akamai. In today's real world, and in a market the size of the Islands, this is about as good as a local newscast is likely to get. It is easy to rank Ch 9's news as the "best," I think, but what this means in the marketplace I do not know. I hope commercial considerations do not require them to tinker too much with this format. It wears well.

A final comment--a sidebar, one of those gilded remembrances--because of each of these channels covering the story at the Honolulu Zoo.

In the early 1950s, when we did the first TV news in Hawaii, cameraman Ted Shibuya, then at Chuck Smouse's Rainbow Island Productions and later at Ch 9, filmed my standup news stories (in black and white, of course). And, as is the case today, we had to be heavy on features. I always kept on hand a couple of standby film clips we'd make at the Honolulu Zoo, where Paul Breese was the first zoo director. Paul was (and is, at his home on the Big Island) a world-class talker.

Paul and I particularly enjoyed fooling around with Goliath, a very large alligator who inhabited a small pool inside a wire cage. He may still be hanging around out there; alligators live a long time. With Paul talking about this big critter, we would go into the cage with Goliath, and when he lumbered out of the water, Paul would tease him with a kind of a broomstick until he would open that terrifying mouth and suddenly charge, hissing loudly. Scared hell out of me. And made a great little undated film clip; you could hang onto it and use it any time you had a slow news day and needed something to fill time at the end of the broadcast.

We took to calling this sort of thing, and by extension any other undated and un-newsy feature, whatever the subject matter, "alligator stories." As time passed and new staff members were added to the newsroom, and then spread throughout Hawaii's broadcast industry, anybody was an oldtimer often referred to an "alligator story" when something inconsequential was needed to fill time.

About 35 years later, in Tucson, I was astonished when a brash young TV cameraman with a video crew taping me at greenhouses of The University of Arizona, mentioned to a colleague that they had better hurry and wrap up "this alligator story." I asked him what he meant. He explained patiently that an alligator story wasn't really about alligators, but was about any old thing they could find to tape on a slow news day. I asked him why. He shrugged and said, "I dunno. People have always called it that."

Hello, Paul?

LOCAL TELEVISION IN HAWAII

Bob Brunner

Before beginning my specific comments, I feel constrained to offer a preamble and a true story. First, the preamble.

The first and second generations of people in broadcast journalism came from, to a greater or lesser extent, newspaper training. Their backgrounds nearly always included stints on daily newspapers, and most started their careers during the halcyon days of radio journalism.

As such, the classical model of the television newscast evolved from that training. Stories included "headlines." The biggest stories of the day were usually broadcast in order of importance. "Feature" sections like weather and sports were separated into their own electronic boxes. Commentary and editorial were common and easily identified.

The third and fourth generations grew up with television. Their model never was a daily newspaper. Their model was the television newscast. Stories became grouped by subject matter and coverage was, in large measure, dictated by surveys of viewer preference. As local news operations became profit centers for corporations which owned television stations, the pressure for a single ratings point could propel or destroy careers.

As a longtime news director, I read many surveys. Viewers consistently told us they cared nothing for news of government and civic affairs. They told us consistently they wanted more consumer news, more health care advice, more weather information, more

entertaining features, less commentary, and certainly fewer editorials.

We had entered the era of "action news" and "eyewitness news."
Our evening newscasts reflected not so much our community and our
region's needs and concerns, but a kaleidoscope of things which
made for interesting pictures, caused smiles, or engendered
outrage.

So much for the preamble. Now, the story. This has happened
many times in many places, and there is a (small) effort to protect
the guilty by slightly disguising the facts, but most who know the
news business in Honolulu will recognize it.

It involves a longtime broadcast journalist whose television
station was "modernizing" its very popular evening news program by
hiring a young news director and even younger producer. One
evening, the producer wanted to open the show with a story about a
fire in a rural tire dump. There was little effect on any viewers,
and authorities were using bulldozers to cover the tires with sand,
but the picture was spectacular. Flames roared high. Black smoke
belched.

The veteran journalist balked at leading with the story, but
was overruled. The reporter at the scene gave viewers the facts.
The tires were burning. The black smoke was dense. The
bulldozers would be used to cover the tires not yet burning with
sand. No one was injured. No homes were threatened. End of story.

Midway through the newscast, the producer insisted on
returning "live" to the fire scene for a "followup" report. The

veteran anchorman resisted, noting that there was absolutely no new information to give viewers. The producer responded that this was "great picture." The second "live shot" began with the reporter recounting the same facts he had given a few moments earlier.

Near the end of the broadcast, the producer insisted on a third "live shot" from the fire scene. The anchorman simply refused to do it. A major internal battle between the news director and the new producer on one side, and the veteran anchor and key reporters on the other side ensued.

Ultimately, the veteran anchor ended his career in broadcasting, the news director was fired and has never again been hired to run a newsroom, and the producer is working in a bigger market. The only recollection many have of the incident is the news director accusing the veteran journalist of being a "dinosaur" in his attitude about news. Within two days, more than a dozen newsroom desks were quietly outfitted by their occupants with small plastic dinosaurs.

Now, to the more specific analysis. Just remember, I have a plastic dinosaur on my word processor.

KHON-2

Overall, this station covers local and state politics heavily, with more material of this nature early in the newscast than most local operations in the nation, much less its local competition.

In the initial reporting of the "Philippine video" controversy, I wondered why no mention was made of incumbents using "video releases" or other "percs of office" easily identified by a

phone call to "Congresswatch." It comes up later in the week.

There's a tendency to self-promotion on KHON-TV. A necessity of the business? To an extent, I suppose. This station tends to depend more on "following" original reporting in the newspaper than its competitors. There is little identifiable enterprise here.

There is a heavy reliance on crime news and courtroom followup. There is less "picture news" of unimportant stories.

There is a preponderance of "bad" news on KHON-TV, with little effort to balance. The good news comes last.

KITV-4

There is more evidence of production values than on the competing stations. A definite effort is made to look "different" and select a "different" lead story. The geothermal power story was interesting.

There was an obvious effort to move "good" news up in the newscast. Usually, a story like "chick hatched" or "toilet parity" gets buried. Not here.

Again, an unusual emphasis on crime news. Very little original or enterprise reporting. No commentary. No investigation.

More "good news" by story count than any other station in the market.

KGMB-9

In two cases, the station opened with stories it illustrated as stories which this station developed exclusively. There is a definite "news feel" here which doesn't exist on KITV and only to

a lesser extent on KHON-TV.

Then came Tuesday and they led with a truck overturning. Good picture? Yes. Importance to the citizenry watching? As close to nil as you can get.

The "Eye on Hawaii" showed inventiveness and original reporting. The teenage prostitution stuff was close to pandering.

Overall, this station covered fewer stories than the other two, but occasionally reported them better.

CONCLUSIONS

Honolulu residents get more local news stories from their television stations than most Americans. They get less "flash and trash," and for the most part, little "if it bleeds, it leads."

Were I a resident of a neighbor island or even a more remote part of Oahu, I would wonder if anyone knew I existed. By my rough count, both KHON and KITV covered 35 "bad news" stories this week. KGMB covered 33. These involve crime, political charges, accidents, problems.

KHON covered 20 "good news" stories. KITV tallied 19 and KGMB 17. There is very little of the "puppies and kids" videos which dominate mainland newscasts.

While there is less original reporting than in many major markets, there is also less fluff. There was no serious commentary or editorial effort shown. The anchor interaction is kept mostly to the latter part of the program and is an acquired taste. I never acquired it.

For the most part, the three stations cover local news seriously, with some flair and a modicum of creativity. There is really no major difference between the three stations. There does not seem to be a sharp competitive edge. Frankly, with the exception of the "truck overturns" lead story on KGMB one day, it appears most editorial decisions were made with an eye toward serving the viewer. The big weakness? Regional coverage. If the market includes more than the Honolulu metropolitan area, there is little evidence of that in any of the three station's news coverage.

This has been fun, interesting, and less tedious than I expected. You Honolulu types are fortunate in having decent local news. Many of your mainland friends are less well-served.

Thanks,
Bob Brunner

August 1, 1992

To: Honolulu Media Council
From: Jim Snyder
Subject: TV Station Survey

This was not the first time I was asked to evaluate the news programs of local American tv stations. From 1969 to my retirement in October, 1991, I functioned as a news director of major market tv stations (Washington and Detroit) and a vice president for news of the Post Newsweek Stations (a division of the Washington Post Company). For 22 years I was charged with monitoring the news product at the PNS stations and consulting with the stations' staffs on ways to improve the news gathering and news program production effort.

So I brought to the Honolulu assignment my personal list of guidelines for judging a news department's effectiveness. My list is not unique, most if not all of it is also in use by local tv news managements all over the country.

My guidelines are:

- 1) Do they cover the breaking news well? In today's world that means they must have the state of the art equipment and the skilled reporters necessary to provide fast, accurate live coverage from the scene of the event.
- 2) Are they fair and accurate in their coverage? Do they go the extra mile to assure complete, balanced stories? Is there a good mix of stories which reflect as many as possible of the concerns of the community. Do they follow up on stories the next day or the next week or the next month?
- 3) Do they show enterprise in their news coverage? Do they develop their own stories rather than rely too much on officialdom, government and private public relations apparatuses, politicians and attention seekers of various kinds?
- 4) Do they have a good "front four", the anchorpeople, sports and weather reporters whom the audience will perceive as people they can believe, trust and like? Are their reporters authoritative and distinctive and also trusted by the audience? Does the audience perceive the on-air-staff as a team of talented, dedicated professionals who enjoy their work and respect each other?
- 5) Is the "on-air-look" effective? Is the set well designed and well used in the production of the program? Are the graphics clear and sharp and attractive? Are the production techniques and the technology used state-of-the-art?

I viewed in their entirety all fifteen half hour news programs I was given. Before giving my impressions let the record show I wish I had talked to the general manager and news director of each station. And it would have been helpful to know of any economic restrictions on their news operations. Viewing the tapes made me wonder what the tv news viewers of Hawaii think of the three news programs.

I liked virtually all of the anchors and reporters I saw on the three stations. They came over to me as professional, dedicated and serious about their work. Some are very young and inexperienced but since Honolulu is the 71st tv market in the United States you expect to see some young reporters.

The negative impressions I have stem from the limited scope of the news coverage I saw and the inconsistencies in that coverage.

I was amazed that in a week in June, 1992, on three network affiliates at 6 p.m. I saw only ~~only~~ one live shot (a report on a high school graduation by Ch 4 that consisted only of an interview with the school principal that could have been done at least a week before). In this era of free broadcasting vs cable competition everyone agrees that fast, accurate, live coverage of breaking news is one of the best weapons local stations have. Local TV viewers on the mainland can and do expect to see live coverage routinely on major local broadcasts. What is the problem? Are the Honolulu stations not equipped for that kind of coverage? If not someone is doing some short sighted budget controlling.

Again, I saw only a week of coverage, but that week's worth left me with the impression that the assignment editors of the three stations spend most of their time covering a small part of Hawaii, that part of downtown Honolulu which contains the city government, the courts and the offices of assorted lawyers and politicians.

News of politics and government is important but there is much more to the life of a community. The five days of news coverage I saw contained a lot of government and political news with little effort to put it in perspective. The most disturbing coverage was of one politician attacking another and only the attack would be broadcast because "we were not able to reach Mr. Jones" (the man who had been maligned by the attacker). The viewer had to wait till the next night for Mr. Jones' reply. I recommend a rule that says all personal and political attacks be held until it is possible to run the attack and the reply from the victim at the same time.

I remember one story (it appeared on at least two stations) which was an interview with a lawyer who was identified as "a defense attorney". He made serious charges against the city attorney. The story did not give me any background on the attacker or explain why of all the lawyers in town he was chosen to make the attack. Such coverage invites would-be manipulators of the news to try their luck with your station.

There was much coverage given that week to the Mayor who, among other things, attacked the city council's city budget. All three stations reported the Mayor was upset because Council has voted a 20% cut in the budget for his office. I wondered why no station reported how much money that involved or what the council's rationale was (I never saw any footage of a member of council explaining the action) or how much hardship the 20% cut would cause.

This year particularly with all local and state governments running out of money and the voters struggling with a sluggish economy and very negative thoughts about politics in general it behooves all news operations to have people on the staff who can cover politics and government in something more than a "he said", "she said" approach.

In the past thirty years or so local tv stations have done tons of research on what is important to viewers and how those viewers react to different kinds of news coverage. A few of the findings of that research which have universal acceptance are apparently being ignored by the managements of the 3 tv stations. For example viewers appreciate having a business reporter who is assigned daily to cover the economy and local business and relate it to the lives of the viewers. Viewers also appreciate all the medical reporting you can give them and they like to get it from a reporter who is knowledgeable.

I saw several business stories in the newscasts that would have been better handled by a "business editor", the Dole chairman's news conference and the new city planner plan for renovating Waikiki for example. Channel 2 did a good story on the department of health warnings about an increase in the number of hepatitis B cases among Hawaiian children which deserved to be made part of a "medical report". I wondered why Channels 4 and 9 ignored the story.

Talk of wondering brings me to the question "why do these stations kiss off the weather news?" I do not know of any other city in the top hundred markets where the top three stations do not have a meteorologist on the staff or where all the amazing tv station weather equipment developed in recent years is not being used. Satellite maps, storm warning devices, computerized graphics and radar make tv weather reporting a major public service. That tons of audience research that I mentioned earlier says that the single most mentioned reason for watching tv news is to get the weather. Some of the most popular personalities in mainland tv are the weather reporters. I wonder what the managers of the Honolulu stations say to explain their token weather reporting. They must know that some of the best community service on the mainland is done by weather reporters who visit schools and help educate children about weather and how it affects their lives.

Lesser but nonetheless vital observations

- 1) I liked the news sets on Ch 2 and Ch 9. Ch 4's set is circa 1958. Ch 4's graphics behind the anchor are the worst I have seen lately.
- 2) I mentioned earlier the importance of the "front four". Ch ~~4~~² is one of the few major city tv stations in recent history to use "the front two", two middle aged white gentlemen. I wonder if anyone ever complains about the absence of women or other minorities at the anchor desk or about the amount of time the personable Mr. Moore has to spend reading into the camera with no video support.
- 3) My kind of sportscaster is the man or woman who can make sports interesting to the non sports fan as well as to the "jock". None of the sportscasters in Honolulu appear to be concerned about anybody in the audience but the "jock",
- 4) It is important for tv news program producers to build into their shows change of pace stories and whenever possible some humor to leaven the daily diet of gloom and doom stories. Trying for the humorous touch is risky. Many tv news people, especially anchors, refuse to accept that a little bit is often enough. I witnessed Bob Jones on Ch 9 trying too hard some times.....making an effort to be funny just after a serious news story when the attempt at humor clanked on my ear. Mr. Jones, who otherwise impressed me with his energy and apparent joy with his work, earned my "bad taste for the decade" award Thursday, June 4, when he closed the program by reading and laughing about an item in a magazine about how every year 8 or 9 people commit suicide by driving their cars into the Grand Canyon. Mr. Jones, laughing all the while, remarked about " what a surreal experience it would be to witness such a thing." Does anyone anywhere know of another tv anchor who tried to get a laugh out of suicide?
- (5) Mr. Moore, in all his single anchor wisdom tries to end his show each night with a "kicker", so the audience can go away happy. This is a good idea but the week I watched, Mr. Moore was 0 for 5 unless you slap your thigh when you hear that Sitting Bull's father was named Jumping Bull.
- 6) I wondered why I did not see any national or international news in any of the news programs I watched. What would it take for the local news producer to put some national news in? Most viewers do not distinguish between the local and the network news. They tune in to find out what is happening. They are not offended or confused if the local station tells them news they usually get on the network.
- 7) I think it is important to let the viewer hear the reporter ask intelligent, or probing and/or courageous questions of the news makers. I rarely heard a reporter's question in my viewing of those 15 news programs.

In conclusion, I liked the news people I saw on the Honolulu stations but I was far from satisfied with the news content and the technology used to present it.

I would urge the news directors to 1) say no more often to requests for coverage of news conferences called by publicity seekers; 2) Do more anticipating rather than reacting to the attention getting efforts of politicians and government officials; 3) work harder to put crime, politics and government news in perspective; 4) hire or develop some specialists who can add depth to your coverage, and 5) broaden your news coverage horizons. Get out of downtown Honolulu as often as you can. And finally 6) do some audience research to make certain you understand your viewers and their reactions to the news you are producing now.

One more thing, how could I forget? Hire a bright, compelling, weather person and stop kissing off the weather.

#

1.

Review of KGMB, KHUN and KITV early evening news programs of June 1-5, 1992, on tape. (By Bill Swing.)

*

Summary. At best: Competent. At worst: Bush-league.

*

Preface.

Since television news remains basically a headline news service it seems largely futile to compare it to newspaper news. Compare apples to apples. Oranges to oranges. Et cetera. As many others have noted during the past 40 years: A half-hour of TV news will barely fill one page of a daily newspaper. So the best one can hope for in TV news? Accurate, arresting and salient reports. Once in a great while: Inspired reports.

*

There were some occasional bright spots on these three television stations but by and large most of the staffs appeared to be doing merely what was expected of them.

2.

1. Too many stories appeared to have been shot Anywhere U.S.A. Concentrate on Hawaii and local identification.

2. Too much time on the set. Anchors ought to be the connective tissue which holds the rest of the newscast together. Not the main attraction.

3. Anchor leads appeared from time to time to be too long, particularly at KGMB and KHON. Keep the leads crisp. To the point.

4. Copy the professional standard of the network anchors and avoid any gratuitous comment on the set. One can still be quite human and stay away from superfluous banter.

5. Too many talking heads on too many stories (the bane of local television news in America). Shoot for the more telling sound bite. If it's a long sound bite then cover it, partly, with fresh field video.

6. Keep television reporters at the scene of the action and off the set. It's TV news, not radio news.

7. Stay clear of series. Complete a story the same day in the same newscast. Viewers are vexed when they can't see the whole piece at the same time. (This applies equally to newspapers, incidentally). The promotional value's over-run by

3.

(1) viewer annoyance, and (2) a diminished news hole. The TV news hole has been already cut by fixed appearances of commercials, sports and weather.

8. Pare back the commercial/industrial sports complex report to the bone so there's more time for news. Most viewers, as TV Guide and other surveys have noted, tune out on sports reports. (Live sports and sports events are quite another matter). Also, always match audio to video on the scoreboards. One sports reporter played music while the video gave scores; vexing to viewers whose eyes may be on other matters.

9. Guard against euphemisms. Stick with plain English. Women who work in a "hostess bar," to pick one example at random. Are they dancers? Strippers? Prostitutes?

10. Practice strict objectivity. One need not show sympathy for the practitioners or the victims of, say, teen-age homosexuality or teen-age prostitution. Let the citizens, judges, attorneys, city council members, physicians, ministers and priests and rabbis, et al, show their feelings. Stay neutral.

11. Opinion pieces, so labeled. Only one such appearance was noted. But once again it grabs time and space and cuts back the amount of news one can deliver. Also, once in the format

4.

they can be the very devil to get out.

12. Microphone flags in the field: Get rid of them. They advertize the station but they distract and diminish the story.

13. Shoot fresh tape for every piece every day. Use file tape or file film only when historically germane, as in the Midway Island World War II anniversary piece.

14. Use utmost care in language. One report noted some home hazards "cause cancer." Says who? Scientists remain puzzled in this realm. When they know the cause of cancer then they will presumably find the cure.

15. One anchor complained on the air when he stumbled on a property tax piece, and then, on another evening, forgot it was the early, not late, newscast. Lesson: Woodshed all copy.

16. Photographers. By all means continue to stick with those tripods for steady camera work. But offer a little more variety at times. Cinema verité? Fast pans? Discovery shots? (Set the camera on a scene and let the scene itself unfold)

5.

17. Split leads split viewers. Allow one anchor to complete a lead story introduction. One can accelerate the pace by a brief lead into a professionally sharp opening package.

18. It's true that TV news appears as a relatively tiny island in a big sea of entertainment but does Mickey Mouse have to appear as a guest weather reporter? No matter how good-natured, how humorous, one must keep in mind: Mickey's in false face. News deals with facts.

19. Back to basics. Work on the word. Work on writing.

20. News directors, assignment editors, producers, anchors, newsroom coordinators, and everyone else in the headquarters company, remember it's your duty to help, to serve, the troops in the field. It's not the reverse.

21. Cosmetics? By all means keep the production attractive.

22. Keep informed; read magazines and books.

23. Think always: Who, what, where, when and why.

Finally, greetings and good luck to one and all.

Bill Swing
Bill Swing

(PS: Amazing. A mayor with 20 years in office.)

Some preliminary comments from Charles E. Frankel, who was asked to summarize the findings of this panel:

"I read the Star-Bulletin and Advertiser seven days a week and normally watch at least one local TV local news program a day. When I was a working newsman, TV seldom broke an important story unless the time factor worked to TV's advantage. Now I regularly see news on TV several days before it appears on the pages of the two major dailies.

"The three major TV stations in Hawaii devote too much time to minor traffic accidents, minor fires and fluffy features. But the same can be said of TV stations on the Mainland.

"There is too much 'happy talk' between anchorpersons and reporters -- here and on the Mainland.

"But TV news does help us understand what is happening around us in Hawaii."

Major conclusions of the panel:

1--KGMB's highlight of the week was a series on the environment, including recycling, hazardous waste, solar energy. Some panelists found the series important, informative and interesting, but others faulted it for using the same experts again and again, for being repetitive, and for being boring.

2--Homosexual teens on Monday was followed by teen-age prostitutes on Tuesday. One panelist commented: "Reporter seems too emotionally involved in her coverage." Another panelist said: "Good look at social problem; intelligent use of excerpts from movies," while a third panelist protested that the use of the movies was not properly labeled.

3--Obviously the panelists disagreed with one another. Monday's lead story on a police corruption court case was called "understandable" by one viewer while another complained "I couldn't follow it."

4--Tuesday's sports coverage was called "fairly brisk -- and comprehensive," with another panelist noting its local and international variety. One former sports writer said, "Sportscaster Ross Miñhara is the best in town." Another panelist complained "sportscaster tries to cover too much ground. Talks too fast and mispronounces words and names."

5--There were several complaints about mispronunciations -- even including the word "aloha." Friday's story about the 100th Infantry Battalion misused the word "coined": "...the Purple Heart Battalion -- as it has been coined."

6--The weather should not be difficult to produce but KGMB frequently differs with itself, orally announcing a high temperature for one spot in the state while showing a map with a different temperature or for a different place.

7--For some segments of the news, panelists judge KGMB fair and well-balanced, while for other segments the station is criticized for being "one-sided, unscientific, unbalanced, silly."

8--One critic observed: "An awful lot of haole sound-bites all week."

9--Bob Jones was frequently criticized. Here are some typical comments: "Jones' comments bordering on stupidity as well as insulting." "Off-hand editorializing by Bob Jones -- needs to stick with the facts." "Bob Jones' lead-in to sports are trite and unfunny." "Does Jones look over anything before going on air?" But one of Jones' critics did have some kind words on the Fasi-budget story: "Jones' comments finally OK."

Some after-thoughts:

Obviously this was not a typical group of TV watchers.

One panelist wrote, "This one week exposure to Channel 9 substantiates why I do not ever turn to Channel 9 at 6 p.m."

Another panelist said she never watched local news on TV because "the coverage is superficial," with reports on accidents, crimes and sports -- "no hard news that's important to become a well-informed citizen." This observer also object to "too many boring commercials" and the opinionated chit-chat among the reporters.

Summary of KHON-2 Committee's Day-by-Day Comments

Monday, June 1:

a) Several members of the committee felt the lead story on Rick Reed's Philippines video was sloppy. One member noted there was "no apparent attempt to get the Lt. Governor's reaction"; another pointed out the story forgot to identify Reed's party affiliation; another noted "the important 'why' from Cayetano was missing." However, one member found the story a "good presentation."

b) Most of the members objected to a feature on actor Pat Morita as "pure sales and marketing piece for Pat Morita's [new video] tape"; "Free commercial?" noted another member. One member found the story "well-written."

c) Committee members generally had praise for sports anchor Bob Hogue: "Bob does a good job," said one. However, most strongly objected to the Les Keiter sports commentary. "Self-promotion of his book," said one member. Another said: "Shameless promotion of his book is all that emerges from this 55 seconds of rambling, incoherent mess of alleged commentary."

Tuesday, June 2:

a) Some committee members noted that several stories were confusing, and pointed to Joe Moore's on-camera admission that one story was difficult to understand. One member noted, "If it's too complicated, either write it more clearly or skip the item entirely."

b) One committee member wondered if the lead story on illegal fish in the tank of Roy's restaurant was "really the most important news of the day in all of Hawaii" and thought there should have been comment from either the restaurant or the aquarium supplier. Another member praised the item as a "clear and concise story."

c) A couple of committee members praised the work of reporter Barbara Wallace.

Wednesday, June 3:

a) One committee member noted the lead story on Chaminade's deficit had serious omissions: "What caused the big deficit was missing. The important details."

b) Several members objected to reporter Kirk Mathews' "editorializing" in his story on Kalaniana'ole Highway water main break, even in the form of a joke. One member noted,

"this story illustrated three of Channel 2's most annoying tendencies: reliance on officials for on-camera interviews; failure to interview people affected by a problem, and editorializing by reporters and anchors."

c) More objections by committee to Joe Moore's interjections. "A good story about the new Honolulu Airport Aerospace Museum is completely and well covered. Why does Joe feel compelled to comment, "HMMMM--interesting stuff." Another member is irritated by Joe's telling us he'd never heard of the word, anemone. "Joe, just give us the news, please; no need to show off how illiterate you are."

d) Committee members praised the sports coverage, though one member wanted more "details" about the UH baseball players drafted by the major leagues.

Thursday, June 4:

a) Comments on various stories this day included "unbalanced"; "must be clarified"; "could have been tightened"; "listener loses the thread of the story"; "incomplete"; "third story on this trivial matter this week; enough." Some reports were praised as "okay."

b) Sports feature on Aloha state games was singled out as "Good: one of the few live shots all week."

Friday, June 5:

a) Committee members were intrigued by choice of lead story on dolphins. "Interesting," said one member, adding "but overstates 'top-secret' nature of program." Another member said, "A so-so story to be the lead item." Another said, "'Day of the Dolphin' footage slants story to use of dolphins on suicide missions, an assertion made only by the reporter and no one else and denied by the interviewee."

b) A story on a family reunion is described by one member as leaving "large, unexplained gaps."

c) Several court stories were singled out as having "good balance," "done well," and "pretty clear." One committee member noted that for the fourth time in five days there was a story about child molestation and wondered, "Is this a big problem, or is the station finding isolated cases?"

d) A story on the 1942 class of Leilehua High School was labeled by one member as a "nice feature story." But another member noted that the report didn't include any interviews with the class of 1942, and also found Joe Moore's comments irritating: "the effect is to make Joe the centerpiece of the Leilehua story, not the '42 grads."

KITV SURVEY

Major conclusions

Our group concluded that viewers of KITV (Channel 4) news would have finished the week with considerable information about certain proceedings in a few trials in Honolulu courtrooms, but surprisingly little else.

Court coverage consumed a significant and disproportionate share of the week's total news. For example, on Monday there were six stories what involved trials or law suits, fully 50% of all hard news stories.

Virtually no hard news stories appeared to ~~the~~ be initiated or significantly developed by the reporters, with the exception of a portion of the series on the Rick Reed videotape.

Women were seriously underrepresented in KITV's version of the news. Of approximately 46 people who appeared during the week as sources in hard news stories, only six were women. On three of the five days, no women at all appeared in news stories. However, women were represented among the station's reporters and anchors.

Our group found the interactions and "chatter" between the news anchors to be strained, artificial and sometimes inappropriate. Two evaluators noted instances where they felt the banter had the effect of "trivializing" the news which had been presented.

KITV did offer continuing coverage over a number of days of certain issues, primarily of ongoing trials but also including the controversial issue of videotapes distributed by U.S. Senate candidate Rick Reed.

News stories were generally shallow, with little background, context or analysis to inform viewers of the issues. As a result, evaluators found the KITV news to be "tedious," "uninteresting," and lacking depth or context. One commented that it was "a lot like an unsatisfying potluck supper," with a lot of apparent choice but in fact not much substance.

Specific comments

Sexism. As noted above, women were virtually absent from KITV's news during this week. Most of the few appearances of women came in stories on a City Council bill to require more toilets for women in public facilities, and in a story about the Miss Hawaii contest.

Another sexist practice was the identification of male Ph.D.s with the title "Dr." while failing to identify similarly qualified women as "Dr." For example, on Monday, June 1, Dr. Fern Duvall (male) was interviewed in a story regarding the state breeding program for the 'Alala, or Hawaiian crow. The following day, Dr. Amy Agbayani was interviewed in a follow-up story on the Rick Reed videotape, but her academic title was omitted.

All of the evaluators reacted strongly to a story broadcast on Monday concerning opening of something at Disneyland. This promotional piece for Disneyland was followed with the incorporation of a "Mickey Mouse" character on the set, with considerable silly interaction between news anchors and "Mickey", with "Mickey" doing the weather. All felt that this blatant promotional piece was inappropriately incorporated into the news itself, which resulted in demeaning of the whole news product that evening.

The "light" tone ~~of~~ led to some inappropriate moments, such as the teaser for a story on the danger of Hepatitis B delivered in a cheery, upbeat tone. One evaluator described Tina Shelton's forced laughter at one point being reduced to an "insane cackle."

Two stories followed during this week concerned alleged sexual assaults by adults on juvenile males. These prompted a number of evaluator comments. Scheder noted that these cases were given coverage out of proportion to the problem, while the larger problem of sexual abuse of women did not come up.

Lind noted that a story about the arrest of a suspect in one case included a graphic that showed the suspect's name in large bold print, followed by specifics of potential penalties if convicted. Such treatment seemed inappropriate. Additional specific details of the alleged offense that were included also seemed inappropriate for a 5:30 PM news (including allegations that one young boy had been blindfolded and made to take part in a "taste test.")

End

TO: Overall committee of Media Council

FROM: John Schidlovsky, chairman, Channel 2 committee

A few personal comments on TV news: first, in general, and secondly, on Channel 2.

General:

Honolulu's television news is worse, in my judgement, than in other cities of comparable size on the mainland. A few noticeable weaknesses are:

-- Lack of "live" coverage. In other cities, the "mini-cams" (or whatever those satellite dishes on vans are called) are ubiquitous. Here, I don't see them much, and I certainly don't notice many live reports from the scene of a government meeting, neighborhood or accident scene. Of course, live coverage doesn't always mean better coverage. But what it does convey to the viewer is that the station is energetic, hustling, "out there," ready to respond quickly to news. I often get the feeling that the news we see on the 6 o'clock or 10 o'clock shows isn't very fresh.

-- Lack of good political coverage. I can't remember Governor Waihee's name even being mentioned in a whole week's worth of news on Channel 2. That is typical of other stations, and, in fact, typical of the newspapers in this town as well. Hawaii's politicians should get down on their knees twice a day to say a prayer of thanks they don't get covered very much.

-- Not much community news, or neighbor-island news. These islands are filled with diverse neighborhoods, with completely different lifestyles, atmosphere, characters. Why don't we see any of this? In our week of monitoring, there wasn't a single report that examined an issue or problem in a community area.

-- -- Virtually no coverage of the arts or cultural activities. Honolulu isn't New York or San Francisco, but there are still plenty of local drama groups, dancers, musicians, filmmakers in the community, at UH, who do some interesting things. I suppose it's asking too much to have reviewers or critics. But why not at least show us some of what's going on?

-- Too much chit-chat. This is true of many cities, but in Honolulu, it's gotten out of hand. I don't expect any change, frankly, since television news is more entertainment than it is journalism.

Channel 2:

Weaknesses:

-- Joe Moore's little mannerisms that constantly intrude in his newscast are obviously popular, since Channel 2 wins the ratings war; but that doesn't mean they're professional. His habit of commenting on the news is irritating, and thoroughly unprofessional. (Can you imagine if a newspaper reporter added his or her personal comments at the end of each story?) Joe doesn't just content himself with words; there are the little smirks, lifted eyebrows, and shakes of the head. Again, unprofessional is the only word to describe it. He apparently thinks it's all kind of cute; he also must believe his self-deprecating style is appealing and makes him one of the common people; NOT! It just makes him look stupid.

-- Les Keiter should be off the air.

-- Channel 2 seemed to be stuck in a predictable formula each day. The little collection of court-related stories came at the same slot in the program, whether or not the stories deserved to be on the air. While it's commendable to have court coverage, it would be good to have something else also, like coverage of community problems, housing and land issues in a state where that's a big problem, or more government stories. We never heard Governor Waihee's name mentioned all week, while Fasi got just two mentions.

-- There were no investigative pieces all week and just one single "Action Line" consumer-oriented piece. Too often, Channel 2's coverage this week looked complacent, lazy, and produced by folks who seem not to give a damn about Honolulu's people.

-- No coverage of the arts at all. See point above.

Strengths:

-- Good use of video on sports. And they always give us the baseball scores. Also, nice local features in sports. Someone here is doing a better job than the news people.

J

Honolulu evaluators are listed below. Those marked with a (C) are Media Council members:

Becker, Betty
Becker, Jim (C)
Benedek, Vera
Dayton, Kevin (C)
Ellis, Arlene Kim (C)
Finkboner, Keith
Frankel, Charles E.
Givgri, Heather
Hirozawa, Shurei
Hisatomi, Ruth
Knebel, Fletcher (C)
Kuromoto, Jan (C)
Ku, Ah Jook (C)
Lieban, Ruth (C)
Lind, Ian (C)
Lind, Meda Chesney
McLaughlin, Sean (C)
Myers, Gale
Scheder, Jo
Schidlovsky, John (C)
Turner, Richard (C)

AN EVALUATION OF THE 6 P.M. LOCAL NEWSCAST OF KGMB-TV, JUNE 1-5, 1992

STATE OF JOURNALISM IN HAWAII

PART 2

Honolulu's Daily Local T.V. News Shows

Appendix 2

September 1992

Honolulu Community-Media Council
P. O. Box 22415 • Honolulu, HI 96823-2415
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HONOLULU MEDIA COUNCIL
TELEVISION / NEWSPAPER COMPARISON
Monday, June 1, 1992

APPENDIX 2

TITLE / NEWS STORY	NEWSPAPERS		TV CHANNELS		
	ADV.	S.B.	9	4	2
1. Inouye calls on Dems to re-awaken.	✓				
2. Fasi faults Democratic Party.	✓				
3. A second chance for diploma.	✓	✓			
4. Transit builder backed.	✓				
5. Castagnola's changes locale.	✓				
6. H-3 not meant to aid Wind./Downtown ^W traffic.	✓				
7. Kaneohe woman and two children in car accident.	✓	✓			
8. Car attack-Woman tries to run down boyfriend.	✓	✓			
9. Rapes reported - Kailua woman/Kaneohe man.	✓	✓			
10. Cases dropped - Mother drops 64 counts of robbery against son.	✓	✓			
11. Plan for addition to Sunrise Estates (Hilo) stalled.	✓				
12. UH-Manoa top in degrees for Asian Americans.	✓				
13. Yesterday 92 degree not record-breaking heat.	✓				
14. Maui-Pacific island nations conference.	✓				
15. Piloting the Hokule'a.	✓				
16. Marcos' deceptions revealed.		✓			
17. Old foes at Pearl Harbor finally heal wounds.		✓			
18. Thielen constituents rank education #1.		✓			
19. Rent controllers meet.		✓			
20. Isle Dems circle wagons 'round Inouye.		✓			
21. Isle delegates favor Clinton.		✓			
22. Dolphin lovers switch focus to rhinos.		✓			
23. Student's portray Pearl City's prideful past.		✓			

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
24.	Bridge-widening plan divides Hawaii-Kai.		✓			
25.	Lex Brodie.		✓			
26.	Fire at Kalihi apartment-arson suspected.		✓			
27.	Unidentified pedestrian struck near Ala Moana critical.		✓			
28.	3 soldiers arrested - Aloha Stadium fight.		✓			
29.	Jeep driver's death under investigation. (Big Island.)		✓			
30.	China's Li to visit next week.		✓			
31.	So. Korean talk on Asian theology.		✓			
32.	Moderate gains forecast for Hono. job market.		✓			
33.	Sellers grabs Burger King ad account.		✓			

HONOLULU MEDIA COUNCIL
TELEVISION / NEWSPAPER COMPARISON
TUESDAY June 2 , 1992

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
1.	City sues city over non-payment of investigator's bills.	✓	✓	6/2	6/1	
2.	Dana Brown-Killed on H-1 freak accident. (Good Samaritan.)	✓	✓			6/1
3.	SIDA stop using public parking at airport.	✓				
4.	Trip to Japan - Cayetano & others re: Japanese investing in Hawaii. (Nitto HI sponsored)	✓	6/3			
5.	Punchbowl drop off ban.	✓	✓		6/1	
6.	Hokule'a sails.	✓	✓		6/1	6/1
7.	Rare 'alala chick hatched at Olinda.	✓	✓	6/1	6/1	6/1
8.	Arthur Young Co. compensate Paul Brown re: misrepresentation of UIIA insurance purchase.	✓				
9.	Kauai copter pilot Bruce Neehan admits drug use.	✓	✓		6/1	
10.	Rim Pac Aussies taking leave here.	✓				
11.	Construction contracts down 48% from last year.	✓				
12.	Hawn Homes in Hilo - Panaewa Subdivision. (2 related stores.)		✓			
13.	Victoria Ward pulls plug on KHVH radio.	6/3+6/4	✓6/3	6/2	6/2	6/2
14.	Warming: Are oceans affected?		✓			
15.	Loretta Fukuda dies.	6/3	✓			
16.	Workshops offered on care of elderly.		✓			
17.	Emergency crews will test their mettle at tsunami drill.		✓		6/4	6/4
18.	Proposal would cut tax for first-time homeowners.		✓		6/2 6/3	6/2
19.	Makiki man is arrested in mother-beating case.		✓			
20.	Man critically injured in Waimanalo fight.		✓			

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
21.	Man has run-in with window.		✓			
22.	Baby girl nearly drowns in Niu swimming pool.	6/5	✓			
23.	Private firms to start express bus service.		✓			6/2
24.	A.E. "Toots" Minvielle, Jr. dies. (Founder of Molokai canoe race.)	6/3	✓			
25.	Accord reached in sex bias case (Tami Garrett)	6/3	✓			
26.	Republican sues to put Perot on ballot. (Brett White.)		✓	6/1	6/1	6/1
27.	Class-action suit takes aim at Penney's finance charges.		✓			
28.	Isle visitors cut back on their winter stays. (S.B.) (Isle tourism outlook dims. Estimates cut for the number of visitors in 1992. Hon. Adv.)	6/5	✓			
29.	Helping young people to learn the business.		✓			
30.	Food companies taking part in Paris show.		✓			
31.	Avocado price in Hawaii.		✓			

HONOLULU MEDIA COUNCIL
TELEVISION / NEWSPAPER COMPARISON
WEDNESDAY June 3, 1992

	TITLE / NEWS STORY	ADV.	S.B.	9	4	2
1.	Price backs Cayetano's position on Perot.	✓		6/2		6/1 6/2
2.	Fish display firm faces state probe. (Firm faces fine for Illegal fish.) (Adv. 6/4)	6/4 ✓	✓			6/2+3
3.	Bucky Lake crash leaves a legal tange.	✓			6/2	
4.	Record-tying heat may not stick around after today.	✓				
5.	Salmonella diagnosed at OCCC.	✓				
6.	Leeward residents air environmental gripes.	✓				
7.	Panel backs a "lua" law for the wahines.	✓			6/2	
8.	Officer hit by car as suspect flees.	✓	✓	6/2	6/2	
9.	Man struck by car still unidentified.	✓	✓			
10.	25 yr old man charged with assault on mother.	✓	6/5			
11.	4 yr old injured in car accident w/ tractor-trailer in Maui.	✓	✓		6/2	6/2
12.	23 yr old in hospital - Waimanlo fight.	✓				
13.	Operation Caravan - recovered burglary items being returned.	✓	✓			
14.	Clifford Cabral sentenced to life term for death of stepson, Michael Chun.	✓	✓	6/2	6/2	
15.	Attorney may be charged in video taping of inmate.	✓				
16.	Maui priest sentenced in sex-assault case.	✓	✓		6/2	6/2
17.	Nishiki calls for lid on commercial projects.	✓				
18.	Sea offers many answers today, Pacific conferees told.	✓				
19.	Dem. vote urges EWC to limit military links.	✓				
20.	Shito: No Aala extension. (homeless)	✓		6/3		

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
21.	Public info campaign against rabies.	✓				
22.	Honolulu Mortgage sold to Texas company.	✓	✓			
23.	TV quiz winner: Punahou.	✓				
24.	Warning: Underage drinkers targeted.	6/4	✓			
25.	Bishop's philanthropy was two-pronged. (Charles Reed Bishop story.)		✓			
26.	Wailuku-County committee backs Kihei project.		✓			
27.	Dems plan July 8 fundraiser.		✓			
28.	Castle High sparkles with pride.		✓			
29.	Biologist warns to be Earth-wise.		✓			
30.	Study foresees manganese use.		✓			
31.	Owners pull hostess bar bid off table. (Former Crystal Palace bar.)		✓	6/2		
32.	Hawaii wants fugitive returned from coast.		✓			6/2
33.	Gun violation charged in parking lot fight.		✓			
34.	Water main break (East Oahu.)	6/4	✓	6/3	6/3	6/3
35.	2 yr. old drowns - Green Lake (Kapoho, Big Island)					
36.	Major measures signed into law by Governor.		✓			
37.	Lawmakers to get PR tips.		✓			6/5
38.	Parley will examine ways to cope with military cuts.		✓			
39.	Maui forest reserves to be opened Friday.		✓			
40.	Actor to take storeis for teens on the road.		✓			
41.	Isle on-time payments for mortgages improve.		✓			
42.	Symphony donor extends challenge.	6/5	✓			

HONOLULU MEDIA COUNCIL
TELEVISION / NEWSPAPER COMPARISON
THURSDAY June 4, 1992

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
1.	Chaminade eyes sports cuts amid budget crisis. (Chaminade prospects bright, pres. says) (S.B.)	✓	✓	6/3		6/3
2.	Reed admits video tape mailing "probably" broke law.	✓	✓		6/2-5	6/1 6/2 6/4
3.	Playboy ranks Oahu prison a top play-pen.	✓	✓			
4.	Fasi charges cover-up attempt over Kroll.	✓ 6/5	✓	6/3	6/3	6/3
5.	Schoolgirl fatally hurt by scissors.	✓ 6/5	✓ 6/6	6/3 6/4	6/3	6/3
6.	Rains can help, but not much.	✓				
7.	Past soars into the future at aerospace opener.	✓	6/3		6/3	6/2
8.	Inspector gives zoo "gold star."	✓				
9.	Haiku man sentenced to 35 years for rape.	✓	✓			
10.	Shooting victim dies in hospital.	✓	✓	6/3	6/3	6/3
11.	Bank robbery-Liliha HonFed.	✓	✓			
12.	Victim identified-Ala Moana pedestrian struck by car.	✓	✓			
13.	Rewald's prosecutor contradicts Perot on CIA links.	✓				6/2
14.	UH dance chief steps away.	✓				
15.	Clogged sewer line sends sewage into two streams.	✓	✓	6/3		
16.	Conservation day at Sea Life Park.	✓				
17.	Suit claims Costco violating lease.	✓				
18.	Top banana wants to be bigger. (Banana grower expanding operations.)	✓				
19.	Mayor rejects new city budget. (Mansho predicts veto override.) (Adv. 6/5)	6/5	✓+ 6/5	6/4	6/4	6/4
20.	Smart training beats sizzling heat burnout.		✓			

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
21.	Grocers monitoring coupon machine.		✓			
22.	School kicks off "Downtown-2000."		✓			
23.	Big Isle to pack in 800 more students.		✓			
24.	Noise can't curb Fort St. friends.		✓			
25.	Police foil rifle theft in Kahului burglary.		✓			
26.	Thief takes Medeiros gold record, watch.	6/5	✓			
27.	Woman and children escape house fire in Waimanalo.	6/5 6/6	✓ 6/6			6/4
28.	Robbery by Famous Kamakani.		✓			
29.	Kauai kids put on alert: Beware of strangers.		✓			
30.	Cabins for homeless blessed at Kawaihae.	6/5	✓		6/4	
31.	Outstanding achievement-4 seniors rose above adversity.		✓			
32.	Big wild lizard joins crowd of captured creatures.		✓			
33.	Kaneohe man, Arizona ham talk via moon.		✓			
34.	Lawmaker talk stink about convention center agency.		✓		6/3	
35.	HECO ads cast utility in favorable light.		✓			
36.	Homesales on Oahu fall.	6/5	✓			6/4

HONOLULU MEDIA COUNCIL
TELEVISION / NEWSPAPER COMPARISON
FRIDAY June 5, 1992

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
1.	Tourism forecast worsens.	✓				6/4
2.	Cruising for a bruising - traffic violator.	✓				
3.	Kauai launches not on Pentagon "hit list."	✓	✓			
4.	HPD beef up road patrols for graduation.	✓				
5.	Waipahu teacher charged in abuse of boy at school.	✓	✓	6/4	6/4 6/5	6/4 6/5
6.	Convicted molester ruled not dangerous.	✓	✓			
7.	Budget crunch may reduce lifeguard services.	✓	✓			
8.	Miss Hawaii Scholarship Pageant controversy.	✓		6/4	6/4	
9.	Elvis the Younger - stamp contest.	✓				
10.	Toddler dies-23 mo. old girl pool drowning.	✓ ⁺ 6/6	6/6			
11.	HPD Bike auction.	✓				
12.	Maui police officer fires at suspect. Teen hit.	✓	✓			
13.	Board will urge parents to discourage "crime cards."	✓	✓			
14.	Batson conviction - child abuse case.	✓				
15.	Public invited to tour USS Worden.	✓				
16.	Group begins drive to get rent control plan on ballot.	✓	✓			6/4
17.	Nishiki raps Inouye over newsletter.	✓			6/4	6/4
18.	Robocop at 50th State Fair.	✓				
19.	Court upholds Richard Miano "parrot man's" squak.	✓		6/4		
20.	4 Honolulu Zoo golden tamarins to return to Brazil.	✓				
21.	Murdock sees fall in earnings, rips Hokama.	✓	✓	6/4	6/4	6/4

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
22.	April's indicators raise warning flag of recession here.	✓				
23.	El Nino's drought cooks Hawaii.		✓			
24.	Jury weighs whether cops beat up black man. (Clarence Pitts)		✓	6/5	6/2 6/4 6/5	6/4 6/5
25.	Tradewinds blow back to Hawaii.		✓	-	-	-
26.	Adv. Publisher leaves EWC.	6/6	✓6/6			
27.	Kaimuki library latest to close.		✓			
28.	2 new laws reduce car insurance 15%.	6/6	✓		6/3	6/3
29.	Neighbors work to revitalize Nanakuli.		✓			
30.	Review sought on historic schools.		✓			
31.	3 teens charged for illegal drinking.		✓			
32.	3rd UH dance classes could be dropped.		✓			
33.	Fund to help dgtrs. of Dana Brown.		✓			
34.	Local food bank not suffering like counterparts on mainland.		✓			
35.	Kahala Hilton banquet planned for Premier Li.		✓			
36.	Students urged to apply now for summer classes.		✓			
37.	Art exhibit using recycled goods.		✓			
38.	Clas of '42 taking part in Leilehua rites.	6/6	✓			6/5
39.	Isle tourism outlook dims.		✓ 6/2			

HONOLULU MEDIA COUNCIL
TELEVISION / NEWSPAPER COMPARISON
SATURDAY June 6, 1992

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
1.	Cars banned on Kalakaua? Waikiki's future unveiled.	✓	✓	6/5	6/5	6/5
2.	Courts rule for prompt state trials.	✓	✓	6/5	6/5	6/5
3.	Brutality trial jurors goof.	✓	✓			
4.	480 unit Maui "affordable" project advances.	✓				
5.	State revenue projections bleaker.	✓				
6.	# of students who fail "grad test" up.	✓				
7.	EWC board OKs Oksenberg reforms. (EWC cuts UH grad students fund.) (S.B.)	✓	✓			
8.	African savanna debuts in Honolulu.	✓		6/5	6/5	6/5
9.	Activists plan procession, rites to save ancient sites.	✓				
10.	Navy continues search for dolphin.	✓				6/5
11.	Pamela Kim wins Miss Hawaii.	✓	✓			
12.	Leeward rape. (Pearl City)	✓	✓			
13.	Fatal drive-David Chang dies of heart attack.	✓	✓			
14.	Police roadblocks-Kam weekend.	✓	✓			6/5
15.	Jogger assaulter sentenced.	✓	✓	6/5	6/5	6/5
16.	Kauai teacher denies sex charges.	✓	✓			
17.	Start of isle Perot petition drive unclear.	✓				
18.	Ethiopian pastor visits sons who have safe haven here.	✓				
19.	Buried church to be rebuilt on new site.	✓				
20.	Union, hotels ready to reopen talks.	✓				
21.	PUC to hold hearings on hiking Big Island power rates.	✓				

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
22.	United tests new jets between SF and Honolulu	✓				
23.	Zero complaints at Aloha Airlines.	✓				
24.	Aloha Airgroup delays stock sale.	✓				
25.	Aloha Airlines to have new look.	✓				
26.	Telecheck volume up 11%.	✓				
27.	Haydn Phillips - obituary.	✓				
28.	Protestors prepare for Premier Li.		✓			
29.	Drought threat at Lake Wilson.		✓			
30.	Separate planning panel for Lanai proposed.		✓			
31.	S.B. asks court to lift gag order on Malcolm Greyson trials. (Attys shout, fight.)		✓		6/3	6/3 6/3
32.	95% of seniors pass competency test.		✓			
33.	Dole accused of toxic dumping on Lanai.		✓			
34.	Power returns to most in Laie, Kahuku.		✓			
35.	Feds say pilot Jones was at controls.		✓			
36.	Farrington senior wins scholarship (Kauai G.O. Hilo)		✓			
37.	School board to keep state librarian.		✓			
38.	Comm. hospital official resigns. (Jerry Walker.)		✓			
39.	Pro-rail supporters get new leader. (Robert Fishman.)		✓			
40.	Buddha's conservation teachings look ahead.		✓			
41.	Thailand yet to ordain nuns.		✓			
42.	So. Baptists face gay issue.		✓			
43.	87 yr old Waipahu man dies after hit on H-1.		✓			
44.	Body surfer revived by life guards.		✓			
45.	Robber steals woman's waist pack (Kailua Kona.)		✓			
46.	10 arrested on gambling charges.		✓			

TITLE / NEWS STORY		ADV.	S.B.	9	4	2
47.	Medical Examiner identifies Koko Head traffic accident victim as Leslie McDowell.		✓			6/4
48.	Bis Island marijuana plants seized.		✓			
49.	Joh Kouvlis - cocaine seller nabbed.		✓			
50.	Locksmith denies conspiracy in Hawaii Kai burglary case. (Police Officer Mata)		✓	6/1 6/4 6/5	6/1 6/4 6/5	6/1 6/5

KGMB-9 MONDAY, JUNE 1, 1992 6PM



KIRI STATE
COMMUNICATIONS
UPDATE

1200 College Walk, Ste. 106 Honolulu, Hawaii 96817
Telephone (808) 533-6149 FAX (808) 526-0736

6/6 ✓ 1. Admitted getaway car driver Stephen Kona@ testifies in burglary trial of fired HPD officer Rogelio Mata and co-defendant Leslie Okamura@. Lawyer Mark Kawata@ off camera. VIDEO

2. Alfred Liulama arraigned in Ronald Ching kidnapping. VIDEO

6/2 ✓ 3. Hawaii Republicans for Perot member Brett White@ sues Lt Gov Cayetano, charging he's keeping Perot off the ballot. VIDEO

4. Mayor Fasi news release calls John Henry Felix a merchant of death. Felix@ says Hey, I ran a security firm selling law enforcement gear. VIDEO

5. Fasi@ is asking why City Council is cutting his wastewater budget during this time of high-profile sewage disputes. Steve Holmes@ says there's enough there, claiming budget shift to capital improvements.

6. Homosexual teens are more likely than others teens to try to commit suicide. Kapiolanai doc prepares report on trials they go through. Dr. Bob Bidwell@. Kelsey@ gay teen.

buffer: Eye on Hawaii

*** Bankoh/ HBO-Cinemax/ Taco Bell/ Toyota dealers/

7. Gov Waihee@ declares June 7th as Earth Summit Day in Hawaii. VIDEO.

8. Eye On Hawaii: the other side of recycling. Janie Deuser@ Recycling Assn. Suzanne Jones, city recycling coordinator. Find and buy recycled products: Bob Wismans@ owns "From the Heart." Lee Chase@ recycled products. Recycled glass used in street paving. Pepsi parking lot shown.

buffer: sports/ MLB/

*** Bankoh:10/ Anacin/ Pizza Hut/ Optical Dispensers/ promo

9. Sports: Largusa and Karl get drafted today. Scott Karl@ Levon Largusa@/ MLB/ French Open/ Aloha Section PGA adds three names to Hall of Fame - VIDEO. Ramona McGuire@/ NHL/

buffer: weather/ Alala born

*** Kyotaru/ Supercuts/ Aloha State Games/ BK/

10. Weather

6/2 ✓ 11. Alala chick hatched at Olinda endangered species station. VIDEO.

12. Kicker about eating bullfrog in Vietnam.

KITV-4 MONDAY, JUNE 1, 1992 5:30PM

1. Geothermal developers meet with DOH, learn startup will be delayed because transcripts of the voluminous testimony aren't ready. DOH director John Lewin@. Steven Morris@, Puna Geothermal. VIDEO

6/2 ✓ 2. City Council and prosecutor sue Mayor Fasi to force him to pay private investigators Croll Assocs for MTL case work. Pros Keith Kaneshiro@. VIDEO

6/2 ✓ 3. Hawaii Republicans for Perot sue state, charging Lt Gov Cayetano is trying to keep their candidate off the ballot here. NO VIDEO

4. Senate candidate Rick Reed supports Lt Gov Cayetano against Wayne Nishiki's demands he step down as elections officer. NO VIDEO

6/2 ✓ 5. 'Alala chick hatched Thursday st Olinda, Maui, State Breeding Facility. Dr Fern Duvall@. VIDEO

buffer: burglar testifies/

*** BOH/ Nutri-System/ Sizzler/ Friendly Isle/

6/6 ✓ 6. Confessed burglar Stephen Kona@ testifies in burglary trial of former HPD officer Rogelio Mata and co-defendnat Leslie Okamura. VIDEO

6/2 ✓ 7. Kauai helo pilot Bruce Neehan (phon) pleads guilty to lying to government about drug use, and to tax fraud charges. NO VIDEO

8. Federal court rules Lucky Star drug ship case will go to trial. Defense lawyer James Bustamante@. Asst U.S. attorney Stu Gasner@. VIDEO

9. Charlie Stevens associate Robert S. Boner gets three years on silencer ownership charge. NO VIDEO

buffer: Hokule'a headed back to sea/ Punchbowl/

*** Friendly Isle/ Texaco/ Monterey Bay/ Honda Windward/ HECO/

6/2 ✓ 10. Hokule'a will sail to Tahiti on first good wind after June 13. Navigator Nainoa Thompson@. VIDEO

6/2 ✓ 11. Punchbowl Cemetery begins new policy - tour buses can no longer drop off tourists there. VIDEO

12. Gov Waihee proclaims Sunday Earth Summit Day in Honolulu. Hawaii Earth Day organizer Chris Belknap@. VIDEO

*** HECO/ Hawaiian Eye Center/ Pleasant Holidays/ promo/

13. Fantasmic feature opens at Disneyland. Mickey Mouse does the weather, will appear at the Outrigger Waikiki tomorrow.

buffer: two Bows drafted/

*** BK/ Gasco/ 7-11/

14. Sports. UH baseballers Lavon Largusa and Scott Karl drafted. Karl@ by phone/ Colorado State drops baseball and softball/ French Open/ NHL playoffs/ Hawaii Golf Hall of Fame inducts Hung Soo Ahn@, Ken Miyaoka, and Roman McGuire@ at Waialae Country Club. VIDEO/ NBA change/



UNIMASSIALE
COMMUNICATIONS
UPDATE

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KHON-2 MONDAY, JUNE 1, 1992 6PM

HEADS: Dems cry foul/ Hokule'a to sail again/ Scott Karl drafted/

- 6/4 ✓ 1. Democrats to file complaint over a video Rick Reed distributed to local Filipino homes last year. Ben Cayetano@: It's political. Sen Daniel Inouye promises PI vets U.S. citizenship in FILE VIDEO. Reed declines on-camera comment, saying tape was commercial. VIDEO
- 6/2 ✓ 2. GOP member Brett White sues Lt Gov Cayetano, charging he's keeping Ross Perot off the Hawaii ballot. NO VIDEO
3. Debra Martinez (phon) sentenced to prison for sexual contact with pre-schooler. FILE VIDEO
4. Roquel Estavillo (phon) sentenced in crystal meth case/ Stephen Lindbergh (phon) cops plea in cocaine case. FILE VIDEO
- 6/4 ✓ 5. Admitted burglar Stephen Kona@ testifies in burglary trial of former HPD officer Rogelio Mata. VIDEO
- 6/2 ✓ 6. Good samaritan killed in H-1 ax IDed as Dana Brown. More at 10.
- 6/2 ✓ 7. Hokule'a to sail for South Pacific this month. Nainoa Thompson@. UNIDed radio station will carry reports for grade schoolers. VIDEO
- buffer: Island Child/ summer kids' program/
*** HECO/ Pizza Hut-Aloha/ Cutter Used Cars/ Shell/
8. Adult Friends for Youth organizing summer program to keep teens out of trouble. Friends Terry Fisher@, Deborah Spencer@, Sid Rosen@. VIDEO
9. Island Child. Kardiak Kids support group for young heart patients was founded by Suzi Melcher@. Donations of money and toys accepted. VIDEO
10. Children's Miracle Network Telethon on KHON raised \$290,587, partly for Kapiolani Medical Center.
- buffer: 'alala born/ shiatsu/
*** AmSavings/ BK/ LH/ Depend/
- 6/2 ✓ 11. 'Alala chick born at Olinda, Maui breeding station. NO VIDEO
12. Island Style. Actor Pat Morita@ has a locally produced shiatsu demonstration video. Morita considering permanent move to Hawaii. VIDEO
- 6/3 ✓ 13. Update: Cayetano says he can't put Perot on ballot without a VP.
buffer: two Bows drafted/
*** Taco Bell/ Sabbath/ Hawtel/ Pflueger Honda/
14. Sports. UH baseballers Lavon Largusa and Scott Karl@ drafted. karl @ by phone/ MLB/ French Open/ NHL playoffs/ Aloha PGA inducts Hung Soo Ahn@, Ramona McGuire@ into Hall of Fame/ General Opinion: MLB racism/
15. Weather.
16. at 10: Hurricane season/ Earth Summit/
17. Kicker. Sitting Bull's father was named Jumping Bull.



HAWAII
COMMUNICATIONS
UPDATE

Telephone (808) 533-6149 FAX (808) 526-0736

KGMB-9 TUESDAY, JUNE 2, 1992 6PM

1. Royal Hawaiian Movers truck overturns after tire blows in Hawaii Kai.
VIDEO

6/3 ✓ 2. HPD plainclothes officer slightly injured when Alexis Palagtog (phon), tries to run him over during drug arrest in Kalihi. Attempted murder charges will be filed. VIDEO

6/3 ✓ 3. Crystal Palace hostess bar withdraws license application at Liquor Commission as Sandalwood Condo residents win a round. Keeaumoku St resident Leta Wright@. Andy Mirikitani@ sponsors bill which would have hostess bars at least 500 from dwellings.

6/3 ✓ 4. KHVH changes transmitter site yesterday after being evicted from prior site. The station is still down, but is expected to continue. File VIDEO. The station also faces new competition from a CNN/local news station.

6/3 ✓ 5. Ross Perot can't get on ballot here because he doesn't have an announced running mate. Warren Price@ explains how it works.

6/2 ✓ 6. Fasi refusal to pay Croll Assocs. half a million dollars will cost the city a lot of money. This case refers to MTL management investigation ordered by Prosecutor Kaneshiro. Kaneshiro@.

6/3 ✓ 7. Convicted murderer Clifford Cabral sentenced today for the death of his stepson.

8. Teenage prostitution is growing problem social service agencies report. Gays, straights, bisexuals all out there. Boy@. Malia Robinson@ Project Yo, says most were abused children. Major David Benson@ HPD. Punahou has support group for gay teens (as also reported yesterday.)

buffer: Eye On Hawaii

*** Bankoh/ Pizza Hut/ 50th State Fair/ HBO-Cinemax/

9. Eye On Hawaii series continues. How to get rid of home hazards. Janie Deuser@ Jim Russo@ of Executive Chef. Unitek mentioned as place that disposes of commercial hazards. Jane Dewell@ State hazardous waste. Warren Poslusny@ Unitek. Charles Hetteema@ recycling consumer.

buffer: MLB scores

*** Bankoh:10/ Taco Bell/ Lion Coffee/ Blockbuster/ BK/

10. Sports: UH pitcher Jay Holland get drafted. Scott Karl named to 2nd team All American/ College World Series/ French Open/ Bill Parcells has open hear surgery/ NBA/ Scott Culbertson wins sports challenge at D.A.R.E. competition on BI - VIDEO

buffer: rabies program

*** Kyotaru/ Gasco/ Prep H/ Primatene/ Jack Box/

11. Weather

12. Hawaii Humane Society and St. Ag. Dept. get money from Legislature for rabies education program. Pam Burns@ Humane Soc. VIDEO

13. Discussion of the word "irregardless."



INTRASTATE
COMMUNICATIONS
UPDATE

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KITV-4 TUESDAY, JUNE 2, 1992 5:30PM



UNIVERSAL
COMMUNICATIONS
UPDATE

- 6/3 ✓ 1. Maui priest Fr Arthur O'Brien@ sentenced to probation for sexual molestation at St Rita's Church in Haiku. Today he asks to withdraw his no contest plea, and is denied. VIDEO
- 6/3 ✓ 2. Clifford Cabral sentenced to life with possibility of parole for murder of his young stepson. VIDEO
- 6/4 ✓ 3. Rick Reed@ says the "Xmas in the Philippines" video he mailed to Filipino families in Hawaii is commercial. Richard Bellard lent him the money to make the tape. Dennis O'Connor@: It's political. Amy Agbayani@, UH Minority Programs Director: It's political. VIDEO
- 6/2 ✓ 4. Council member Andy Mirikitani introduces a bill giving a property tax break to first-time homebuyers on first \$180,000 of home's value. NO VIDEO
- 6/3 ✓ 5. Council moves Andy Mirikitani@ bill requiring toilet parity for women in new entertainment venues. Bonnie Kauhi@. Donna Mercado Kim@. VIDEO
- buffer: police brutality/ officer injured/ hepatitis-B/
*** BOH/ Pflueger Honda/ Kapiolani-Pali Momi/ KFC/
- 6/3 ✓ 6. Maui boy, four, en route to Kapiolani with critical head injuries after head-on traffic ax outside Maui Mall. No ID. VIDEO
- 6/3 ✓ 7. HPD officer hit by car, slightly injured when drug suspect flees arrest outside Kam Bowling Alley in Kalihi. VIDEO
- 6/5 ✓ 8. HPD brutality trial. Clarence Pitts (phon) claims he was beaten after arrest for being drunk and disorderly. Dep corp counsel Rodney Veary. Lawyer Ignacio Garcia@. VIDEO
- 6/3 ✓ 9. Court ruling: Gotcha Pro Surf promoters cannot be held responsible for civil penalties over Bucky Lake DUI crash deaths. FILE VIDEO
- buffer: KHVH off the air/ French Open/
*** KFC/ Hawtel/ RC Cola/
10. DOH figures show hepatitis-B is a serious concern here. DOH asst director Peter Sybinsky@. Goal is inoculation of all children. VIDEO
- 6/3 ✓ 11. KHVH is on and off the air after eviction from Victoria Ward's Kakaako transmitter. Station hopes to be broadcasting from its new transmitter tomorrow. FILE VIDEO
- *** RC Cola/ Texaco/ Pizza Hut/ promo/ HECO/
12. Consolidated Theatres replaces its crying baby trailer. Weather
- buffer: another Bow drafted/
*** HECO/ Blockbuster-Pepsi/ Jack Box/
13. Sports. French Open/ Another UH pitcher drafted. Levon Largusa@ was drafted yesterday. VIDEO/ MLB/

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KHON-2 TUESDAY, JUNE 2, 1992 6PM

HEADS: Illegal fish seized/ Priest sentenced/ Perot and Rewald?

- 6/3 ✓ 1. Ag Dept inspector Domingo Cravalho@ seizes illegal lion fish Roy's Restaurant in Hawaii Kai got from Reef Encounters. VIDEO
- 6/3 ✓ 2. UnIDed Honolulu man fined \$1,000 for having an illegal piranha. Modern Pet Center fined \$1,000 for selling illegal sea anemones. NO VIDEO
- 6/4 ✓ 3. U.S. News reports Ross Perot is interested in Ron Rewald's alleged CIA links. Asst U.S. attorney John Peyton@. VIDEO, FILE VIDEO
- 6/3 ✓ 4. Lt Gov Cayetano says Ross Perot needs a permanent running mate before he can get onto the Hawaii ballot. NO VIDEO
- 6/4 ✓ 5. Rick Reed@ defends the "Christmas in the Philippines" videotape he mailed to Filipino homes here, calls it commercial. Gerry Minoza@. VIDEO
- 6/3 ✓ 6. Father Arthur O'Brien@ of Maui gets probation for sexual assault today after judge disallows his request to withdraw no contest plea. VIDEO
- buffer: scam artist in more trouble/ Maui ax injures child/
*** HMSA/ Pizza Hut/ Infiniti/ Gasco/ AmSavings/
- 6/3 ✓ 7. Riverside, CA prosecutors charge Richard Wells with grand theft. Wells fled indictments on Atlantic & Pacific charges here.
- 6/3 ✓ 8. Maui boy Ryan Terrel, four, in Kapiolani with critical head injuries after car driven by his mom Lisa Ann Terrell collides with truck. VIDEO
- 6/3 ✓ 9. KHVH radio off the air today after eviction from Kakaako transmitter. Station hopes to be back on the air tomorrow.
- 6/2 ✓ 10. Transhawaiian and Polynesian Adventure tour companies to take over two city bus routes. Public Transit Authority director Jim O'Sullivan@. Michael Carr, Polynesian@. Ray Miyashiro@, Transhawaiian. VIDEO
- 6/2 ✓ 11. Council member Andy Mirikitani introduces bill to give first-time homebuyers a property tax break. NO VIDEO
- buffer: MIAs arrive from Vietnam/
*** AmSavings/ Center for cosmetic Surgery/ Taco Bell/ Roberts/
12. Ten more MIA remains arrive at Hickam from Vietnam. LtCol Johnnie Webb@, Central ID Lab. USMC MGen George Christmas@. VIDEO
- buffer: Another Bow drafted/ Athlete of the Week/
*** BK/ Hawtel/ Jenny Craig/ Pflueger Acura/
13. Sports. MLB/ UH pitcher Karl honored/ Another UH baseballer drafted/ French Open/ UH proposes merging with other baseball conferences/ Aloha Bowl news/ Athlete of the Week is Punahou swimmer Celeste Jacroux@. VIDEO/
14. Weather.
15. At 10: Highway safety/ theatrical master's degree/
16. Kicker. Dog paddle is best swimming stroke for exercise.



COMMUNICATIONS
UPDATE

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KGMB-9 WEDNESDAY, JUNE 3, 1992 6PM



INTERSTATE
COMMUNICATIONS
UPDATE

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- 6/3 ✓ 1. Homeless will be removed from Aala Park by end of June, and some homeless from mainland will be shipped back. VIDEO of tent city in park. Mits Shito@ HHA. Mercedes@ Homeless Woman@.
Dr. Bob Stauffer has not been back to office since HHA took over the homeless program.
- 6/4 ✓ 2. Six-year-old girl dies after an accident while running with scissors.
- 6/4 ✓ 3. Sharon Morioka dies in hospital after boyfriend Abraham Fu shot her. File VIDEO.
- 6/4 ✓ 4. Malcolm Greyson trial gets heated today as attorneys shout at each other. VIDEO. Defense witness@ says fault was with Queen's treatment. File VIDEO.
5. Victor Palikiko wants out of prison early. He's serving five years for the drunken driving accident that killed two college professors. File VIDEO.
- 6/4 ✓ 6. Mayor Fasi@ still after Prosecutor Kaneshiro and City Council re the Croll investigative controversy. The issue is a bill for \$450,000 that accrued during a 1990 probe of MTL operations.
- 6/4 ✓ 7. Chaminade president Kent Keith responds to several rumors: he's not going to UH; the athletic budget is not being cut; and no one asked to take pay cut. Kevin (sic) Keith@ is looking to improve financial situation, etc.
- 6/3 ✓ 8. Kalaniana'ole water main break totally screwed up morning traffic. VIDEO.
- 6/4 ✓ 9. Sewage being discharged into Palolo Valley stream since this morning, but city just notified news media 40 mins. ago.
- buffer: zoo inspection/ Eye on Hawaii
*** Bankoh/ Shell/ Taco Bell/ Furn Mart/
- 6/4 ✓ 10. Convention center again. Reps. Duke Bainum & Maizie Hirono@ say to Waihee, "please don't extend Convention Center Authority."
11. Honolulu Zoo get a very clean bill of health from accrediting authority.
12. Eye on Hawaii reports continue: how to find alternatives to on-the-market toxic cleaners. Janie Deuser@. Homemade window cleaner demonstrated. Baking soda and vinegar Jane Dewell@.
- buffer: sports/ MLB scores
*** Bankoh:10/ Healthsource / Jack Box/ Sands & Seaside Hotel/ HECO
13. Sports: More locals, including Billy Blanchette, drafted by major leagues/ HPU player interview re baseball draft/ NBA/ French Open/ College World Series/
buffer: deaf & speech impaired
**** HBO-Cinemax/ Hawtel/ Domino's/
14. Weather
15. Shaka Bird teaches deaf children about telephones. Cassie Quilit@ Jane Fernandes, PhD. Bruce Hale@. 16. Kicker about Grand Canyon.

KITV-4 WEDNESDAY, JUNE 3, 1992 5:30PM

- 6/4 ✓ 1. Mayor Fasi@ accuses Arnold Morgado and Keith Kaneshiro of conspiring to hide costs of Croll Associates investigation of MTL. Prosecutor Kaneshiro@: Not true. City still owes Croll \$700,000. VIDEO
- 6/4 ✓ 2. Rick Reed@ apparently violated campaign law he wrote by mailing "Christmas in the Philippines" videotape to names from a voter registration list. City Clerk Raymond Pua@. Reed says he bought the list from Voter Contact Services, which sells such lists with disclaimers. VIDEO
- 6/4 ✓ 3. Sherry Morioka dies today. Former boy friend Abraham Fu will be charged with murder. FILE VIDEO
- 6/4 ✓ 4. Lawyers in Malcolm Greyson's fourth murder trial argue noisily during recess. Dr Elliot Oppenheim@ testifies Queen's and Kapiolani provided inadequate care. VIDEO
- 6/4 ✓ 5. Girl, six, dies at Queen's after falling on scissors. No ID, NO VIDEO
buffer: BWS main breaks/ downtown archaeology/ Aerospace Museum opens/
*** BOH/ Big Island Farms/ Hawaiian Eye Center/ KFC/
- 6/5 ✓ 6. Gov signs insurance reform bill that's supposed to cut premiums.
- 6/3 ✓ 7. BWS main breaks, disrupting Kalaniana'ole traffic. VIDEO
8. Construction on site of Don Francisco de Paulo Marin's property downtown yields trove of archaeological artifacts and bones. Ph.D. Conrad Goodwin@. State archaeologist Tom Dye@. VIDEO
buffer: Battle of Midway anniversary/ Blanchette drafted/
*** KFC/ Hawtel/ Friendly Isle/
- 6/4 ✓ 9. Pacific Aerospace Museum Phase Two opens at HNL today. Early isle pilot Charlie Fern, 99, is guest of honor. VIDEO.
10. Battle of Midway series begins on this eve of its 50th anniversary. SBD pilot Dick Best@. More tomorrow. CONTEMPORARY FILM
*** Friendly Isle/ Popeyes/ Marsh/ Chaminade/ promo/ RC-Diet Rite/ Cola/
11. Princess Kaiulani sixth graders give school a quilt. VIDEO. Weather.
buffer: more ballplayers drafted/ French Open/ Golf Tips/
*** RC-Diet Rite/ Waimea Falls/ Jack Box/
12. Sports. NBA finals/ French Open/ More Hawaii ballplayers drafted. Speaker, VIDEO/ MLB/ New series: Golf Tips - Brad Weaver@, Ko'olina pro. VIDEO/



COMMUNICATIONS
UPDATE

Telephone (808) 533-6149 FAX (808) 526-0736

KHON-2 WEDNESDAY, JUNE 3, 1992 6PM

HEADS: Chaminade faces deficit/ BWS break/ More ballplayers drafted/

- 6/4 ✓ 1. Chaminade University has a huge deficit. Faculty pay cuts and elimination of athletic program are possible. President Kent Keith@. Regents reportedly back Keith. VIDEO
- 6/5 ✓ 2. Gov signs no-fault auto insurance reform bill into law. NO VIDEO
- 6/3 ✓ 3. Water main break disrupts Kalanianaʻole Highway rush hour traffic this morning. BWS' Denise Decosta@. Reporter Mathews suggests with tongue in cheek that graduates consider BWS careers: "You'll always have work."
- 6/3 ✓ 4. Reef Encounter Hawaii fined \$1200 after Ag Dept finds illegal fish at Roy's Restaurants. FILE VIDEO
- 6/4 ✓ 5. Mayor Fasi@ wages war of words on Prosecutor Keith Kaneshiro@, Council Chair Arnold Morgado, and Croll Associates. VIDEO GLITCHES. Fasi may take Croll to court.
- 6/4 ✓ 6. Girl, six, dies at Queen's after falling on scissors while running at Christian Academy pre-school. No ID. NO VIDEO.

buffer: lawyers spat/ pre-paid burials and IRS/
*** HECO/ Pizza Hut/ Honda dealers/ State Fair/ AmSavings/

7. Action Line. Pre-need burial plan purchase money goes into a trust. Interest goes to the mortuary, but buyer is liable for taxes. Anna Walters@ bought a plan from Hawaiian Memorial Park. William Sims@, IRS.

- 6/4 ✓ 8. Sherry Morioka dies. Abraham Fu may be charged with murder.
- 6/6 ✓ 9. Malcolm Greyson's fourth murder trial continues. Defense witness Dr Elliot Oppenheim@ faults Queen's and Kapiolani. Lawyers Myles Breiner@ and Kevin Takata@ get into near fistfight today during recess. VIDEO

buffer: czar is back/ pioneer aviators are too/
*** AmSavings/ Taco Bell/ Shell/ Rabies PSA/

10. Czar Alexander II's portrait is back in Iolani Palace after nearly a century. Russian-American Friendship Society attends. VIDEO

- 6/4 ✓ 11. Pacific Aerospace Museum opens at HNL. Aviators Capt Len Philpott@ and Janne Bennett@ enact historical fliers for grade schoolers. Young Katrina Williams@ Museum's Jim Nikkel@. VIDEO

buffer: more isle ballplayers drafted/
*** Domino's/ State Fair/ BJ/ Pflueger Honda/

12. Sports. UH's Blanchette@, HPU's Ben Agbayani@, others drafted/ MLB/ French Open/ Aloha State Game torch run. VIDEO/ NBA finals/ (Newscast runs long. Timer cuts out here.) General Opinion: Chicago will win NBA finals/
13. Weather.
14. At 10: Construction industry labor talks/ Miss America bails out/
15. Kicker. Uncut fingernail would be six feet long by your 50th birthday.



COMMUNICATIONS
UPDATE

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KGMB-9 THURSDAY, JUNE 4, 1992 6PM



UNIRASIAE
COMMUNICATIONS
UPDATE

1200 College Walk, Ste. 100 Honolulu, Hawaii 96817
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- 6/4 ✓ 1. Mayor Fasi@ vetoes City Council budget today, the first time ever in his time as mayor. Rene Mansho@ responds as council budget chair, saying Fasi is mad because he doesn't get travel budget or car. John Felix@.
2. Two stores at Ward Centre, Susan Marie & Imago, being evicted by landlord Victoria Ward, for rental arrears caused by poor business in turn caused by recession. Joyce Hodges@ & Lani Wolter@ Imago owners. Edward Hustace of Victoria Ward has no comment.
- 6/5 ✓ 3. Dole annual meeting today predicts lower earnings due to economic climate. CEO David Murdock@ blames Maui councilman Goro Hokama for stalling Lanai housing. VIDEO.
- 6/4 ✓ 4. Little girl who died after running with scissors IDed as Stephanie Ogata.
- 6/4 ✓ 5. BI homeless move into Hale O Kawaihae housing today. VIDEO. Manuel Vigil@ homeless single parent. Sherry Money@. Queen Emma Foundation owns the land whic is ni turn leased by Mauna Kea. Properties. Brian Nishimura@ County Council.
- 6/5 ✓ 6. The Miss Hawaii pagent tomorrow night features one contestant, Jody Souza (phon) who was supposed to be in court tomorrow facing charges of harassment. Her trial is put off until August and Murial Anderson@ of the pagent gives a little background. VIDEO of Souza singing "Stormy Weather."
- 6/6 ✓ 7. Prosecution rests in Rogelio Mata trial. VIDEO. Defense starts tomorrow.
- 6/5 ✓ 8. Waikiki street photographer, Richard Miano, Sr.@, fights City, saying he is not a peddler and has a right to photograph people on the street. His attorney, Jack Schweigert, meets with Judge Weil today and she issues a TRO enabling Miano to continue his work. VIDEO
- buffer: more news
*** Bankoh/ Pizza Hut/ Lion Coffee/ Tony Honda
- 6/5 ✓ 9. Waipahu school teacher arrested for fondling fifth grade boy. Nelson Sales (phon) is IDed as teacher.
10. Eye on Hawaii: Maureen Hacoheh@ shows how to compost organic material. City will give coomposting classes at UH Graden Center in Pearl Center soon. Mark Takemoto@, UH. Suzanne Jones@.
- buffer: sports stuff
*** Bankoh:10/ HBO-Cinemax/ Domino's/ Aloha State Games/ So. Seas Jeep
11. Sports: French Open/ College world series/ feature on Dr. Surf, John Jones, the surfing dentist- VID
- buffer: more news
*** McDonald's/ Gasco/ Furn Mart/ A-1/ Sominex
12. Weather
13. Shaka Bird from yesterday is now IDed as being from GTE-Hawaiian Tel.

KITV-4 THURSDAY, JUNE 4, 1992 5:30PM

- 6/5 ✓ 1. Teacher Nelsen Sales arrested, charged with molesting fifth grade student at Waipahu Elementary. FILE VIDEO
- 6/4 ✓ 2. State Dem Party Chairman Dennis O'Connor@ files complaint against Rick Reed@ and his videotape mailing of Christmas in Philippines. VIDEO GLITCH
- 6/5 ✓ 3. Senatorial candidate Wayne Nishiki accuses Sen. Inouye of using taxpayer money to further his reelection campaign with his new "Report to Hawaii" newsletter. Nishiki@
- 6/4 ✓ 4. Mayor Fasi@ vetoes City Council budget, with acrimonious words between him and Rene Mansho@.
- buffer: Miss Hawaii contestant/ Dole annual meeting/ condo sales down
*** Bankoh/ Domino's/ Gasco/ Toyota dealers
- 6/5 ✓ 5. One Miss Hawaii contestant, Jody Rae Souza (phon), Miss Aloha Hawaii, faces a criminal harassment charge. Her coach Eric Chandler@ explains the incident. Muriel Anderson@ of pagent. Trial scheduled for August.
- 6/5 ✓ 6. Clarence Pitts' civil rights trial today calls HPD Chief Nakamura. Pitts claims he was beaten by HPD officers in 1990. VIDEO.
- 6/6 ✓ 7. State rests case today in Rogelio Mata burglary ring case. Reinette Cooper@.
- 6/5 ✓ 8. Dole annual meeting. David Murdock@ says earning will be down 25% in 2nd quarter. He discusses a spin-off offering of construction entity, and the frustration of trying to build homes, etc. on Lania. File VIDEO and VIDEO
- 6/4 ✓ 9. Home and condo sales down last month say Board of Realtors.
- buffer: Midway/ disaster drill/ French Open
*** Toyota/ Home World/ Jack Box/ Pleasant:10
10. A memory of the Battle of Midway: File VIDEO and the story of a Marine pilot.
- buffer: weather
*** Pleasant/ Safeway/ Popeyes/ Floral Parade/ So. Seas Jeep
- 6/2 ✓ 11. Disaster drill at Kapiolani Park is shown - VIDEO. And then the weather.
- buffer: lots of sports
*** So. Seas Jeep/ Jack Box/
12. Sports: French Open/ Golf/ Belmont Race/ Smoke eaters softball league VIDEO and speakers/



INTERNATIONAL
COMMUNICATIONS
UPDATE

1200 CONGRESS ROAD, S.W. 100 HONOLULU, HAWAII 96817
Telephone (808) 533-6149 FAX (808) 526-0736

KHON-2 THURSDAY, JUNE 4, 1992 6PM

HEADS: Tourism in down trend/ Mayor vetoes budget/ Rick Reed videotape/

- 6/4 ✓ 1. Mayor Fasi@ vetoes the Council budget bill and criticizes failure to raise sewage fees. Council Budget Chair Rene Mansho@. Fasi says he has no money to travel, first class, coach or in baggage. VIDEO
- 6/5 ✓ 2. HVB releases projection showing tourism count may be down two per cent in '92. Gene Cotter@, HVB. Figures obtained from travel agents. VIDEO
- 6/5 ✓ 3. Waipahu teacher Nelson Sales accused of molesting a sixth-grade boy. No ID, NO VIDEO
- 6/4 ✓ 4. Rick Reed@ says if he violated the law with his "Xmas in the Philippines" videotape, it was a technical violation. VIDEO
- 6/5 ✓ 5. Wayne Nishiki@ accuses Sen Inouye of using taxpayers' money to develop and mail a flier to voters. VIDEO
- buffer: police brutality case/ Lanai frustration/
*** HMSA/ Pizza Hut-Aloha/ Home World/ Center for Cosmetic Surgery/
- 6/5 ✓ 6. David Murdock@ blames Maui Councilman Goro Hokama for delays in Lanai development during Dole meeting today. Hokama@ by phone. VIDEO
7. Ronald Peters and _____ Heath (both phon) claim State Harbors officer Francis K. Lum (phon) forced them to leave harbor although they lacked navigational gear. NO VIDEO
- 6/5 ✓ 8. Clarence Pitts (phon) is suing HPD for beating him after his drunk and disorderly arrest. Lawyer Ignacio Garcia@. HPD lawyer Rodney Veary@. VID
- 6/4 ✓ 9. Matthew Villaflor (phon), 14, credited by HFD with saving his family from Waimanalo house fire. VIDEO
- 6/6 ✓ 10. Passenger injured in Koko Head traffic ax days ago dies today. No ID. FILE VIDEO
- buffer: tsunami drill/ monkey trip/
*** AmSavings/ Kyotaru/ Infiniti/ Jewel Box/
- 6/2 ✓ 11. Tsunami drill held on Oahu today with military volunteer "casualties" littering Kapiolani Park. HPD, HFD, Civil Defense, ambulances, buses, military, other agencies took part. Coordinator Toby Clairmont@. VIDEO
12. Zoo saying aloha to family of golden tamarind monkeys. Keeper Linda Santos@: They'll be released into the wild in Brazil. VIDEO
- buffer: Hawaii-Angels pipeline/ Aloha State Games/
*** Easy Spirit/ Taco Bell/ Hawaiian Isle Coffee/ Pflueger Acura/
13. Sports. Aloha State Games opening ceremony live from Ala Moana Center. VIDEO/ NBA finals/ French Open/ MLB/ Scout Wally Komatsubara@ is why the Cal Angels are drafting so many Hawaii players/
14. Weather
- 6/5 ✓ 15. At 10: Rent control meeting/ Help for stutterers/
16. "Take Me Out to the Ball Game" is about a fan named Katie Casey.



IMMEDIATE
COMMUNICATIONS
UPDATE

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KGMB-9 FRIDAY JUNE 5, 1992 6PM



KAIMANUI
COMMUNICATIONS
UPDATE

- 6/5 ✓ 1. Federal jury agrees with Clarence Pitts in his police brutality case against HPD, but because of involved government question, the magistrate finds in favor of city. Regina Chung@ juror.
- 6/6 ✓ 2. Two courts here, Intermediate Appeals and Supreme, fed up over congested court dockets and Rule 48 being routinely violated, overturn lower courts' decisions. Trial lawyer blames Prosecutor Kaneshiro's policies for backlog. Earle Partington@.
- 6/6 ✓ 3. Rogelio Mata trial continues. Leslie Okumura@ testifies today that he was set up. VIDEO.
- 6/6 ✓ 4. Lanikai stick attacker says he was mentally ill. Marine Thomas Hunt gets nine years. Janet Ishikawa@ victim. Keith Kaneshiro@
5. True crime trading cards will be discouraged in the schools by BOE. BOE also examines competency test results. Herman Aizawa@.
- 6/6 ✓ 6. Dept. of Planning issues "urban report" on Waikiki. Master plan comes up with lots more ideas, including cleaning Ala Wai, people mover system, and more. Ben Lee@ City Planning Dept.
- buffer: Eye on Hawaii/
*** Bankoh/ Sea Life Park/ Jack Box/ Furn Mart/
7. Eye On Hawaii series continues: Energy. Richard Reed@ talks about solar heating. Ron Richmond@ Solar Heating Assn. Cully Judd@ Inter-Island Solar Supply talks about his photovoltaic system.
8. Club 100 members receive special recognition today at proclamation signing ceremony. Ray Nosaka@.
- buffer: MLB scores
*** Bankoh:10/ Honda Windward/ Domino's/ Hawtel/ HBO-Cinemax
9. Sports: NBA score shown/ French Open/ Aloha State Games doing quite well in registration - VIDEO. Barbara Velasco@/ College World Series final will feature two West Coast teams/
- buffer: weather/ giraffes
*** McDonald's/ Waimea Falls/ Aloha State Games/ Flex all/ Premsyn
- 6/6 ✓ 10. Correction on prison sentence of stick attacker: it's nine months, not nine years.
11. Weather
- 6/6 ✓ 12. Honolulu Zoo savanna exhibit opens a week from today. VIDEO. Ken Redman@ asst. dir. Sean Casey@ mammal supervisor.

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KITV-4 FRIDAY, JUNE 5, 1992 5:30PM



COMMUNICATIONS
UPDATE

Telephone (808) 533-6149 FAX (808) 526-0736

- 6/5 ✓ 1. Clarence Pitts@' police brutality jury rules in favor of HPD, then announces it made a mistake and meant to rule for Pitts. Lawyer Ignacio Garcia@. Rodney Veary@. Court to try to untangle this mess on Monday.
- 6/5 ✓ 2. Waipahu Elementary teacher Nelson Sales@ pleads not guilty in child molestation case. VIDEO. Waipahu school holds meeting of students. Speaker@, no ID.
- 6/4 ✓ 3. Russell Blair says Rick Reed may qualify as a state agent and thus beat charge relating to his "Xmas in the Philippines" videotape.
- 6/6 ✓ 4. City reveals its Waikiki development plan, with wider sidewalks, fewer cars. City planning director Ben Lee@. Changes would come slowly, as low rises give way to high rises. Council member Andy Mirikitani@. VIDEO
- buffer: conviction overturned/ Okamura on stand/ African savanna/
*** BOH/ State Fair/ Drakkar Noir-LH/ Hauoli/
- 6/4 ✓ 5. Intermediate Court of Appeals dismisses a manslaughter case because defendant didn't get a speedy trial due to court backlog. NO VIDEO
- 6/6 ✓ 6. Leslie Okamura@ takes stand in Rogelio Mata burglary trial. He says Kona was the burglar. VIDEO
- 6/6 /7. KMCAS Lcpl Thomas Hunt sentenced to nine months for whacking women joggers from his car. NO VIDEO
- 6/3 ✓ 8. Dems bring in media consultant Jack Francetti@ to tell politicians they have to entertain to make the six o'clock news. Karl T Kurtz@. Rep Peter Apo@. Two Republicans attended. VIDEO
- 6/6 ✓ 9. Zoo previews African Savanna exhibit, due to open next week. Zoo's acting director Ken Redman@, education manager Joe Kimmins@, and vet Dr Ben Okimoto@. VIDEO
- buffer: music exhibit at Bishop Museum/ Games People Play/
*** Hauoli/ Cutter Chrysler/ Domino's/ HECO/
10. Battle of Midway series, last segment. John Ford shot a propaganda film of battle scenes to affect the mothers of America/ No memorial of the battle exists, despite Navy League efforts.
- *** HECO/ Blockbuster/ BJ/ promo/
11. Bishop Museum opens a "What Makes Music?" exhibit tomorrow. VIDEO. Weather.
- buffer: Games People Play/ French Open/ local golf/
*** Chrysler dealers/ CPB-Crimewise/
12. Sports. NBA/ French Open/ MLB/ NFLer Kurt Gouveia holds his second annual charity golf at Hickam. Speakers. VIDEO/ Games People Play try obstacle course in Kona Town. Speakers. VIDEO/

KHON-2 FRIDAY, JUNE 5, 1992 6PM

HEADS: Navy dolphin missing/ Waikiki plan/ African savanna preview/

- 6/6 ✓ 1. Navy lost a prized dolphin from KMCAS research station when rains interrupted an ocean training session on Wednesday. LT Ken Ross: Our research doesn't hurt the animals. VIDEO
- 6/6 ✓ 2. City reveals Waikiki master plan. Planning director Ben Lee@: We want a pedestrian environment. Landowners will get incentives to develop within the plan. WIA's Christina Kemmer@: We'll look at it. Zoo will stay where it is. Jefferson School could be an apartment building site. VIDEO
3. Shawnee Medlock reunited with birth family at HNL today, 29 years after her adoption. Brother Bobby Crawford@. Birth mother Sunny Crawford@. Shawnee@. Brother, Roland@. Sister Michelle Crawford@. VIDEO
- buffer: confusing verdict/ Lanikai basher sentenced/
*** Honolulu Cellular/ Pizza Hut-Aloha/ Miracle-Gro/ State Fair/ AmSavings/
- 6/5 ✓ 4. Jury finds Clarence Pitts was victim of police brutality but misunderstood instructions. Court will sort it out. NO VIDEO
- 6/6 ✓ 5. Two court rulings, one an overturned manslaughter verdict, result from court backlog. Defense lawyer Earle Partington@ blames prosecutor Keith Kaneshiro.
- 6/4 ✓ 6. Former locksmith Leslie Okamura@ testifies in Rogelio Mata trial, says police set him up, denies burglary charges. VIDEO
- 6/6 ✓ 7. KMCAS Lcpl Thomas Hunt sentenced to nine months in Lanikai jogger basher case. VIDEO
- 6/5 ✓ 8. Waipahu Elementary teacher Nelson Sales posts bail, is released on child molestation charges. VIDEO
- buffer: late graduation/ African savanna/
*** BK/ Cutter Dodge/ Optical Dispensers/ Home World/
- 6/5 ✓ 9. Leilehua H.S. class of 1942 to graduate, 50 years after its commencement was canceled during WWII. Principal Mormon Mineihira@. VIDEO
- 6/6 ✓ 10. King Kamehameha statue decorated today for his holiday next week. Parade is tomorrow. VIDEO
- 6/6 ✓ 11. Honolulu Zoo's African savanna, phase one, previewed in advance of next Friday's opening. Asst Zoo director Ken Redman@. VIDEO
buffer: French Open/ Kurt Gouveia/
*** Domino's/ Shell/ State Fair/ Pflueger Honda/
12. Sports. French Open/ NBA/ MLB/ NFL football player Kurt Gouveia@ hosts second annual charity golf tourney at Hickam. Speakers. VIDEO/
13. Weather.
14. At 10: Graduation weekend/ Bishop Museum musical exhibit/
15. Kicker. Restaurant sweetbreads are pancreases. Pancreae?
- 6/5 ✓ 16. #9 update: More Leilehua H.S. class of 1942 VIDEO.



UNIMAS HAIT
COMMUNICATIONS
UPDATE

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STATE OF JOURNALISM IN HAWAII

PART 2

Honolulu's Daily Local T.V. News Shows

Appendix 3

September 1992

Honolulu Community-Media Council
P. O. Box 22415 • Honolulu, HI 96823-2415
Tel: (808) 521-6323

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Notes on interview with Kent Baker, News Director, KHON
Channel 2 on Wednesday, June 24, 1992.

1. Owned by Burnham Broadcasting, Chicago, a Limited Partnership.
Some public debt so disclosure is made in documents filed with the SEC. Channel 2 is the NBC affiliate.
2. Owns TV stations in:
 - Honolulu, Maui and Big Island
 - New Orleans, Louisiana
 - Mobile, Alabama
 - Greenberg, Wisconsin
 - Bakersfield, California
3. Channel 2 tremendously profitable before servicing of debt.
Channel 2 purchased in 1985 for a high price but not at the peak of prices for TV/Radio stations which in the deregulated 1980's were selling for very inflated prices.
Channel 2 best investment of Burnham.
4. Ratings by Nielsen three times a year - February, May and November. Sets advertising rates.

Attachment (A) is memo to staff dated 6/2/92 with attachments of Nielsen Station Index Advance ratings.

Taking ~~every~~ ^{EARLY} news 5:30 & 6:00 p.m.

		<u>Rating</u>	<u>Share</u>
News 4	KITV	10	21
News 9	KGMB	11	20
News 2	KHON	<u>21</u>	<u>38</u>
TOTAL		42	79

Rating is defined as % of all households who have TV sets on Oahu.

Share is defined as % of all TVs actually switched on.

Channel 2 has a rating and share equal to the other two stations combined.

5. Why is Channel 2 ahead?

-Joe Moore, the anchor, is liked and has trust and confidence. Born and reared in Hawaii.

-It has a strong independent news department.

-Channel 2 reporters and producers are not transients but were either born in Hawaii or have been here a long time and therefore know the local scene.

-Investigative reporters:

Bruce Voss - Business

Jim McCoy - Government

Always had good coverage of business since Barbara Tanabe broke Rewald case. However, Channel 2 could do more investigative reporting and have^A Jim Dooley or Ian Lind on staff.

-Action Line dealing with Consumer Affairs to which everyone can relate.

6. Channel 2 has had nine owners since 1953 which is bad.

7. Feel that TV news is, unlike some newspapers, not close to the Hawaii political establishment and is therefore more independent.

8. Honolulu is unique in the nation in its concentration of government and the portion of news devoted to state and city government.

9. Awards. Channel 2 does not pursue awards. The ratings tell the story of success.

10. ^{Round} ~~Panel~~ of "graduates:"
Mark Segami
Barbara Tanabe
Carolyn Tanaka
11. TV news can be shown live and be right up to date but the weakness is that TV is more an entertainment medium and has very limited time to tell a story.
- For the public, TV news should not be the ^{sole} ~~site~~ source of news but complimentary to other sources. Reaction from viewers is instantaneous. An immediate impact. TV is invited into a home and has ^s to make the viewer comfortable.
12. Annual Employment Report (Attachment B)
13. Quarterly Issues/Programs List (Attachment C)
14. Programming furnished by the NBC network that is specifically designed to serve the educational and informational needs of children 16 and under. (Attachment D)
15. Action Line - Tally Sheet Data 1991 (Attachment E)
16. Check list of documents required by FCC to be kept on a public inspection file. (Attachment F)


Desmond J. Byrne

DBA:D:HCMC 7/21/92


7/21/92

2 June 1992

To: The Staff

We have just completed a very successful May rating period, according to the advance numbers we received today.

After the CBS olympics in February narrowed our lead at 10 p.m., it is good to return to our normal averages and see the other stations return to theirs.

Our 6 p.m. does a 21 rating, the same as February and up a point from last May. Our late news is up two points from February, tied with last May.

Our Monday-Friday 6 and 10 p.m. audiences are once again as big as Channel 9's & 4's numbers, combined. That is a hell of a positive statement, one that few stations in the country can make.

Congratulations on the very strong book and thanks for all the effort all of you put into our success. Channel 2 is the number one station in prime time, and from sign-on to sign-off, by the way. Our syndication did great numbers as well. All this is important, because it shows that Hawaii has continued for more than a decade now to look to Channel 2 for leadership in television news, information and entertainment.

cheers,

NIELSEN STATION INDEX
Advance Ratings

Time Period/Station	Rtg	Shr	Other Information
FROM PROGRAM AVERAGES (News)			
Mon-Friday 5-5:30PM			
Live at 5 KGMB	11	24	
Jeopardy KHON	12	28	
ABC World News KITV	7	17	
Mon-Friday 5:30-6PM			
CBS Eve News KGMB	11	23	
NBC Nightly KHON	12	26	
News 4 KITV	10	21	
Mon-Friday 6-6:30PM			
Channel 9 News KGMB	11	20	
Channel 2 News KHON	21	38	
Ent. Tonight KITV	7	13	
Mon-Fri 10-10:30PM			
The Nightcast KGMB	10	22	
Channel 2 News KHON	17	36	
News 4 at 10 KITV	7	16	
7-Day Ave Early			
Channel 9 News KGMB	10	19	6 days only/6PM
Channel 2 News KHON	20	37	
News 4 (5:30) KITV	9	19	
7-Day Ave 10-10:30PM			
The Nightcast KGMB	10	22	
Channel 2 news KHON	16	34	
News 4 at 10 KITV	7	16	
Saturday Early			
Channel 9 News KGMB	6	14	6:00PM
Channel 2 News KHON	14	33	
News 4 KITV	8	20	5:30PM
Sunday Early			
Channel 9 News KGMB	5	12	5:00PM
Channel 2 News KHON	17	33	
News 4 KITV	5	11	5:30PM
Saturday 10-10:30PM			
Channel 9 News KGMB	9	19	
Channel 2 News KHON	14	30	
News 4 at 10 KITV	6	13	

NIELSEN STATION INDEX
Advance Ratings

Time Period/Station	Rtg	Sh	Other Information			
FROM PROGRAM AVERAGES (News Continued)						
Sunday 10-10:30PM						
The Nightcast KGMB	11	25				
Channel 2 news KHON	13	29				
News 4 at 10 KITV	8	20				
FROM PROGRAM AVERAGES (Miscellaneous)						
Saturday 5-5:30PM			Wk1	Wk2	Wk3	Wk4
Fishing Tales KHON	7	19	5	9	8	6
Sunday 5-5:30PM			Wk1	Wk2	Wk3	Wk4
Lets Go Fishing KHON	13	31	10	17	12	12
Sunday 5:30-6PM			Wk1	Wk2	Wk3	Wk4
Hari's Kitchen KHON	13	28	14	15	9	13
Sunday 10:30-11PM						
Haw Sports Fin KHON	5	20				
Sunday 2-4PM			Wk3 (3:00PM)			
TV2 Sun Aft Mov KHON	3	15				
Sunday 7:00AM			Wk1,	Wk2	Wk3 6:30	Wk4 8:00
NBC Basketball KHON			6/32	10/36	9/46	11/42
Sunday 9:30AM			Wk1	Wk2	Wk 3 9:00	Wk4 10:45
NBA BAsketball KHON			6/24	8/27	10/38	15/44
Saturday 7:00AM			Wk1	Wk2	Wk3	
NBA BAsketball KHON			8/37	6/24	8/33	
Saturday 9:30AM			Wk1	Wk2	Wk3	Wk4 9:00
NBA Basektball KHON			7/31	11/15	7/32	9/38
Saturday 10:30PM						
Sat Night Live KHON	9	32				
Monday 8:00PM			Last 2 wks 21 Hg 32 rtg			
Murphy Brown KGMB						
Friday 7-8:00PM			First Friday No Number			
Merry Monarch KITV	18	36				
Saturday 6:00PM						
Merry Monarch KITV	19	37				

NIELSEN STATION INDEX
Advance Ratings

Time Period/Station	Rtg	Shr	Other Information		
FROM PROGRAM AVERAGES (Daytime/Late Night)					
Monday-Friday 6-8AM					
CBS Morn News KGMB	1	6			
Today Show KHON	6	30			
Good Morn Amer KITV	4	20			
Monday-Friday 8-9AM					
Sally J Raphael KHON	9	45			
Monday-Friday 9-10AM					
Jenny Jones KHON	7	46			
Mon-Friday 3-3:30PM					
As World Turns KGMB	8	33	-2:30		
Donahue KHON	7	26			
Love Connection KITV	2	6			
Mon-Friday 3:30-4PM					
Peoples Court KGMB	4	18			
Donahue KHON	7	26			
Best of Love C. KITV	2	7			
Mon-Friday 4-4:30PM					
Geraldo KGMB	4	12			
Oprah Winfrey KHON	12	37			
Studs KITV	4	13			
Mon-Friday 4:30-5PM					
Geraldo KGMB	4	12			
Oprah Winfrey KHON	12	37			
Hard Copy KITV	4	11			
Mon-Friday 6:30-7PM					
Cosby KGMB	8	15			
Wheel of Fort KHON	18	32	M/Wk3	T/Wk3	W/Wk3
Current Affair KITV	10	17	Th/Wk4	F/Wk4	
Mon-Fri 10:30-11PM					
Cheers KGMB	6	18			
Inside Edition KHON	12	35			
Married W Child KITV	5	14			
Arsenio Hall KHNL	2	11			
Mon-Fri 11PM-12Mid					
CBS Late Night KGMB	2	12			
Tonight Show KHON	5	31	Last 3 shows (M-Wed)		8
Nightline KITV	2	13			

NIELSEN STATION INDEX
Advance Ratings

Time Period/Station	Rtg	Shr	Other Information
FROM PROGRAM AVERAGES (Prime Time)			
SUNDAY	KHON		
6:30 Against All Odds	9	18	
6:30 Disaster Files	5	8	
6:30 Golden Girls	5	12	
6:30 Runaway R & F	8	17	
7:00 Brown Bags	11	19	
7:00 Mann & Machine	3	4	
7:00 I Witness Video	3	7	
7:00 People in Parad	12	20	
8:00 Sun Nite Movie	13	22	
(3 wk average)			
			Wk1 Hallmark Hall of Fame 12
			Wk2 Trial: (Pt 1) 9
			Wk3 Saturday Night Live 11 121
			Wk4 Cruel Doubts (Pt 1) 19
MONDAY	KHON		
7:00 Fresh Prince (4)	19	33	
7:30 Blossom (2)	16	26	
8:00 Mon Nite Movie	16	25	
(4 wk average)			
			Wk1 In Shadow of a Killer 16
			Wk2 Trial: (Pt 2) 13
			Wk3 7:30/Kindergarten Cop 12
			Wk4 7:30/Bird on a Wire 22
TUESDAY	KHON		
7:00 This is Garth B	5	7	
7:00 MOTW: Perry Mas	15	25	
7:00 In the Heat (2)	12	20	
8:00 Law & Order (2)	11	18	
8:00 Cruel Doubts Pt2	15	23	
9:00 Dateline NBC (3)	7	14	
WEDNESDAY	KHON		
7:00 Unsolved Mys (4)	18	33	
8:00 Seinfeld (2)	12	19	
8:00 Night Court	15	28	
8:00 Country Music Aw	9	17	
8:30 Seinfeld	6	11	
9:00 Quantum Lp (2)	12	23	
9:00 First Person	4	12	
THURSDAY	KHON		
7:00 Cosby (3)	28	41	
7:00 Different World			Wk2 Final Episode 40 41
7:30 Diffrent Wd (2)	17	27	
8:00 Cheers (4)	21	31	
8:30 Wings (3)	11	12	

NIELSEN STATION INDEX
Advance Ratings

Time Period/Station	Rtg	Shr	Other Information
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FROM PROGRAM AVERAGES
(PrimeTime Continued)

FRIDAY

KHON

7:00 Matlock (2)	12	21	
7:00 I Witness Vid(2)			14/26 8/15
8:00 Matlock 2hr (1)			
8:00 Ill Fly Way (3)	9	17	
9:00 The Fifth Corner	7	11	
9:00 NBC News Special	7	15	

SATURDAY

KHON

7:00 Golden Girls (4)	18	36	Wk3 Final Episode 22
7:30 Empty Nest (1)	11	20	
7:30 Torkelsons (1)	11	24	
7:30 Golden Girls (1)			
8:00 Empty Nest (4)	14	27	
8:30 Empty Nest (1)	17	36	
8:30 Nurses (2)	14	23	
8:30 Bob Hope Special	11	22	
9:00 Sisters (2)	12	22	
9:00 Dame Edna's Holy	7	15	

NIELSEN STATION INDEX
Advance Ratings

Time Period/Station		Rtg	Shr	Other Information
FROM DAYPART SUMMARY				
Monday-Friday 6-9 AM	KHON	7	36	
Monday-Friday 9AM-12Noon	KHON	4	26	
Monday-Friday 12Noon-3PM	KHON	2	11	
Monday-Friday 10:30PM-12 Mid	KHON	7	33	
Monday-Friday 7-10PM	KGMB	11	19	
	KHNL	8	14	
	KHON	14	24	
	KITV	10	18	
Mon-Sat 7-10PM/ Sun 6-10PM	KGMB	12	21	HH
	KHNL	8	15	
	KHON	13	23	
	KITV	10	18	
Sunday-Saturday 7AM-1AM	KGMB	6	19	HH
	KHNL	4	12	
	KHON	8	26	
	KITV	4	15	

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May 21, 1992

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CLIENT'S COPY
ATTACHMENT B

BEN S. FISHER
(1890-1954)

CHARLES V. WAYLAND
(1910-1980)

OF COUNSEL
JOHN O. HEARNE

MCI MAIL: FWCLOC

Ms. Donna R. Searcy
Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Re: FCC Form 395-B
1992 Annual Employment Report

Dear Ms. Searcy:

Transmitted herewith for filing, in duplicate, on behalf of Burnham Broadcasting Company, a Limited Partnership, the licensee of Broadcast Station KHON-TV, Honolulu, Hawaii, is the Annual Employment Report for the station.

Please associate this filing with the appropriate Commission file for the station.

If there should be any questions concerning this matter, please communicate with the undersigned.

Very truly yours,

Richard R. Zaragoza

RRZ:srf
Enclosure

4023-002.F

BROADCAST STATION
ANNUAL EMPLOYMENT REPORT 1992

Approved by OMB
3060-0390
Expires 9/30/93

(For FCC Use Only)

Code No.

SECTION I

A. Name of Licensee or Permittee Burnham Broadcasting Company, a Limited Partnership	B. Address 1115 Auahi Street Honolulu HI 96814
--	--

SECTION II

A. TYPE OF RESPONDENT (check ONLY one)

COMMERCIAL BROADCAST STATION

NONCOMMERCIAL BROADCAST STATION

HEADQUARTERS

AM ☐ AM

TV ☒ TV

ER ☐ Educational AM or FM Radio

HQ ☐

FM ☐ FM

LP ☐ Low Power TV

ET ☐ Educational TV

AF ☐ Combined AM & FM
in same area (must file
a combined report)

IN ☐ International

B. List call letters and location(s) of included stations. AM station is to be listed first in a combined report. Provide former call letters for each station if changed since last 395-B report.

CURRENT CALL LETTERS	LOCATION(S)	FORMER CALL LETTERS
KHON-TV	Honolulu, Hawaii	

SECTION III

A. PAY PERIOD COVERED BY THIS REPORT (DATE)

March 31, 1992

3. CHECK APPLICABLE BOX

☐ Fewer than five full-time employees during the selected payroll period (Complete page one only and certification statement and return to FCC)

☒ Five or more full-time employees during selected payroll period (Complete all sections of form and certification statement and return to FCC)

SECTION IV CERTIFICATION

This report must be certified, as follows: (a) By licensee, if an individual; (b) By a partner, if a partnership (general partner, if a limited partnership); (c) By an officer, if a corporation or an association; or (d) By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed Peter B. Desnoes

Title Managing General Partner

Print Name Peter B. Desnoes

Date 5/12/92 Telephone No. (312) 787-9800

SECTION V - EMPLOYEE DATA

A. FULL-TIME PAID EMPLOYEE DATA

JOB CATEGORIES	TOTAL (a-p)	MALE					FEMALE				
		WHITE (NOT HISPANIC) (a)	BLACK (NOT HISPANIC) (b)	HISPANIC (c)	ASIAN OR PACIFIC ISLANDER (d)	AMERICAN INDIAN, ALASKAN NATIVE (e)	WHITE (NOT HISPANIC) (f)	BLACK (NOT HISPANIC) (g)	HISPANIC (h)	ASIAN OR PACIFIC ISLANDER (i)	AMERICAN INDIAN, ALASKAN NATIVE (j)
OFFICIALS & MANAGERS	9	6			1		1		1		
PROFESSIONALS	32	13	1		6		5		2	5	
TECHNICIANS	41	7	1	1	27		1			4	
SALES WORKERS	7	2			1		1			3	
OFFICE & CLERICAL	11				1		3		1	6	
CRAFT WORKERS (SKILLED)											
OPERATIVES (SEMI-SKILLED)											
LABORERS (UNSKILLED)											
SERVICE WORKERS											
TOTAL	100	28	2	1	36		11		4	18	

B. PART-TIME PAID EMPLOYEE DATA

JOB CATEGORIES	TOTAL (a-p)	MALE					FEMALE				
		WHITE (NOT HISPANIC) (a)	BLACK (NOT HISPANIC) (b)	HISPANIC (c)	ASIAN OR PACIFIC ISLANDER (d)	AMERICAN INDIAN, ALASKAN NATIVE (e)	WHITE (NOT HISPANIC) (f)	BLACK (NOT HISPANIC) (g)	HISPANIC (h)	ASIAN OR PACIFIC ISLANDER (i)	AMERICAN INDIAN, ALASKAN NATIVE (j)
OFFICIALS & MANAGERS											
PROFESSIONALS	4				2		2				
TECHNICIANS	3	1			2						
SALES WORKERS											
OFFICE & CLERICAL	1				1						
CRAFT WORKERS (SKILLED)											
OPERATIVES (SEMI-SKILLED)											
LABORERS (UNSKILLED)											
SERVICE WORKERS											
TOTAL	8	1			5		2				

QUARTERLY ISSUES/PROGRAMS LIST

There follows a listing of some of the significant issues responded to by Station KHON KHAW _____, along with the most significant programming treatment of those issues for the period 1/1/92, KAIL _____, to 3/31/92. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Program/Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
Local business & government	People in Paradise IV	1/2/92	7 P.M.	60:00	Interviews with Frank Fasi, Robt. Pfeiffer & Nohealani Cypriano
Literacy	Milo's Secrets	1/5/92	7 P.M.	30:00	Friends of the Family special on illiteracy
Early Educ.	The Learning Years	1/5/92	7:30 P.M.	30:00	Friends of the Family special on early educ. 1-8 years.
Local business & government	People in Paradise IV	1/8/92	4 P.M.	60:00	Re-broadcast
Cultural preservation & education	Kamehameha Song Contest	3/20/92	7 P.M.	2:30:00	Annual contest in Hawaiian music.
"	"	3/22/92			

PROGRAMMING FURNISHED BY THE NBC NETWORK
THAT IS SPECIFICALLY DESIGNED TO SERVE THE EDUCATIONAL AND
INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER

JANUARY - MARCH 1992

Airdate: 1/4/92
Time: 8:30-9:00AM
Duration: 30:00

YO, YOGI!
MALL ALONE

When Snaglepuss, who's petrified of the dark, accidentally gets trapped inside Jellystone Mall after it closes for the night, the LAF squad must rescue him. Snag saves the day when he inadvertently stops Pop Fly and Homer from stealing a valuable baseball collection that's on display at the mall. Snaglepuss learns there's no reason to be afraid of the dark.

Airdate: 1/4/92
Time: 9:00-9:30AM
Duration: 30:00

SUPER MARIO BROTHERS 4
GHOSTS-R-US

Koopa wizards capture Mario, Luigi and Princess Toadstool and imprison them in a Dino-Ghost dungeon, and Yoshi must brave real and imagined terrors to rescue them. Yoshi learns to have more self-confidence.

Airdate: 1/18/92
Time: 9:00-9:30AM
Duration: 30:00

CAPTAIN N
BATTLE OF THE BASEBALL KNOW-IT-ALLS

Motherbrain pulls off the ultimate kidnapping warping Bo Jackson, the N team (minus Lana), to the dark interior of Baseball World where the odds are a zillion to one that they'll never come out alive. Kevin learns the meaning of teamwork.

Airdate: 1/18/92
Time: 11:00-11:30AM
Duration: 30:00

SAVED BY THE BELL - PART ONE
OPERATION ZACK

Zack is scared about having surgery on his knee. Lisa's mother performs the operation, and the kids convince him that operations and hospitals are nothing to be afraid of.

Airdate: 1/18/92
Time: 11:30-12:00PM
Duration: 30:00

SAVED BY THE BELL - PART TWO
FOURTH OF JULY

The annual 4th of July Pageant. Zack is judge for Miss Liberty and must choose between Kelly and Stacy. Even though Carosi threatens Zack to vote for Stacy, he chooses Kelly because she makes the best speech and deserves to win.

Airdate: 1/25/92
Time: 9:00-9:30AM
Duration: 30:00

SUPER MARIO BROTHERS 4
BORN TO RIDE

After being scolded by Mario and Luigi, Yoshi runs away and joins a dinosaur gang who kidnaps the Mario Brothers for King Koopa. Yoshi learns that Mario and Luigi only scolded him because they care about him.

Airdate: 2/1/92
Time: 8:00-8:30AM
Duration: 30:00

SPACECATS

A TALE OF TWO KITTIES

The Spacecats must investigate Hendrick Smendrick, inventor of the wind-up sneaker, whose sneaker factory is polluting the once beautiful Stepfordtown with toxic waste. Environmental message.

Airdate: 2/1/92
Time: 9:30-10:00AM
Duration: 30:00

PROSTARS

GARGANTUS AND THE HIGHWAY OF DOOM

The Prostars are off to the Australian outback to help a kid who's worried that his brother will be joining a weird "Mad Max"-like gang of hoodlums led by Gargantus, a massive body builder/wrestler. The boy realizes that being a gang member is not so great when they threaten his family.

Airdate: 2/8/92
Time: 9:30-10:00AM
Duration: 30:00

PROSTARS

A BITE OF THE BIG APPLE

The Prostars must find Jennifer Twist who ran away to New York City when her widowed father remarries. She finds out that being a runaway can be frightening. The stepbrother she resented teams with the Prostars to bring her home.

Airdate: 2/8/92
Time: 11:00-11:30AM
Duration: 30:00

SAVED BY THE BELL - PART ONE

PIPE DREAMS

Oil is found under Bayside. The community votes not to pump it so the natural balance of the land won't be destroyed.

Airdate: 2/8/92
Time: 12:00-1:00PM
Duration: 60:00

NBA ALL-STAR STAY IN SCHOOL JAM

Entertainers and NBA players help stress the importance of staying in school in this program of music and basketball fun taped in Orlando, Florida.

Airdate: 2/15/92
Time: 9:30-10:00AM
Duration: 30:00

PROSTARS

ROLL TO VICTORY

The Prostars come to the aid of Tommy, a disabled boy, and they realize that overcoming a handicap is difficult, but with a positive attitude it can be done.

Airdate: 2/22/92
Time: 8:30-9:00AM
Duration: 30:00

YO, YOGI!

FASHION SMASHIN'

When Calvin Klunk, a world famous fashion designer, comes to the Mall, Cindy begins to feel more self-conscious about her clothes. Roxy and Cindy find out Klunk's latest design has been stolen. They must decide whether or not to keep the "hot" new look. They realize the clothes people wear are not important; it's what kind of person you are that is.

Airdate: 2/22/92
Time: 11:00-11:30PM
Duration: 30:00

SAVED BY THE BELL - PART ONE

DATE AUCTION

A fat girl buys a date with Zack who learns to overlook her weight problem and accept her for the great person she is.

Airdate: 2/29/92
Time: 8:30-9:00AM
Duration: 30:00

YO, YOGI!

TO TELL THE TRUTH, FORSOOTH

Snag is put in charge of returning a priceless bust of William Shakesbear to Aunt Annie's Aquarium, but along the way he loses it. Afraid to tell Yogi the truth, he leaves a trail of false clues for the LAF Squad that leads them on a wild goose chase. Yogi learn the importance of being truthful.

Airdate: 2/29/92
Time: 11:00-11:30AM
Duration: 30:00

SAVED BY THE BELL - PART ONE

SAT's

Zack and the gang try to scam the Stansbury College rep so they'll consider Jessie even though her SAT scores are too low. Jessie learns that she shouldn't be so competitive and that she can still get a good education at an average college.

Airdate: 3/7/92
Time: 11:00-11:30AM
Duration: 30:00

SAVED BY THE BELL - PART ONE

HOLD ME TIGHT

Zack helps a girl join the boy's wrestling team when the coach refuses to let girls try out.

Airdate: 3/14/92
Time: 11:00-11:30AM
Duration: 30:00

SAVED BY THE BELL - PART ONE

NO HOPE WITH DOPE

A famous movie star comes to Bayside to film an anti-drug PSA. He turns out to be a hypocrite who smokes pot. Belding saves the day when he gets Brandon Tartikoff to visit the school and appear in the PSA with kids.

Airdate: 3/28/92
Time: 11:30-12:00PM
Duration: 30:00

SAVED BY THE BELL - PART TWO

HOME FOR CHRISTMAS II

Zack finds out the girl he likes is homeless. She and her dad move into Zack's house temporarily. The kids perform "A Christmas Carol" at the Mall.

PROGRAMMING FURNISHED BY THE NBC NETWORK THAT CONTRIBUTES, AS
PART OF NBC'S OVERALL PROGRAMMING, TO SERVING THE EDUCATIONAL AND
INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER

JANUARY - MARCH 1992

Airdate: 1/2/92
Time: 8:00-8:30PM
Duration: 30:00

THE COSBY SHOW

THEO'S FUTURE

After his roommate drags him to a corporate reception for potential employees, Theo is accidentally offered a high-paying job with a large West Coast company. As he prepares to fly to San Francisco for the interview, Theo goes to Cliff & Claire with doubts about his future. Suddenly, he's not so sure about his carefully planned career as a community center counselor.

Airdate: 1/6/92
Time: 8:30-9:00PM
Duration: 30:00

BLOSSOM

THE TEST

Blossom's busy preparing for the PSAT's and she's feeling pressure by Nick to ace the test.

Airdate: 1/9/92
Time: 8:00-8:30PM
Duration: 30:00

THE COSBY SHOW

THE PRICE IS WRONG

Pam, Lance and Charmaine befriend an elderly woman from Pam's old neighborhood. While assisting her with her grocery shopping, Lance discovers that the price of groceries in Harlem is significantly higher than other Manhattan locations. Pam takes this injustice all the way to City Hall, backed by her friends and Dr. Huxtable.

Airdate: 1/12/92
Time: 7:30-8:00PM
Duration: 30:00

THE TORKELSONS

THE ICE PRINCESS

Operating on the argument that a person's lifetime personality is fully established by the age of 15, Dorothy Jane decides to recreate herself in Callie Kimbro's image. She swears off poetry and romantic fantasy and becomes a cool, sophisticated, aloof "ice princess." Ultimately, Dorothy Jane realizes that a life without poetry and passion is not much of a life, and she prefers being the old Dorothy Jane.

Airdate: 1/16/92
Time: 8:30-9:00PM
Duration: 30:00

A DIFFERENT WORLD

CAT'S IN THE CRADLE

Everyone is psyched for the big game against a rival, predominantly white school. When Hillman wins by a landslide, tension between the two schools runs high. A misunderstanding in the parking lot leads to an incident of racial violence when Ron and Dwayne get into a fight with two of the white students. While the boys wait for the police to arrive in the holding cell at the University security office, both sides tell very different stories about the events in the parking lot.

Airdate: 1/19/92
Time: 9:00-11:00PM
Duration: 120:00

DRUG WARS: THE COCAINE CARTEL

PART ONE

This fact-based miniseries traces the downfall of Pablo Escobar, leader of the Medellin Cartel, and the U.S. Drug Enforcement Administration agents who spearheaded the American government's efforts against the Cartel.

Airdate: 1/20/92
Time: 9:00-11:00PM
Duration: 120:00

DRUG WARS: THE COCAINE CARTEL

PART TWO

Please see Part One

Airdate: 1/26/92
Time: 7:00-7:30PM
Duration: 30:00

EERIE, INDIANA (rebroadcast of 11/3/91)

HEART ON A CHAIN

Marshall, his best friend, and the new girl in town bond together in a "first love" triangle. When the reckless friend is killed in a car accident, his heart is donated to replace the girl's defective organ. After the transplant she becomes obsessed with the dead boy's memory. Marshall ultimately convinces her that letting go of the past and getting on with her life is the best way.

Airdate: 1/30/92
Time: 8:30-9:00PM
Duration: 30:00

A DIFFERENT WORLD

BED-ROOM AT THE TOP

Whitley is the victim of sexual harassment in her office, but is shocked to learn that the man harassing her has reported her as the aggressor.

Airdate: 2/10/92
Time: 8:30-9:00PM
Duration: 30:00

BLOSSOM

LOSERS WIN

Blossom must overcome her fear of public speaking.

Airdate: 2/20/92
Time: 8:00-8:30PM
Duration: 30:00

THE COSBY SHOW

CLAIR'S REUNION

Claire hosts a group of Hillman alumnae who have gathered to pay a tribute to their favorite professor. While trying to write their joint speech, the women discuss how far they have come - and in some ways, regressed - since their college days.

Airdate: 2/27/92
Time: 8:00-8:30PM
Duration: 30:00

THE COSBY SHOW

RUDY'S RETREAT

Rudy is feeling the growing pains of adolescence and Cliff must deal with the fact that his 13-year-old daughter is no longer his little girl.

Airdate: 2/28/92
Time: 9:00-10:00PM
Duration: 60:00

I'LL FLY AWAY

ON THE ROAD

Lilly is determined to register to vote despite a long series of setbacks, while Forrest takes Francie on the campaign trail when she complains they don't spend enough time together.

Airdate: 3/5/92
Time: 8:00-8:30PM
Duration: 30:00

THE COSBY SHOW (rebroadcast of 2/10/91)
PAM APPLIES TO COLLEGE

Pam and Charmaine won't be spending their college years together. Pam visits her guidance counselor, who informs her that a 1.9 GPA will only qualify her for a community college. Pam sets some academic goals for herself so she can catch up to her friend in a few years.

Airdate: 3/5/92
Time: 8:30-9:00PM
Duration: 30:00

A DIFFERENT WORLD (rebroadcast of 10/10/91)
ALMOST WORKING GIRL

Lena tries to cut corners in lit. class by renting "West Side Story" rather than reading "Romeo and Juliet." She confesses she needs help with her studies and turns to Whitley and Dwayne for tutoring.

Airdate: 3/12/92
Time: 8:00-8:30PM
Duration: 30:00

THE COSBY SHOW (rebroadcast of 10/17/91)
WARNING: A DOUBLELIT CANDLE CAN CAUSE A MELTDOWN

Despite Rudy's intense desire to grow up fast Cliff and Claire are still treating her like little girl. Even though her friends get to wear make-up, Rudy must abide by the Huxtable family rule that forbids her from wearing anything but lip gloss at her age. Rudy lies to Cliff and Claire and sneaks into a dance club wearing a ton of make-up. Cliff and Claire find out and send Pam to interrupt her fun.

Airdate: 3/19/92
Time: 8:00-8:30PM
Duration: 30:00

THE COSBY SHOW (rebroadcast of 11/7/91)
OLIVIA'S FIELD TRIP

Cliff and his neighbor (Wally Shawn) are the chaperones for Olivia's kindergarten trip to science and nature museum.

Airdate: 3/20/92
Time: 9:00-10:00PM
Duration: 60:00

I'LL FLY AWAY
COOL WINTER BLUES

Lilly has to deal with John Morgan's sudden friendship with a "bad boy" who encourages him to play with knives and spy on Francie while she's undressing. Meanwhile, two three-part arcs begin when Nathan falls in love with a new girl in school, only to discover that she's Jewish, and Lilly eventually leaves her church in order to support Reverend Henry in his efforts to integrate a local restaurant.

Airdate: 3/27/92
Time: 9:00-10:00PM
Duration: 60:00

I'LL FLY AWAY
THE WAY THINGS ARE

Lilly gets arrested when she participates in a Civil Rights boycott. Meanwhile, Nathan fights with Slocum when he makes an anti-semitic remark about Nathan's new girlfriend, and John Morgan tries to revive a dead frog when he becomes fascinated with electricity.

NETWORK PUBLIC SERVICE SCHEDULE, JANUARY 1992

(PSA's targeted to children)

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>TOPIC</u>	<u>LENGTH</u>
1/4	SPACECATS	NBC/More You Know	stay in school	:30
1/4	CAPTAIN N	NBC/More You Know	education apprec.	:30
1/4	PROSTARS	NBC/More You Know	stay in school	:30
1/4	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
1/4	CHIP & PEPPER	NBC/More You Know	stay in school	:30
1/4	CHIP & PEPPER	Drug-Free America	anti-drug	:30
1/4	SAVED BY THE BELL/PT. 1	NBC/More You Know	peer pressure	:30
1/7	I'LL FLY AWAY	NBC/More You Know	stay in school	:30
1/11	SPACECATS	NBC/More You Know	stay in school	:30
1/11	CAPTAIN N	NBC/More You Know	education apprec.	:30
1/11	CAPTAIN N	Girl Scouts	self-esteem	:30
1/11	PROSTARS	Drug-Free America	anti-drug	:30
1/11	WISHKID	NBC/More You Know	education apprec.	:30
1/11	WISHKID (wc)*	NBC/More You Know	stay in school	:30
1/11	CHIP & PEPPER	NBC/More You Know	education apprec.	:30
1/11	CHIP & PEPPER	NBC/More You Know	education apprec.	:30
1/11	CHIP & PEPPER	Drug-Free America	anti-drug	:30
1/11	SAVED BY THE BELL/PT. 2	NBC/More You Know	alcohol abuse	:30
1/18	SPACECATS	NBC/More You Know	stay in school	:30
1/18	YO, YOGI!	NBC/More You Know	teacher tribute	:10
1/18	CAPTAIN N	NBC/More You Know	education apprec.	:30
1/18	PROSTARS	National Arbor Day	environment	:30
1/18	WISHKID	NBC/More You Know	stay in school	:30
1/18	CHIP & PEPPER	Drug-Free America	anti-drug	:30
1/18	CHIP & PEPPER	NBC/More You Know	education apprec.	:30
1/18	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
1/18	SAVED BY THE BELL/PT. 1 (wc)*	NBC/More You Know	alcohol abuse	:30
1/18	SAVED BY THE BELL/PT. 2	NBC/More You Know	alcohol abuse	:30
1/25	SPACECATS	Girl Scouts	self-esteem	:30
1/25	CAPTAIN N	NBC/More You Know	education apprec.	:30
1/25	PROSTARS	NBC/More You Know	stay in school	:30
1/25	WISHKID	NBC/More You Know	education apprec.	:30
1/25	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
1/25	CHIP & PEPPER	National Arbor Day	environment	:30
1/25	CHIP & PEPPER	Drug-Free America	anti-drug	:30
1/25	SAVED BY THE BELL/PT. 2	NBC/More You Know	substance abuse	:30
1/25	SAVED BY THE BELL/PT. 2	NBC/More You Know	alcohol abuse	:30

* west coast only

NETWORK PUBLIC SERVICE SCHEDULE, FEBRUARY 1992

(PSA's targeted to children)

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>TOPIC</u>	<u>LENGTH</u>
2/1	SPACECATS	NBC/More You Know	education apprec.	:30
2/1	CAPTAIN N	NBC/More You Know	teacher tribute	:30
2/1	PROSTARS	NBC/More You Know	stay in school	:30
2/1	WISHKID	Drug-Free America	anti-drug	:30
2/1	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
2/1	CHIP & PEPPER	Girl Scouts	self-esteem	:30
2/1	CHIP & PEPPER	Drug-Free America	anti-drug	:30
2/1	SAVED BY THE BELL/PT. 2	NBC/More You Know	substance abuse	:30
2/1	SAVED BY THE BELL/PT. 2	NBC/More You Know	teacher tribute	:30
2/8	SPACECATS	NBC/More You Know	stay in school	:30
2/8	CAPTAIN N	NBC/More You Know	education apprec.	:30
2/8	PROSTARS	Drug-Free America	anti-drug	:30
2/8	WISHKID	NBC/More You Know	teacher tribute	:30
2/8	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
2/8	CHIP & PEPPER	NBC/More You Know	stay in school	:30
2/8	CHIP & PEPPER	Drug-Free America	anti-drug	:30
2/8	SAVED BY THE BELL/PT. 1	NBC/More You Know	peer pressure	:30
2/8	SAVED BY THE BELL/PT. 2	NBC/More You Know	substance abuse	:30
2/15	SPACECATS	NBC/More You Know	education apprec.	:30
2/15	CAPTAIN N	NBC/More You Know	stay in school	:30
2/15	PROSTARS	Drug-Free America	anti-drug	:30
2/15	WISHKID	National Arbor Day	environment	:30
2/15	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
2/15	CHIP & PEPPER	Drug-Free America	anti-drug	:30
2/15	CHIP & PEPPER	Girl Scouts	self-esteem	:30
2/15	SAVED BY THE BELL/PT. 2	NBC/More You Know	teacher tribute	:30
2/15	SAVED BY THE BELL/PT. 2	NBC/More You Know	alcohol abuse	:30
2/22	SPACECATS	NBC/More You Know	stay in school	:30
2/22	YO, YOGI!	National Arbor Day	environment	:10
2/22	CAPTAIN N	NBC/More You Know	education apprec.	:30
2/22	WISHKID	Drug-Free America	anti-drug	:30
2/22	WISHKID (wc)*	NBC/More You Know	education apprec.	:30
2/22	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
2/22	CHIP & PEPPER	Girl Scouts	self-esteem	:30
2/22	CHIP & PEPPER	Drug-Free America	anti-drug	:30
2/22	CHIP & PEPPER	NBC/More You Know	teacher tribute	:10
2/22	SAVED BY THE BELL/PT. 2	NBC/More You Know	substance abuse	:30
2/22	SAVED BY THE BELL/PT. 2	NBC/More You Know	alcohol abuse	:30
2/28	I'LL FLY AWAY	NBC/More You Know	teacher tribute	:30
2/29	SPACECATS	NBC/More You Know	teacher tribute	:30
2/29	CAPTAIN N	NBC/More You Know	stay in school	:30
2/29	WISHKID	Drug-Free America	anti-drug	:30
2/29	CHIP & PEPPER	NBC/More You Know	education apprec.	:30
2/29	SAVED BY THE BELL/PT. 2	NBC/More You Know	substance abuse	:30
2/29	SAVED BY THE BELL-PT. 2	Drug-Free America	anti-drug	:30

* west coast only

NETWORK PUBLIC SERVICE SCHEDULE, MARCH 1992

(PSA's targeted to children)

<u>LINE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>TOPIC</u>	<u>LENGTH</u>
17	I'LL FLY AWAY	NBC/More You Know	alcohol abuse	:30
17	SPACECATS	NBC/More You Know	education apprec.	:30
17	CAPTAIN N	NBC/More You Know	stay in school	:30
17	WISHKID	NBC/More You Know	stay in school	:30
17	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
17	SAVED BY THE BELL/PT. 2	NBC/More You Know	alcohol abuse	:30
17	SAVED BY THE BELL/PT. 2	Drug-Free America	anti-drug	:30
13	I'LL FLY AWAY	NBC/More You Know	substance abuse	:30
14	SPACECATS	NBC/More You Know	stay in school	:30
14	CAPTAIN N	Drug-Free America	anti-drug	:30
14	CAPTAIN N	NBC/More You Know	education apprec.	:30
14	PROSTARS	Drug-Free America	anti-drug	:30
14	WISHKID	Nat. Arbor Day	environment	:30
14	CHIP & PEPPER	NBC/More You Know	education apprec.	:30
14	CHIP & PEPPER	Girl Scouts	self-esteem	:30
14	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
14	SAVED BY THE BELL/PT. 2	NBC/More You Know	substance abuse	:30
14	SAVED BY THE BELL/PT. 2	NBC/More You Know	alcohol abuse	:30
10	I'LL FLY AWAY	NBC/More You Know	alcohol abuse	:30
21	SPACECATS	NBC/More You Know	education apprec.	:30
21	CAPTAIN N	NBC/More You Know	education apprec.	:30
21	PROSTARS	Drug-Free America	anti-drug	:30
21	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
21	CHIP & PEPPER	Drug-Free America	anti-drug	:30
21	CHIP & PEPPER	NBC/More You Know	teacher tribute	:30
21	SAVED BY THE BELL/PT. 2	NBC/More You Know	substance abuse	:30
21	SAVED BY THE BELL/PT. 2	NBC/More You Know	alcohol abuse	:30
7	I'LL FLY AWAY	NBC/More You Know	substance abuse	:30
18	SPACECATS	NBC/More You Know	stay in school	:30
28	CAPTAIN N	NBC/More You Know	education apprec.	:30
8	PROSTARS	NBC/More You Know	education apprec.	:30
8	CHIP & PEPPER	Drug-Free America	anti-drug	:30
28	SAVED BY THE BELL/PT. 2	Drug-Free America	anti-drug	:30
28	SAVED BY THE BELL/PT. 2	NBC/More You Know	substance abuse	:30

E: substance abuse = message focusing on anti-drug & alcohol themes
alcohol abuse = anti-alcohol message only
anti-drug = anti-drug message only

NBC NETWORK NONBROADCAST EFFORTS

JANUARY - MARCH 1992

THE MORE YOU KNOW ABOUT SUBSTANCE ABUSE

NBC has continued their commitment to raise public awareness of educational issues with Phase VII of our comprehensive THE MORE YOU KNOW campaign. This phase includes messages about teacher appreciation and recruitment, as well as drug and alcohol abuse.

NBC has provided affiliate stations with public service announcements copy, news story suggestions, resource and referral information, "how-to" activity sheets, and "affiliate share" information. Using this information, stations are able to implement the campaign and localize the effort to address specific community concerns.

DRUG WARS: THE COCAINE CARTEL Poster/Study Guide (airdate: January 19 - 20, 1992)

This fact-based miniseries traces the downfall of Pablo Escobar, leader of the Medellin Cartel, and the U.S. Drug Enforcement Administration agents who spearheaded the American government's efforts against the Cartel.

THE DRUG WARS: THE COCAINE CARTEL Poster/Study Guide was distributed to social studies chairpersons at all public and private senior high schools nationwide. The Guide was produced in connection with NBC's annual THE MORE YOU KNOW ABOUT SUBSTANCE ABUSE campaign.

ACTION LINE

TALLY SHEET DATA

First, Second, Third and Fourth Quarters, 1991

<u>INCOMING CALLS</u>	<u>1st Quarter</u>		<u>2nd Quarter</u>		<u>3rd Quarter</u>		<u>4th Quarter</u>	
	<u>Calls</u>	<u>%</u>	<u>Calls</u>	<u>%</u>	<u>Calls</u>	<u>%</u>	<u>Calls</u>	<u>%</u>
Complaint Calls	489	62	534	62	516	58	373	55
Information Only Calls	163	21	148	17	186	21	156	23
Re: Previous AL Calls	130	17	179	21	194	22	145	22
Tax Week Calls								
TOTAL	782	100	861	100	896	100	674	100

Home Front Calls	118
Tax Week Calls	261
900 # Calls	81
Eclipse Calls	31

TOTAL CALLS FOR 1991 **3,704**

STORIES	30	34	23	24
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STORIES
TOTAL ~~CALLS~~ FOR 1991 **111**

	<u>1st Quarter</u>		<u>2nd Quarter</u>		<u>3rd Quarter</u>		<u>4th Quarter</u>	
	Calls	%	Calls	%	Calls	%	Calls	%
CALL BACKS								
Contacted	768	50	780	47	816	47	544	46
Not Contacted	507	33	511	31	498	28	367	31
Left Message	267	17	373	22	438	25	270	23

CASES CLOSED

Successful	194	36	185	37	197	39	136	39
Didn't Pursue	68	13	69	14	71	14	34	10
No Referrals Applicable	39	7	32	6	24	5	28	8
No Response After 3 Callbacks	138	26	116	23	116	23	91	26
Resolution Pending	73	14	83	16	69	14	46	13
In Litigation	21	4	20	4	25	5	18	5

CALLER FEEDBACK

End Result								
Satisfactory	196	76	228	82	248	90	176	94
Unsatisfactory	61	24	50	18	28	10	11	6
Referrals								
Satisfactory	195	86	254	93	260	96	184	97
Unsatisfactory	32	14	20	7	12	4	6	3
Action Line								
Satisfactory	220	92	274	96	273	97	197	99
Unsatisfactory	19	8	11	4	8	3	3	1

CALLER INFORMATION

	<u>1st Quarter</u>		<u>2nd Quarter</u>		<u>3rd Quarter</u>		<u>4th Quarter</u>	
	Calls	%	Calls	%	Calls	%	Calls	%
SEX:								
Male	214	46	213	37	187	36	146	38
Female	254	54	364	63	332	64	235	62
AGE:								
0-15			1	>1	1	>1	0	0
16-20	14	3	19	4	15	3	9	3
21-34	175	37	184	35	200	42	125	35
35-55	198	42	222	42	178	38	148	42
56-64	42	9	48	9	42	9	33	9
65+	42	9	52	10	38	8	41	12
INCOME:								
Employed	284	59	296	55	274	56	196	54
Government	12	2	12	2	10	2	11	3
Housewife	36	7	61	11	49	10	33	9
Military	11	2	8	1	11	2	7	2
Retired	47	10	62	12	51	10	50	14
Self-Employed	41	8	47	9	28	6	34	9
Unemployed	54	11	49	9	67	14	31	9
ETHNIC GROUP:								
Black	6	1	13	2	14	3	14	4
Caucasian	209	45	236	45	211	42	166	45
Chinese	43	9	32	6	28	6	23	6
Hawaiian	37	8	71	13	71	14	35	9
Hispanic	10	2	6	1	14	3	2	1
Japanese	61	13	78	15	63	13	41	11
Korean	5	1	6	1	5	1	3	1
Filipino	33	7	40	8	38	8	35	9
Samoan/Polynesian	6	1	7	1	10	2	9	2
Southeast Asian	2	>1	2	>1	2	>1	4	1
Other	30	6	26	5	22	4	21	6
Info Not Given	20	4	10	2	20	4	16	4

GEOGRAPHICAL AREAS OF CALLS

		<u>1st Quarter</u>		<u>2nd Quarter</u>		<u>3rd Quarter</u>		<u>4th Quarter</u>	
		<u>Calls</u>	<u>%</u>	<u>Calls</u>	<u>%</u>	<u>Calls</u>	<u>%</u>	<u>Calls</u>	<u>%</u>
ZIP CODE:									
968__	Honolulu					144	29	110	31
96816	Honolulu	188	39	190	35	19	4	9	3
96821	Hawaii Kai	7	1	20	4	11	2	9	3
96826	Honolulu	18	4	26	5	11	2	19	5
96825	Hawaii Kai	14	3	13	2	14	3	7	2
96701	Aiea	15	3	25	5	25	5	14	4
96706	Ewa Beach	5	1	12	2	14	3	8	2
96707	Ewa Beach	7	>1	7	>1	11	2	5	1
96712	Haleiwa	5	1	9	2	2	>1	5	1
96717	Hauula	9	2	5	1	6	1	2	1
96730	Kaawa	0	0	2	>1	1	>1	2	1
96731	Kahuku	1	>1	1	>1	1	>1	2	1
96734	Kailua	27	6	31	6	19	4	25	7
96744	Kaneohe	34	7	34	6	35	7	21	6
96759	Kunia	1	>1	0	0	1	>1	0	0
96762	Laie	1	>1	3	1	1	>1	5	1
96782	Pearl City	14	3	23	4	19	4	16	4
96786	Wahiawa	13	3	11	2	18	4	7	2
96789	Mililani	16	3	18	3	13	3	10	3
96791	Waialua	4	1	5	1	3	1	3	1
96792	Waianae	28	6	27	5	27	5	24	7
96795	Waimanalo	2	>1	8	1	5	15	5	1
96797	Waipahu	30	6	23	4	34	7	18	5
Hawaii		14	3	17	3	28	6	19	5
Kauai		2	>1	8	1	3	1	0	0
Lanai		0	0	0	0	0	0	0	0
Maui		10	2	15	3	15	3	9	3
Molokai		2	>1	2	>1	5	1	1	>1
Not Given		9	2	5	1	9	2	4	1

CATEGORIES OF INCOMING CALLS

	<u>1st Quarter</u>		<u>2nd Quarter</u>		<u>3rd Quarter</u>		<u>4th Quarter</u>	
	Calls	%	Calls	%	Calls	%	Calls	%
Airlines	7	1	8	1	5	1	3	1
Auto Industry								
Rental	7	1	3	1	3	1	3	1
Repair	24	4	29	5	29	5	19	5
Sales, new	34	6	33	6	31	6	23	6
Sales, used	22	4	28	5	24	5	14	4
Building Industry	10	2	18	3	14	3	10	3
Business								
Advertising	10	2	9	2	5	1	8	2
Warrantys/Contracts	14	3	9	2	5	1	11	3
Business Practices	72	13	69	12	101	19	62	16
Recalled Items	1	>1	0	0	3	1	5	1
Consumer Goods								
Audio-Visual	8	1	2	>1	5	1	3	1
Household Goods	2	>1	5	1	4	1	4	1
Jewelry	4	1	12	2	11	2	7	2
Others	18	3	9	2	11	2	5	1
Consumer Services								
Audio-Visual	1	>1	1	>1	1	>1	0	0
Beauty/Physique	2	>1	3	1	2	>1	0	0
Dry Cleaning	1	>1	2	>1	3	1	0	0
Travel Agencies	9	2	8	1	2	>1	3	1
Others	18	3	15	3	9	2	8	2
Employment	12	2	23	4	20	4	21	5
Entertainment/Parks/Rec.	2	>1	6	1	6	1	5	1
Environment	6	1	8	1	14	3	10	3
Finance								
Banking	5	1	13	2	8	2	8	2
Credit	6	1	11	2	18	3	10	3
Fees/Collection	3	1	3	1	4	1	2	1
Taxes	4	1	5	1	3	1	1	>1
Government								
City/County	12	2	15	3	11	2	10	3
State	20	4	8	1	10	2	22	6
Federal	11	2	1	>1	4	1	5	1
Health/Dental/Medical	18	3	26	5	24	5	14	4
Insurance	22	4	40	7	29	5	14	4
Law Enforcement/Police	13	2	13	2	14	3	8	2
Legal	14	3	28	5	9	2	13	3
Moving/Shipping	4	1	3	1	2	>1	0	0
Other	0	0	2	>1	1	>1	1	>1
Postal Service								
Mail Fraud	8	1	6	1	5	1	15	4
Mail Order	4	1	6	1	4	1	0	0
Real Estate								
Landlord/Tenant	29	5	28	5	24	5	22	6
Condominium	8	1	3	1	4	1	3	1
Home Ownership	9	2	14	2	7	1	2	1
Social Services	42	8	8	1	11	2	8	2
Telemarketing	10	2	15	3	11	2	9	2
Transportation	7	1	7	1	5	1	2	1
Utilities/Energy	13	2	12	2	13	2	5	1

REFERRALS GIVEN TO ACTION LINE CALLERS

	<u>1st Quarter</u>		<u>2nd Quarter</u>		<u>3rd Quarter</u>		<u>4th Quarter</u>	
	Calls	%	Calls	%	Calls	%	Calls	%
Use of Action Line Name	277	53	284	55	279	54	182	47
Letter to Business	244	46	280	52	264	51	173	46
How to Write a Letter	4	1	5	1	43	1	117	31
AGENCIES REFERRED TO BY VOLUNTEER								
Autoline	10	2	31	4	14	2	3	1
Better Business Bureau	86	16	125	18	126	21	99	21
GOVERNMENT								
<u>CITY & COUNTY</u>								
Office of Info & Complaints	26	5	42	6	34	6	33	7
Dept. of Parks & Recreation	2	>1	4	1	0	0	0	0
Dept. of Building	0	0	3	>1	2	>1	1	>1
Dept. of Finance	0	0	1	>1	1	>1	1	>1
Div. of Motor Vehicles	0	0	1	>1	5	1	5	1
Others	29	5	33	5	26	4	16	3
<u>STATE</u>								
Office of Consumer Protection	26	5	77	11	69	11	59	13
RICO	68	13	50	7	46	8	43	9
Dept. of Transportation	19	4	0	0	0	0	0	0
Dept. of Health	3	>1	6	1	6	1	6	1
Commerce & Consumer Affairs	0	0	3	>1	3	>1	7	1
Other	49	9	57	8	69	11	57	12
<u>FEDERAL</u>								
Postal	9	2	4	1	9	1	11	2
Other	28	5	55	8	29	5	24	5
<u>OTHER REFERRALS</u>								
HI Auto Dealers Association	6	1	12	2	16	3	15	3
Direct Marketing Association	0	0	0	0	0	0	1	>1
Hawaii Bar Association	0	0	0	0	2	>1	3	1
Ask 2000	0	0	11	2	7	1	8	2
All Others	176	33	191	27	144	24	77	16

SUCCESSFULLY CLOSED CASES

	<u>1st Quarter</u>		<u>2nd Quarter</u>		<u>3rd Quarter</u>		<u>4th Quarter</u>	
	<u>Cases</u>	<u>%</u>	<u>Cases</u>	<u>%</u>	<u>Cases</u>	<u>%</u>	<u>Cases</u>	<u>%</u>
METHOD OF RESOLVING								
BUSINESS								
(Letter to Business, etc.)	82	80	85	81	114	89	75	82
AGENCY INTERVENTION	<u>20</u>	<u>20</u>	<u>20</u>	<u>19</u>	<u>14</u>	<u>11</u>	<u>17</u>	<u>18</u>
	102		105		128		92	

Document	Radio	TV
Letters From Public	3 Years	3 Years (separated by programming and nonprogramming)
Political Material	2 Years	2 Years
Procedural Manual ¹	Indefinitely	Indefinitely
Renewal Application	Until grant of 2nd renewal application	Until grant of 2nd renewal application
Issues/Programs Report	Until grant of 2nd renewal application following the quarter for which the reports were prepared	Until grant of 2nd renewal application following the quarter for which the reports were prepared
Certification of compliance with renewal announcements	For as long as the underlying application	For as long as the underlying application
Applications for new stations, and FCC correspondence pertaining thereto, including Initial Decision (if any) Final Decision (if any)	As long as application is pending before FCC or court. If application is granted; for 7 years or until grant of the first renewal, whichever is later	As long as application is pending before FCC or court. If application is granted, for 5 years or until the grant of the first renewal, whichever is later
Applications requesting extension of time to construct a new station, applications to transfer or assign the station	Same	Same
Annual Employment Reports	Same as renewal application	Same as renewal application
Ownership Reports	Same as renewal application	Same as renewal application
Engineering material pertaining to former mode of operation	3 Years after beginning operation with new mode	3 Years after beginning operation with new mode
Material pertaining to claim against station or relating to FCC complaint	Until notified in writing that may be discarded	Until notified in writing that may be discarded
Citizens' Agreement	Same as renewal	Same as renewal

This tabulation reflects changes through 3 FCC Rcd 1768 (1988).

Note: At press time the FCC was proposing that material pertaining to children's television be kept in the public inspection file.

STATE OF JOURNALISM IN HAWAII

PART 2

Honolulu's Daily Local T.V. News Shows

Appendix 4

September 1992

Honolulu Community-Media Council
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And That's the Way It Is

Imagine: It's 10:21 p.m. and you're watching your favorite local TV news show when the anchor, after reading the night's lead story on the seizure of illegal Mexican jumping beans from two 8-year-old boys in Palolo Valley, leaps in a frenzy from behind their desk, rage and anguish over corporate news policies contorting their face, and screams furiously, "*I'm mad as hell, and I'm not going to take it anymore!*"

Can't see it? Well, you're not alone. Honolulu's TV news anchors and reporters are not exactly known for their zealous devotion to the art and science of the news; some, with their fancy duds, slick hair and make-up and unctuous delivery, seem more akin to *Inside Edition*'s Bill O'Reilly than to Peter Finch's tormented *Network* newsmen. In recent years, members of the media and the watchers have deplored the lack of passion and enterprise in national and local TV newscasts (though the TV news is — compared to the mainland broadcast — very well watched by the state's population). As "Hawaii's Walter Cronkite," retired TV journalist Bob Sevey, put it recently, "The bottom line is that TV news in the '90s is obsessed with the trivial, the sensation-

The Honolulu Community-Media Council evaluates the city's local tele- vision news. By Julia Steele

Until now, most of the analysis and criticism directed toward local TV news has been fairly random, existing more or less along anecdotal lines. So, in an effort to quantify questions about the quality of local TV news, the Honolulu Community-Media Council commissioned a study of the industry earlier this year, looking for journalistic excellence and enterprise, balance and fairness, accuracy, objectivity, lack of errors, quality of filming, professionalism, significance and service to the viewer. (Last year, you may recall, the council commissioned a similar analysis of the town's two daily newspapers.)

Two groups scrutinized and evaluated the early evening news programs of KHON Channel 2, KITV Channel 4 and KGMB Channel 9 for the week of June 1 through 5 of this year. One of the groups was composed of four Honolulu teams (many of them Media Council members), the other was made up of five retired Mainland TV news directors. In addition, "Council members interviewed the news directors and other personnel of each station, listened to the

views of many non-council members, consulted other TV news studies and considered many news programs of the three stations outside the designated week." The overall finding of the report, which was

released today: local TV news programming is "well below top flight."

The council's local evaluation teams leveled a number of criticisms at the three stations, including:

- Too much passive reporting (covering press conferences and staged media events).
- Too much "banter, confusing chatter, forced humor and pure drivel" from the anchors.
- Lack of background and context in reports.
- Little use of women as sources and experts.
- Gratuitous editorializing.
- Not enough Neighbor Island news.
- An excess of mispronunciations, flawed grammar and misused words.
- Too much film of minor traffic accidents, small fires and fluffy features.

According to the council, the three stations averaged slightly less than 16 minutes of news in each half-hour show. The average news story was just over a minute. The number of voices per story (excluding reporters and anchors) was just under one (obviously, not a lot of multisource

documentation going on). Another stat illustrated the significance of what you *don't* see: Over the week, the dailies printed 156 local stories unseen on KGMB, 149 not seen on KITV and 147 unseen on KHON.

Local reviewers did have some words of praise; they credited KGMB's *Eye on Hawaii* series and steady news coverage on KHON and KITV. One reviewer, Jim Becker, chairman of the Media Council's evaluation committee, rated the quality of local news above that found on the Mainland.

Four of the five retired Mainland TV news directors disagreed. Though almost everyone found something to compliment, only one, West Virginia's Bob Brunner, actually rated Honolulu above the Mainland. "Honolulu residents get less 'flash and trash' and, for the most part, little 'If it bleeds, it leads,'" he wrote in his analysis. "You are fortunate in having decent local news." Ken Kurtz of Lexington disagreed. "I am not impressed with the caliber of these newscasts," he wrote. "I expected much more and much better from a city of your size. It simply doesn't stack up with either Lexington (which is 50 percent smaller than Honolulu) or Louisville (same size metro area)." Bill Swing of

Oregon characterized the three stations as "At best: competent. At worst: bush-league." Jim Synder, a veteran of the CBS Evening News, wrote, "I liked the people I saw on the Honolulu stations, but I was far from satisfied with the news content and the technology used to present it." Wayne Collins, a former Honolulu newsman who now lives in Arizona, liked KGMB ("smooth, competent, professional and akamai"), was largely neutral about KITV ("Dan Cooke and Tina Shelton are typical medium-city anchors. These people are okay, but Hawaii deserves better") and ranked KHON at the bottom ("It is probably perfectly content to coast along with Joe Moore, gaffes and all, or perhaps because of gaffes and all, and take the money to the bank").

In fact, Channel 2 anchor Moore came in for the heaviest criticism from the five. "Joe (Mr. Excitement) Moore is inept, often telling us he hadn't read his copy... If this is the No. 1 anchor on the No. 1 station, you are all in big trouble," wrote Kurtz. "Mr. Moore," wrote Snyder, "in all his single anchor wisdom, tries to end his show each week with a

'kicker,' so the audience can go away happy. This is a good idea, but the week I watched, Mr. Moore was 0 for 5 — unless you slap your thigh when you hear that Sitting Bull's father was named Jumping Bull." Wrote Collins, "On camera Moore was stiff, read the teleprompter copy very slowly, as if he had never seen it before, a supposition for which he provided additional evidence, and gave the impression he was really not very interested in what he does for a living. Maybe it is reading *per se* he finds difficult." (While many remarks in the report were refreshingly candid, one was absurd and

offensive — Collins' evaluation of one favored female reporter as "a young high-octane beauty with incredible eyes.")

The council also looked at ethics violations. "Each of the three stations this year has breached reasonable standards of behavior which hold that the news served up to the public by any medium should be free of the taint of commercialism," the report states. KITV's transgression involved a lifesized Mickey Mouse, who came on to deliver the weather; the mouse's appearance was preceded by mention of a new show at Disneyland combined with Disney-supplied film. "Gives a new meaning to the term 'Mickey Mouse weathercast,'" commented Kurtz. KITV's news director Wally Zimmerman explained the episode thusly: "The Disney people offered us a Mickey Mouse character, and we thought it was a fun idea."

KGMB's anchorman and news director Bob Jones and his wife, KITV's Denby Fawcett, led a tour of Vietnam, Laos and Cambodia, for which they received free transportation and travel expenses from American Express (in return for which they appeared in an ad promoting the tour). Free travel and accommodations are banned by most journalistic codes of ethics.

But the most serious breach of ethics, the council's report states, came from KHON, which permitted the Princeville Corp., operators of Kauai's opulent Princeville resort, to pay over \$20,000 to host a KHON crew of 16 who presented the news from the hotel for three nights last winter. In return, the hotel logo was shown at the end of each broadcast, Moore made lots of favorable ad-lib comments about the hotel and shots of the place were broadcast. In addition, this year Moore "shamelessly"

plugged his film *Goodbye Paradise* on several occasions.

Channel 9 chose not to comment on the council's report. Zimmerman applauded the council for their efforts and called locally generated recommendations "constructive." He termed the comments from the Mainland "much less constructive, often ignorant and in some cases factually inaccurate," pointing specifically to Kurtz's claims that Lexington is half the size of Honolulu and that Louisville is a comparable market. He also called comparisons of television and newspapers "a complete waste of time" and raised an issue not examined by the council: the deregulation of the broadcast world, which, he claims, is forcing the TV news to undergo "the most fundamental change since its inception... There is a real possibility that local television news may not be free in the future... or it will go away because it cannot compete."

KHON's news director Kent Baker wrote the council, "I give very little credence to the sour, ill-natured opinions of a group of self-appointed, self-professed Mainland 'experts.' Retired news directors are notoriously bitter and jealous souls; bitter that no one pays them much attention any more and jealous of the successful, younger generation that has replaced them." Strong words from a man who will one day be a retired news director himself. Baker was a little gentler with the local reviewers, calling their observations "sensible, realistic and, in some cases, helpful.... I assure you that we will consider carefully the list of recommendations you folks made." Does that mean Joe won't be dressing up in a cowboy suit next time Will Rogers' birthday rolls around? ■

TV news undergoes critique

Faults cited in report from Honolulu Community Media Council

By Vicki Viotti

Advertiser Staff Writer

Honolulu's local TV newscasts should lean less heavily on prepackaged news events, courtroom film clips and idle chit-chat from news anchors and instead should beef up enterprise reporting, Neighbor Island coverage and camera work in the field, according to a report from the Honolulu Community Media Council.

The council — made up of clergy, educators, business executives, former and current journalists, and other members — prepared the report as a follow-up to its study of daily newspapers a year ago.

For the TV study, a panel that included five retired TV news directors from the Mainland and a total of 21 evaluators from Hawaii reviewed tapes of the early evening news shows on the network-affiliated KHON-Channel 2, KITV-Channel 4 and KGMB-Channel 9 that were broadcast June 1-5.

Based on their comments (the judges were not required to follow any set scoring system), the council concluded:

"If the ideal local daily TV news program in Honolulu should provide viewers with impartial, honest, accurate and professionally presented highlights of the leading events and trends in their state and community, then against that ideal the Media Council would rate the three TV news programs as well below top flight."

The council found similar shortcomings in the daily newspapers in its review last year.

News directors for two of the three sta-

tions responded, saying many of the comments and criticisms were useful. But they said comment about the appearance of individual newscasters was irrelevant and they dismissed much of the criticism by retired Mainland news directors as sour grapes.

The Mainlanders rated the newscasts collectively as "competent to mediocre," according to the report; the five judges offered no clear ranking of individual stations. However four out of the five pointed out various on-air gaffes made by KHON's Joe Moore, by far the top-rated anchor locally.

"If this is the No. 1 anchor on the No. 1 station, you are all in big trouble," wrote Ken Kurtz, who retired as vice president for news at WKYT-TV in Lexington, Ky.

The local reviewers ranked KHON in first place, followed by KITV and KGMB. And, while the Mainland evaluators criticized the short shrift given weather reporting on TV, none on the local team found fault with that.

The council focused on the areas of agreement in making recommendations:

- Cut back on "idle chitchat, forced humor, editorializing, irrelevant comment and tramping on one another's lines" on the anchor desks.

- Decline all freebies for the station or its news staff, and prohibit the plugging of commercial ventures during news shows. (KHON's expenses-paid broadcast from the Princeville, Kauai, resort drew particular criticism.)

- Rely less on press releases and conferences and more on enterprise reporting.

- Use more camera footage from the field and less from the anchor desk.

- Pay more attention to English language pronunciation and usage.

- Focus more on a story's "significance, history and context."

- Increase coverage from communities outside Honolulu.

- Decrease use of film footage of routine court events, traffic accidents and small fires.

Bob Jones, KGMB news director, declined comment, but Kent Baker and Wally Zimmermann, the respective news editors of KHON and KITV, responded in writing in the report.

Both found the remarks by local evaluators more useful than those from the Mainland, citing as irrelevant comments about the appearance and personalities of individual newscasters.

"Personally, I give very little credence to the sour, ill-natured opinions of a group of self-appointed, self-professed Mainland 'experts' who have little or no knowledge of or sense about this special place in which we are privileged to live," Baker wrote.

Baker acknowledged "a number of second thoughts about the ethical appearance" of the Princeville broadcast. The report also compared the number of stories covered by newspapers with the relatively few on TV — a comparison that Zimmermann found wanting.

"Comparison of television and newspapers is a complete waste of time," he wrote. "Each medium has its own peculiar strengths and weaknesses that cannot be changed."

Study: Isle TV news programs not big time

By Tim Ryan
Star-Bulletin

Honolulu's three daily television local news programs were rated from competent to mediocre in a just-released Honolulu Community-Media Council's annual report. The report deals exclusively with the local news presented by channels 2, 4, and 9.

The local evening news of the three stations were reviewed the week of June 1-5. The evaluation was made by two groups, one made up of four Honolulu teams, many of them council members, and the other made up of five retired mainland television news directors.

The reviewers conclude that the three stations lack the substance and polish of first-rate news programs.

Although KHON anchor Joe Moore took the brunt of the criticism from four of five mainland reviewers despite his popularity with Hawaii viewers, the station was rated tops, followed by KITV and KGMB.

"Joe (Mr. Excitement) Moore is

inept, often telling (viewers) he hadn't read his copy," said reviewer Ken Kurtz, former radio news director in three southern cities from 1955-60. "He is not warm and fuzzy. I don't wish to welcome him into my home ... If this is the number one station, you are in big trouble."

Reviewer Wayne Collins, a former newscaster, said the "really astonishing thing" about Moore is that the anchor "seems stiff, read the Teleprompter very slowly ... and gave the impression he was not really interested in what he does for a living."

"Maybe it's reading he finds difficult," Collins did.

KGMB was criticized by three news directors for various mistakes, but two of them praised the station for enterprise and initiative outstripping its rivals.

Reviewer Bob Brunner, a former anchor, news director and past national chairman of the Radio-TV News Directors Association, applauded Channel 9 for having a "definite news feel."

Collins said the station has "excellent field reporting," saying the

news copy written for the on-camera readers was above average and the overall impression was that this was as good as a news program as can be found in most American cities and "probably better than most."

The Channel 9 anchors were rated best of all three stations.

Anchor Bob Jones appears relaxed and comfortable on air and gives the impression he enjoys what he is doing, Collins said.

Collins described Jade Moon, another Channel 9 anchor, as "a young high octane beauty with incredible eyes who read rapidly and extremely well."

Other remarks:

■ KITV was praised for its "production values" and "for doing more with less."

■ Bob Jones' humor sometimes misfires.

■ Sports overall not well done because it is geared too much for the athlete.

■ Too much superficial "happy talk" at the anchor table.

■ Poor coverage of Hawaii outside of Honolulu.

HONOLULU COMMUNITY MEDIA COUNCIL

1991 Annual Report

**Fletcher Knebel
Chair**

Honolulu Community Media Council
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HONOLULU COMMUNITY-MEDIA COUNCIL

RESOLVES COMPLAINTS
INVOLVING THE NEWS MEDIA

PROMOTES HIGH QUALITY
JOURNALISM
IN HAWAII

SPONSORS PUBLIC FORUMS
ON MEDIA ISSUES

WATCH-DOGS FIRST AMENDMENT
RIGHTS AND FREEDOMS

P. O. Box 22415
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Tel: (808) 521-6323

THE COUNCIL'S WORK

A unique organization, rarely duplicated in U.S. cities, the Honolulu Community-Media Council is composed of 45 members, citizen volunteers who strive to resolve differences between the local news media and the people and organizations whose activities the media report.

The Council's prime function is to receive and address complaints by persons who believe they or their organizations have been treated unfairly by the media. The Council also addresses complaints brought by the media against public officials for their handling of public information.

For the most part the Council manages to resolve complaints via a process of mediation, but if that fails, the Council investigates, holds a formal hearing and delivers a report. Lacking enforcement powers, the Council relies on the weight of public opinion to bring about changes recommended in its reports.

A non-partisan, non-governmental, independent body, the Honolulu Community-Media Council also seeks to promote quality journalism in Hawaii, broaden public understanding of the role of the media, foster discussion of media issues and strengthen public support for our First Amendment rights and freedoms.

The Council offers the public an annual seminar and lecture on media issues, lobbies for measures supporting the public's right-to-know, evaluates performance of the media and combats arbitrary and improper anti-media moves by public officials.

BRIEF HISTORY

The Honolulu Community-Media Council grew out of a dispute in 1969 between the city's mayor and the Honolulu Star-Bulletin. Claude Du Teil, then rector of St. Christopher's Episcopal Church in Kailua, sought to resolve the differences. Out of the ensuing discussions came the idea of a media council. A major conference on the campus of the University of Hawaii at Manoa on media issues further refined the idea and in 1970 the Council was formed. Since then, services of the Council include:

- Handled more than 100 complaints against the media, chiefly via discussion and mediation, but occasionally via formal hearings.
- Development of guidelines for police-media relations, accepted by the Police Department and most of the news media.
- Lobbied for passage of Hawaii's Sunshine Law requiring public access to government meetings and records. Assisted in forming the Sunshine Law Coalition to monitor progress in opening government to the people.
- Investigated the issue of newspaper advertising of "adult entertainment," leading the Hawaii Newspaper Agency to adopt a policy limiting such ads.
- Developed guidelines for reporting public opinion polls during election campaigns.
- Presented a series of public forums on media issues.
- Facilitated initial cable broadcast of Honolulu City Council proceedings in 1986 and currently serves in an advisory capacity on Council programming.
- Issued a report evaluating the editorial performance of the Honolulu Star-Bulletin and the Honolulu Advertiser. (1991)

LODGING A COMPLAINT

If you think you or your organization has been treated unfairly by the media, whether print, radio or television, call 521-6323 or write the Honolulu Community-Media Council at P. O. Box 22415, Honolulu, HI 96823-2415.

You will be asked to submit your complaint in writing. The executive committee will act promptly upon receipt of your report. Efforts will be made to bring you together with the proper media executive and to seek resolution of the complaint through mediation. Usually when you and the media executive sit down face-to-face, the discussion resolves the matter to the satisfaction of both parties.

If mediation fails and you wish to pursue the complaint further, a Council committee will investigate, talk with those involved on both sides and issue a prompt report. Then both sides are invited to appear before the Council for a formal hearing at the conclusion of which the full Council will make its final judgment on the case. This decision by the Council is made public at once and distributed to the media.

Although the Council has no power to impose sanctions or otherwise penalize the party held to be at fault, public airing of the dispute and the findings does have an impact in the community. Most branches of the media, sensitive to public rights and concerns, pay attention to the Council in light of its broad representation of the many cultural, economic and social sectors of the city.

REPORT OF CHAIRMAN, 1991

HONOLULU COMMUNITY-MEDIA COUNCIL

Members put considerable energy into a program that brought innovations, a new format for complaint hearings, good speakers, a record turnout for a First Amendment banquet and a mini-rebellion over a major first---the Council's evaluation of Honolulu's two daily newspapers.

The Council's newest venture, a 44-page assessment of the performance of the Honolulu Advertiser and the Honolulu Star-Bulletin, had the enthusiastic backing of a heavy majority of the Council, but a few members disliked the endeavor and one of them, Gerry Keir, editor of the Advertiser, resigned in protest.

This had repercussions in the journalistic community, one of which was the Newspaper Guild's request to have Council representation. As a result, Kevin Dayton of the Advertiser was elected to Council membership.

COMPLAINTS

Prosecutor vs. Channel 9 TV-News. The major complaint, resulting in a formal hearing before the Council, came from the County Prosecutor, Keith Kaneshiro, and his Public Relations deputy, Doug Woo, charging that a female reporter for KGMB Channel 9 TV-News engaged in unethical and unprofessional behavior in covering a criminal case.

The Council's government relations committee, headed by Billie Beamer, investigated the complaint at some length and concluded that the reporter had not acted unethically or unprofessionally. When Beamer's report was presented to the Council, Kaneshiro appeared personally to argue against its adoption while Terry Heaton, news director of Channel 9, appeared in support of the findings. The Council adopted its committee's report after making several minor changes.

An overhaul of the Council's grievance procedures set the stage for these personal appearances by the opposing parties. The new procedure provides for initial mediation steps by the Council chairman and the Council's final report reproved both parties for failing to assent to mediation. The Council believed both parties should have talked out their differences rather than have insisted on a Council "ruling."

Olomana Teachers vs. Newspapers. Two teachers at the Olomana juvenile

correction facility complained that the two newspapers, the Star-Bulletin in particular, were one-sided in their coverage of an official plan to release more of the juvenile offenders into the community. The teachers believed that their fears---that pre-mature release of some offenders would endanger the community---had not received fair coverage in the Star-Bulletin.

The Council chairman arranged a meeting between the teachers and Star-Bulletin managing editor Dave Shapiro, a meeting attended by the reporter covering the subject. A mutual understanding was achieved and the women teachers came away hopeful that henceforth their side of the issue would receive fair coverage. The chairman also arranged a meeting between the teachers and Dan Foley of the American Civil Liberties Union which had championed the release of some juvenile offenders. Although this arrangement was outside the journalistic scope of the Council's activities, the chair thought it would be helpful and indeed the teachers felt that the meeting brought a degree of understanding between themselves and the ACLU.

In this case, mediation and talking out differences between parties cleared the air and obviated the necessity for a full-fledged hearing. It is the chair's belief that the Council should use every tool available to bring about this kind of understanding in the community. A meeting of the minds, even if not fully satisfactory, resolves most problems that an adversarial confrontation tends to exacerbate. In hindsight, mediation might have been the preferred route in the case several years ago of the Bishop Estate vs. the Star-Bulletin. Our formal findings gave the Council's opinion on the issue, but did little to assuage the hostile feelings this dispute had stirred.

Labor editors vs. the newspapers. Here again, jaw-boning seemed to do more good than a grievance hearing would have. Editors of a number of labor union newspapers complained that the big dailies tended to treat unions less than fairly, that labor leaders, in contrast to business executives, were often described in terms or headlines that denigrated them.

The chair arranged and attended a meeting of a half dozen labor editors with Gerry Keir, editor of the Advertiser, and a number of his assistant editors. Neither side persuaded the other, but a friendly atmosphere prevailed and the labor editors felt that they'd been given an opportunity to make their pitch. A meeting at the Star-Bulletin with John Flanagan, executive editor, and Managing Editor Dave Shapiro, proved less successful, largely because only two of the union men showed up and one of them

was a half hour late. Nevertheless, the labor people got a fair hearing for their grievances and thus far there have been no more petitions.

Other complaints. The Council received a dozen other complaints over the year, but they were either deemed trivial by the executive committee or the complainants failed to press the matters through our grievance procedure.

On one complaint, the aggrieved wrote a letter complaining that the Council laughed at its complaint and failed to treat it seriously. The chair explained by return letter what happened, apologized for any misunderstanding and invited the complainant to continue to pursue the matter. The complainant accepted the apology and indicated there was no residue of hard feelings. The complainant did not, however, pursue the matter through our grievance procedure.

The complainant was the Peoples Fund which contended that a speaker brought here under its auspices did not receive adequate coverage in the two newspapers. The matter was handled by Sarah K. Vann, chairwoman of the Public-Media Relations Committee. The laughter occurred because the speaker sponsored by the Peoples Fund received 15 paragraphs of coverage in the Sunday combined paper, considerably more attention than that received by Media Council speakers.

EVENTS

The Council co-sponsored a celebration of the 200th anniversary of the Bill of Rights, with particular emphasis on the First Amendment, highlighted by a banquet address at the Pacific Club by Anthony Lewis, New York Times columnist and twice a Pulitzer Prize winner. Lewis drew a capacity audience for his lecture on the current status of and challenges to the freedom-of-press-and-speech amendment. The following day he participated in a panel discussion of the same subject in Orvis Auditorium on the University of Hawaii campus.

The celebration provoked considerable public discussion of the First Amendment and the Council co-sponsored an opinion poll, probing current attitudes toward the Bill of Rights. The poll was taken on the UH campus by students of the journalism department. To the great surprise of but few people, the poll revealed that a sizable minority of students did not find the guarantees of civil liberties in the Bill of Rights to be altogether congenial.

MEMBERSHIP

The membership committee, chaired by Jean King, renewed the recent policy of stressing the desire to elect more women to membership, specifically women of non-Caucasian extraction. Newly elected members included two non-haole women. The leadership of the Council for several years has striven to shape Council membership to reflect the racial and gender composition of Honolulu.

PROJECTS

1. The evaluation of the performance of the Advertiser and Star-Bulletin consumed many man-woman hours of a number of Council members. The executive committee worked on the endeavor as well as a special committee headed by Jim Becker. While all but a few members endorsed the project, the evaluation stirred a controversy that brought the resignation of Gerry Keir, editor of the Advertiser.

When finally completed, the report contained an evaluation of both local papers by four retired mainland editors, a comparison of the two newspapers to three afternoon and three morning newspapers of similar circulation in the western U.S., a survey of almost 800 civic leaders on Oahu, a statistical look at the size of the papers' editorial content as contrasted with the national average and comments by current and former staffers of the two papers. The report concluded that although the papers had shown great progress in recent decades, they did not measure up to the top-notch caliber desired in a city aspiring to become a focal point of the Pacific region.

Both papers covered the Council's report, the Star-Bulletin giving a straightforward account, but the Advertiser devoting about a third of the story to defending itself. Coverage in other media varied widely. Commercial TV news shows did not touch the subject, but Honolulu Magazine and a number of radio talk shows did and public TV carried a debate on the topic. The new publication, Honolulu Weekly, devoted most of one issue to the report.

Upshot: The newspapers have made some changes, but there's no evidence that the kind of major improvements recommended in the report will be made. Reason: Such major improvements cost money and the ownerships of both papers prefer to continue the run of heavy profits rather than plow some of the money back into the production of better newspapers for Honolulu.

2. A proposal that the Council award annual journalism prizes for superior public service was under study at year's end by a committee headed by Robert

Hemphill. This followed a study over some months by Howard Graves who recommended that the proposal at least merited further study. The membership appears to be favorably disposed to the idea, provided a feasible dignified format can be found that would enhance the gathering and reporting of news in Hawaii.

3. A proposal that the Council make an evaluation of television and radio news programs in Honolulu as part of an annual report on the state of journalism in the city was taken under study by Billie Beamer and her committee.

CONCLUSION

My thanks to all those on the Council who gave of their time to work on various Council projects. I'm always amazed at how much energy some people will shower on volunteer tasks that bring no monetary reward. Perhaps they all realize that it is only through such volunteer efforts that democracy, an exceedingly difficult system of government, can be made to flourish.

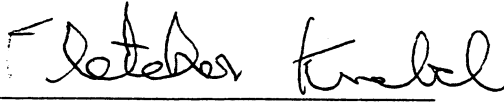
Of course, one Council worker stands out above all others. Ah Jook Ku gives endless hours to our organization and never once has shirked a job, however large or forbidding. She is one of a kind and we're extremely lucky that she's been an active member ever since helping found the Council in 1970.

A report by a committee headed by Gerald Sumida recommended that the Council broaden its agenda, taking on other tasks than the primary one of attempting to resolve disputes between the media and the consumers of news. This report helped kindle enthusiasm for the main undertaking of the year, the evaluation of the two daily newspapers. This in turn led to an inner struggle between those who want to expand the horizons of the Media Council and those who want to stick closely to the traditional functions---resolving disputes, listening to monthly luncheon speakers and sponsoring an annual freedom-of-information event.

Your outgoing chairman favors the broader approach. He would like to see the Media Council become a positive influential force for the improvement of journalism on Oahu as well as a mediator of grievances involving the media. But the broader vista requires more work by many individual members and it remains a question as to whether our members, all volunteers, can find the time to handle wider tasks.

1991 provided an initial test of that question and on the basis of my work and observations during the year, I'd say the jury is still out. I'm convinced a majority of members favor the wider vista, but whether enough of them are willing to devote the

needed time and energy is still unsettled. To put it in the fewest words: We have the desire, but do we have the will?



Fletcher Knebel
Chairman, 1991

PROGRAM FOR YEAR 1991

January 15: "NEWS AS A WIDGET"

Speaker: Bob Jones, Anchor/Correspondent, KGMB News

February 19: Hearing on Public Prosecutor's Complaint vs. KGMB-TV News

Speakers: Keith Kaneshiro, Honolulu Public Prosecutor
Terry Heaton, News Director, KGMB News

March 19: "RELATIONSHIP OF NEWS MEDIA AND MILITARY DURING WAR TIME"

Speakers: Mark Matsunaga, Night Editor, Honolulu Advertiser
Jim Becker, War Correspondent, World War II, Korean, Vietnam and Middle East Wars; Associated Bureau Chief, Manila, New Delhi and Honolulu
Lt. Col. Thomas J. Boyd, Chief Media Officer. U. S. Pacific Command

April 15: "RELATIONSHIP OF NEWS MEDIA AND POLITICS"

Speaker: Michael Dukakis, 1988 Presidential Candidate and former Governor, Massachusetts

May 21: "ACCURACY IN MEDIA"

Speaker: Reed Irvine, founder, Accuracy in Media; author, "Media Mischief and Misdeeds"

June 18: "LOCAL COVERAGE OF ASIAN DEVELOPMENTS"

Speaker: Derek Davies, former Editor-in-Chief, Far Eastern Economic Review

July 16: "INVESTIGATIVE REPORTING IN HAWAII"

Speaker: Jim Dooley, Investigative Reporter, Honolulu-Advertiser

August 20: "THE SECRET'S OUT"

Speaker: George Mason, President/publisher, Pacific Business News

September 17: "THE WAYWARD PRESS"

Speaker: Robert M. Rees, Producer/Moderator, "Island Issues", KFVF, Channel 5

OCTOBER 15: "BUILDING READERSHIP IN THE 1990's"

Speaker: John Flanagan, Executive Editor, Honolulu Star-Bulletin

November 15: "A RETIRED EDITOR'S VIEW OF THE CRITIQUE OF HONOLULU'S DAILY NEWS-PAPERS BY FOUR OTHER RETIRED EDITORS"

Speaker: George Chaplin, Editor-at-Large, Honolulu Advertiser

December 17: "MEDIA AND THE 1992 ELECTION"

Speaker: Dan Boylan, History Professor, University of Hawaii - West Oahu College; Columnist/Commentator

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(Revised 5/20/91)

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