



Fiji Media, Language and Telecommunications Landscape Guide

MAY 2021



Vinaka

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Introduction¹

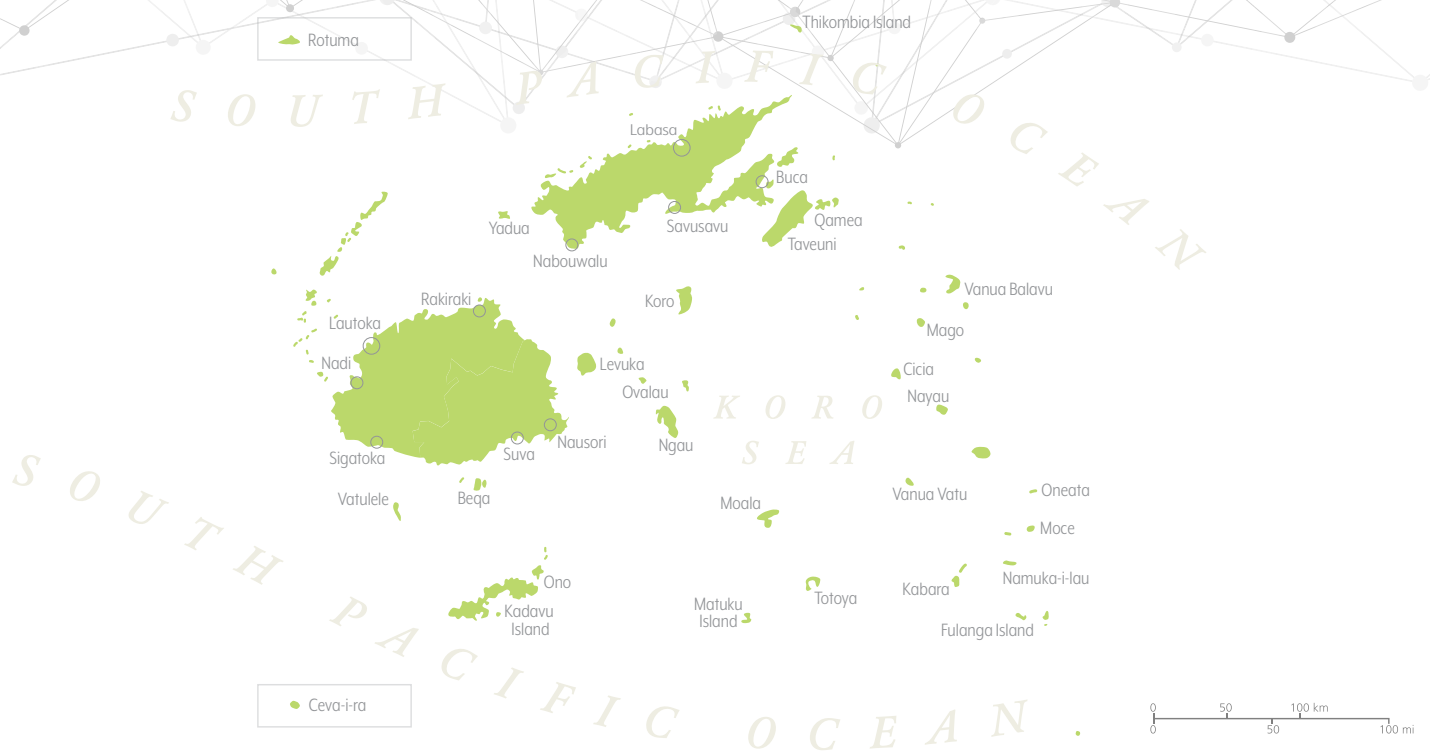
The development of this comprehensive Media, Language and Telecommunications Landscape Guide (MLTG) is to support and guide the work of the Fiji government and the Communication and Community Engagement (CCE) Working Group under the Fiji Communications Cluster with the coordination of CCE activities, particularly in preparation for an impending disaster and during the response phase.

This document covers the media, communications and engagement culture across Fiji. It covers a broad range of actors and activities, both within the media landscape and at the community level.

It serves as a platform for the concept of ‘Talanoa’ for internal and external stakeholders. Talanoa is a word used in Fiji and across the Pacific to suggest a practise of inclusive, participatory dialogue and storytelling. The purpose of Talanoa is to share stories and to make good decisions for the collective good, embracing mutual respect for a platform for decision making for a greater good. This Guide is a living document and is offered as a contribution - for conversation – for a starting point - from which to make good decisions for the collective good of communicating and engaging communities in Fiji. It is hoped that further updates and additions will be made in subsequent editions. All suggestions for the next revision are welcome, please send these to:

info@cdacnetwork.org.

¹ Fiji Bureau of Statistics Census Data 2017, accessed December 2019; World Bank Data Fiji, accessed December 2019; Fiji NDMO, accessed December 2019.



Fiji – The Land And People

The Republic of Fiji includes 333 islands in the South Pacific. The population of Fiji is approximately 885,000 people. Fiji is divided administratively into four divisions of Central, Northern, Western and Eastern, which are further subdivided into fourteen provinces. Each division is headed by a Commissioner, appointed by the Fijian government.

Each province is aligned to one of Fiji's three traditional confederacies – Kubuna, Burebasaga and Tovata. A province is divided into several districts, and each district into officially recognised villages made up of a number of clans or tribes that have distinctive traditional roles and responsibilities. Villages, districts and provincial councils all have a role in Fiji's local government system, particularly in relation to the interests and concerns of indigenous Fijians, including land. The Ministry of iTaukei Affairs oversees the iTaukei Affairs Board, which is responsible for the administration and affairs of the 14 provincial council offices.²

Rotuma and its dependencies lie outside any of the four divisions. The island of Rotuma, with some 2,500 inhabitants, lies some 465 kilometres to the north of Fiji's

main islands. After 96 years of British rule Fiji gained independence in October 1970. Fiji is a republic with a President as the head of state, a Prime Minister as the head of government and a two-chamber parliament.

The population consists of two principal ethnic groups: the indigenous Melanesian population or those of mixed Melanesian-Polynesian origin (subsequently referred to as indigenous Fijians or as iTaukei), who now constitute a majority of the population (475,739, 56.8 percent), and the Indo-Fijian (commonly

referred to as Indian) population. Tensions between the two main ethnic groups – the native Fijians and Fijians of Indian descent – have led to several coups, in 1987 and 2000 and 2006 and the introduction of policy and legislative changes to media and communications in Fiji (see below).

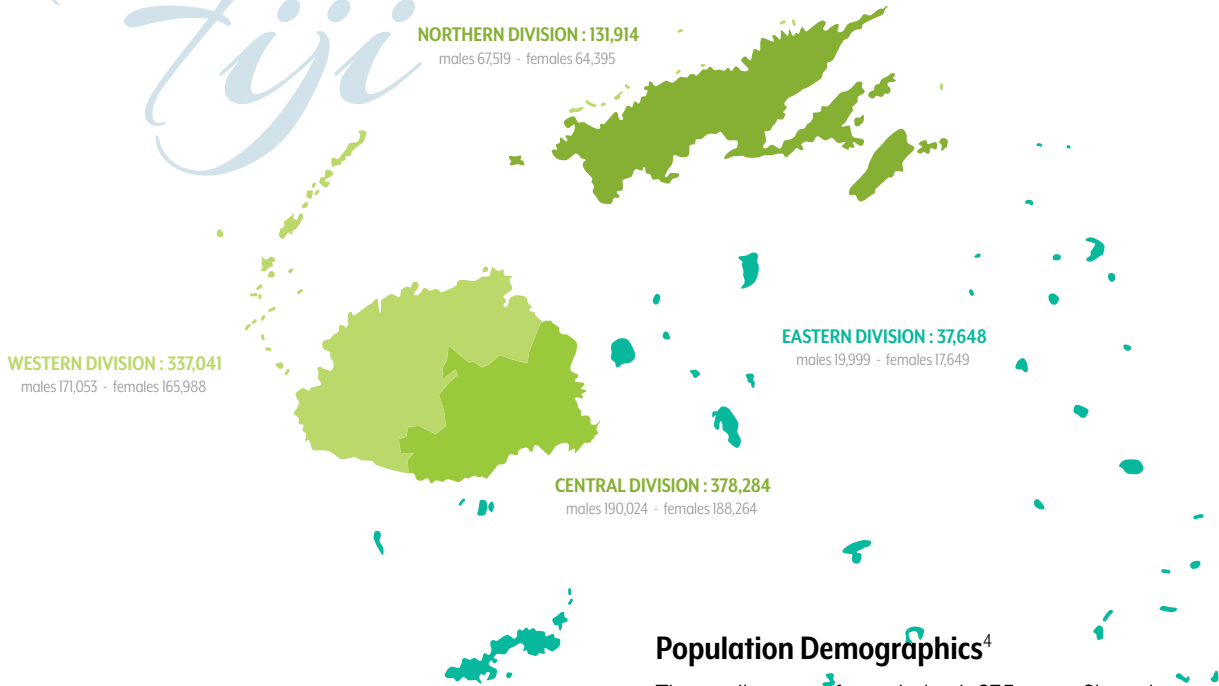
Fiji's capital Suva is located on the main island of Viti Levu. Approximately 70% of the country's population reside on Viti Levu. The second largest island is Vanua Levu. Further information on Fiji's country profile and a useful map is available in WFP's 2017 Logistics Capacity Assessment.³



² SPC 2020

³ WFP 2017

Fiji



OVERVIEW MAP BY DIVISION

- » Total Population : 884,887
- » Males 448,595 - Females 436,292

ETHNIC COMPOSITION

- Fijian 56.8%
- Indian 37.5%
- European/part-European 1.7%
- Rotuman (Polynesian/other) 1.2%
- Chinese 0.6%
- other 2.2%

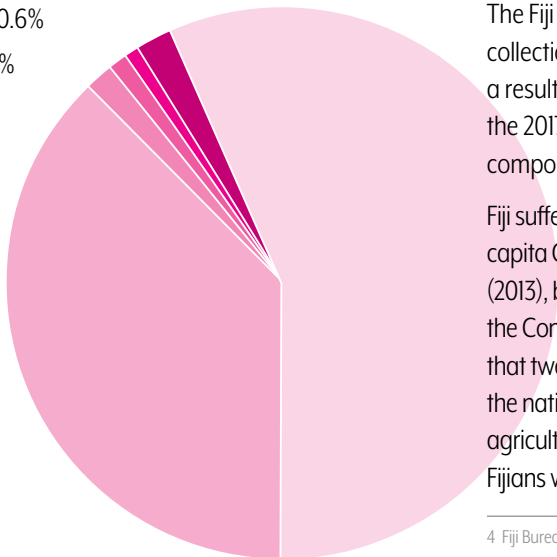


Figure 1 & 2: Fiji Bureau of Statistics, accessed December 2019.

Population Demographics⁴

The median age of population is 27.5 years. Sixty-nine percent of Fiji's population is below the age of 40. Men make up 50.7 per cent of the population while women make up 49.3 percent. 99 percent of the population is literate (of adults aged over 15).⁵ 13.7 percent of the population aged three and above has reported at least one functioning challenge (disability). The percentage of the population reported to have at least one functioning challenge was highest in Rotuma at 21.7% followed by Lau at 18.2%. The most commonly reported functioning challenges relate to seeing and walking.⁶

The Fiji Bureau of Statistics reports there was no reliable collection of data on ethnicity in the 2017 Census. As a result, no data on ethnicity was released as part of the 2017 Census. The graph below illustrates the ethnic composition from the 2007 Census.

Fiji suffers from high levels of poverty, ranking 123rd in per-capita GDP according to the International Monetary Fund (2013), behind Turkmenistan, Namibia, and the Republic of the Congo. The Asian Development Bank (2013) estimated that twenty-eight percent of the population lived below the national poverty line. Fiji's main industries are tourism, agriculture including sugarcane farming, remittances from Fijians working abroad, mining and fisheries.

⁴ Fiji Bureau of Statistics Census Data 2017

⁵ World Bank 2017

⁶ Fiji Bureau of Statistics Census Data 2017



Cultural Etiquette⁷

The below information is reproduced from SPC's 2020 publication *Cultural Etiquette in the Pacific: Guidelines for staff working in Pacific communities* and includes cultural guidance for Fijian villages and communities:

Leadership and protocol Each confederacy, village, and clan has a distinct head. Visitors should respect the roles of these traditional leaders, who retain significant power and importance. The vanua (state), yavusa (tribes), or mataqali (clan) bestow chiefs with the authority to lead, guide, govern and protect the people. Traditionally, chiefs were regarded as tabu (sacred) because they were the epitome of the kalou-vu (ancestral gods).



The Ministry of iTaukei Affairs and the iTaukei Affairs Board, and the provincial council offices, should be contacted for advice and assistance regarding protocol, which will vary depending on the nature of your work. In rural areas, it is customary for visitors to pay a call on the village chief on arrival and to present a *sevusevu*, seeking permission and approval before beginning work in the community. The *sevusevu* is a gift of dried or powdered yaqona (kava) root. It is advisable to give advance notice of your arrival. You should ask during the welcoming ceremony (see below) for an explanation of any special village protocols.

Welcoming Ceremonies: Ceremonies may be simple and informal (e.g. a visit to the chief, during which the visitor offers a *sevusevu* and explains the nature

of their visit and work) or elaborate with a formal yaqona ceremony. If a more formal welcome is to be held, a visitor should be accompanied on arrival by a *matanivanua* (orator), who will perform the traditional ceremony of *isevusevu* to the chief. Prior to the *isevusevu*, the accompanying orator will perform the *tama* (announcing the arrival of visitors to the chief). A gift of

yaqona plant should be ready for presentation at the *isevusevu*. (The preferred protocol is to present the whole plant rather than powdered yaqona, though in a contemporary setting the latter is an acceptable substitute.) When shaking hands with the chief, use both of your hands. After shaking hands, sit down and *cobo* (clap with cupped hands) at least three times.

Farewell Ceremonies: At a minimum, the visitor should visit the chief, acknowledge the village's hospitality and present another gift of yaqona as the *iTatau* or farewell.

Yaqona Ceremonies: *Yaqona* is central to Fijian culture and is ritually served on important occasions. A daily *yaqona* drinking ritual was an integral part of the old religion of Fiji and only chiefs, priests and important male elders took part. Today, *yaqona* drinking is a social gathering of families and friends, and an instigator of discussions or *talanoa*. If invited to a *yaqona* drinking session, remember that seating is governed by seniority and rank, so sit where you are asked. In particular, do not sit in front of the *tanoa* (yaqona bowl) unless you are invited to do so.

⁷ SPC 2020



Dress: Local dress varies. Often people refer to bula attire, which is Fiji's equivalent of the aloha dress code of Hawai'i. In a Fijian village or Fijian home, there are codes of conduct or behaviour that should be observed. For instance, you should take off your hat while walking through a village, where only the chief is permitted to wear a hat. Women should dress appropriately and if wearing pants, should cover them up by wearing a sulu (as Fijians call a lavalava or sarong). It is also important to note the appropriate dress code when participating in a formal kava ceremony or social kava drinking space. Conservative dress is appropriate when visiting a church, temple or mosque.

Out And About: Fijian villages are private property, so do not enter one unless you have proper permission.

In The Home: Take off your shoes before entering a bure (traditional house) and stoop as you walk around inside. It is polite to greet everyone inside by shaking hands but remain in a low crouched-down position to show respect.

Sitting with outstretched legs is unacceptable – men should sit cross-legged, and women with their legs to the side. Never walk in front of someone seated on the floor; instead, pass behind them and say 'Tilou'.

Never place your hand on another person's head as the head is considered the most respected part of the anatomy, and do not sit or stand in doorways. When you give a gift, hold it out with both hands, rather than using just one hand. There are special ways of presenting gifts, depending on the occasion and the area of Fiji.

Greetings: It is a Fijian custom to smile and greet a stranger, particularly in small communities. An apology is always appreciated and may be used frequently, especially

when making your way through a crowd, touching a part of someone's body (especially the head as mentioned above), or passing behind or in front of someone who is seated.

Meals: An invitation to share a meal may be simply an expression of hospitality in Fiji. Whether or not you are hungry, politely decline an initial offer. If your host insists that you eat, do not refuse. It is considered rude to eat while standing or walking about the house. While a family is eating, it is a Fijian custom to invite anyone who passes to come and eat, even if that person is a stranger. You are not obliged to eat – a smile and 'Vinaka' will suffice as a reply to mean 'No, thank you'.

Rural and urban dwellers⁸: Approximately 55.9 percent of Fiji's population reside in urban areas, an increase from 50.7 percent from the 2007 census. This is attributed to extension of town boundaries and also due to the movement of people from rural to urban areas. Approximately 44.1 percent of Fiji's population reside in rural areas, down from 49.3 percent in 2007. In 2017, the rural population stood at 390,635, a decline of 21,790 (5.3%) from 2007.



⁸ Fiji Bureau of Statistics Census Data 2017, accessed December 2019; World Bank Data Fiji, accessed December 2019; Fiji NDMO, accessed December 2019.



Fiji Red Cross

Hazards most likely to affect Fiji include:

Hazard Grouping ¹¹	Hazard Item	Remark	
Natural Hazard	Climatological Hazard (Climate Change)	Rising temperature; changing frequency and intensity of tropical cyclone, flood and drought; sea level rise; coastal erosion; and accelerated ecosystem degradation (bleached coral reefs, salted water intrusion, etc.)	
	Hydro-Meteorological Hazard	Cyclone, storm wind, heavy rain, flood (including flash flood and inland flood), storm surge, landslide ¹²	
	Geological/ Geophysical Hazard	Earthquake, tsunami, volcanic eruption, landslide ¹²	Included in the NDRRP
	Biological Hazard	Epidemic and/or widespread outbreak of contagious disease, unknown disease outbreak, epidemic	
Non-Natural Hazard	Human-induced/ Technological Hazard¹³	Environmental contamination by rubbish/polluted water, oil spill, chemical leak, big industrial fire, major traffic accident, cruise ship accident, CO ₂ emission, electrical shock, forest fire	
	Political Hazard	Civil unrest, terrorism, war	

Fiji Disaster Profile⁹

Fiji's climate, weather patterns and location make it vulnerable to natural disasters. Findings from the World Bank country assessment of Fiji captures the risks in the following points:

- » Fiji has an inherently high potential of exposure to a considerable array of disasters. Fiji is one of 10 island states among the 15 countries in the world with the highest risk ranking in the United Nations 2019 Risk Report.
- » The probability of catastrophic damage and loss of life from hazards such as cyclone and tropical storm, storm surge, flooding and landslide, earthquake and tsunami, is assessed as very high;
- » Fiji is extremely vulnerable to natural and human-induced/ technological hazards;
- » Human-induced/ technological hazards increase the impacts of cyclonic and tropical storm events and geological (including seismic) activities.

Large river flooding, storm wind and large-scale landslides pose a large-scale disaster risk to Fiji. Small- and-medium sized river flooding, small-scale landslides, coastal erosion, storm surge and drought present a smaller scale disaster risk to Fiji.¹⁰

⁹ Fiji Bureau of Statistics Census Data 2017, accessed December 2019; World Bank Data Fiji, accessed December 2019; Fiji NDMO, accessed December 2019; Disaster Risk Reduction in the Republic of Fiji, UN Office for Disaster Risk Reduction, accessed July 2019, Relief Web, Fiji portal, accessed December 2019.

¹⁰ Government of Fiji, Disaster Risk Categories, Fiji National Disaster Risk Reduction Policy 2018 - 2030, page 13, accessed January 2021



Fiji Red Cross

CLASSIFICATION OF HAZARDS:

Disaster Risk Category	Targeted Hazard	Targeted Disaster
Disaster Risk One	High occurrence and relatively strong impact	Large river flood, stor wind, large-scale landslide
Disaster Risk Two	High occurrence and relately small impact	Small and medium size river flood including inland flood, small scale landslide, coastal erosion, storm surge, drought
Disaster Risk Three	Low occurrence and strong impact	Huge earthquake, tsumami

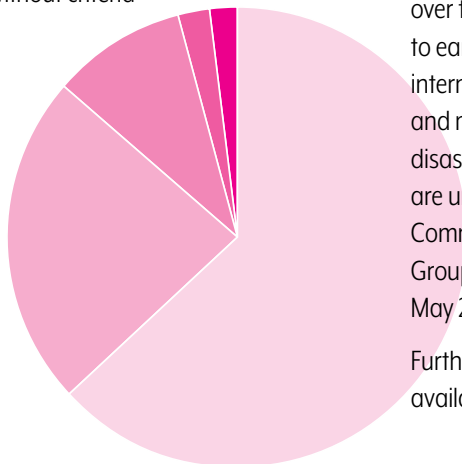
Government of Fiji, Classification of Hazards, Fiji National Disaster Risk Reduction Policy 2018 - 2030, page 11, accessed January 2021

NATIONALLY REPORTED LOSSES 1990-2014

All scale disasters without criteria

Mortality

- Cyclone 63.3
- Flood 23.3
- Storm 9.5
- Landslide 2.0
- Other 1.9



ABOVE: Nationally Reported Losses, Fiji NDMO, Fijian Hazards, accessed 2019.

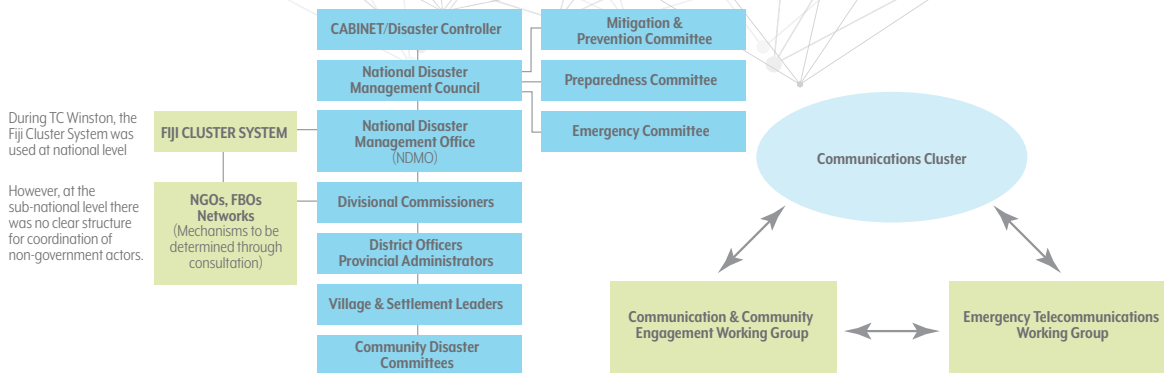
Fiji is also in a relatively quiet seismic area, surrounded by the Pacific “ring of fire,” which aligns with the boundaries of the tectonic plates. While not subject to extremely large earthquakes, the boundaries of the Pacific are extremely active in generating earthquakes and, in some cases, major tsunamis. A huge earthquake or tsunami is likely to occur infrequently, however, they will have a strong impact on Fiji when they do take place.

Climate change impacts have also heightened Fiji’s vulnerability to natural hazards. These include increasingly destructive storms due to more severe weather patterns, increased coastal flooding due to storm surges, and higher rates of disease as a result of rising temperatures.

Finally, it is anticipated that Fiji will incur, on average over the long term, annual losses of US\$85 million due to earthquakes and tropical cyclones. National and international efforts to better facilitate, coordinate and manage national disaster risk reduction and disaster management activities for disaster resilience are underway including the establishment of the Fiji Communication and Community Engagement Working Group (CCEWG) under the Fiji Communications Cluster in May 2019.

Further information on Fiji’s humanitarian background is available in WFP’s 2017 Logistics Capacity Assessment.¹¹

¹¹ WFP 2017, Logistics Capacity Assessment, Fiji humanitarian background (section 11), <https://dlca.logcluster.org/display/public/DLCA/Fiji>, accessed January 2021



Fiji National Disaster Management Structure

Fiji NDMO, accessed 2019.

Fiji Cluster Structure

NDMO, 2019.

Fiji Humanitarian Coordination System¹²

Fiji Red Cross



Humanitarian coordination in Fiji is underpinned by the National Disaster Management Act (1998), which is currently under review. The Act allocates responsibilities and

institutionalizes disaster management in Fiji. The Fiji National Disaster Management Office is responsible for the day-to-day operations of disaster management.

Following Tropical Cyclone (TC) Evans in 2012, Fiji implemented a government-led Fiji-specific coordination mechanism, known as the Fiji Cluster System. This was the first move towards developing a national stable, predictable disaster risk management system with:

- » Ministry leadership and national coordination and comprehensive disaster risk management plans; and
- » Nationally-determined standards and procedures in accordance with Fiji policies, laws and customs.

In 2016, Tropical Cyclone Winston (TC) required an enormous response and recovery operation, led by the Fijian Government. During TC Winston, the Fiji Cluster System was used at the national level, alongside the Humanitarian Coordination Mechanisms. However, at the sub-national level there was no clear structure for the coordination of non-government actors.

The Fiji Communication and Community Engagement Working Group (CCEWG) was established in May 2019 as a preparedness platform for the coordination of CCEWG activities in times of disaster. It sits within

the Communications Cluster and links closely with the second Cluster Working Group: The Emergency Telecommunications (ETC) WG. CCEWG Leadership: The Ministry of Communications is responsible for leading the Communications Cluster as a whole.

The Department of Information within the Ministry of Communications leads the CCE Working Group, with the support of the Fiji Council of Social Services (FCOSS) and UNICEF as co-leads of the CCE Working Group.

The Department of Communications within the Ministry of Communications will lead the ETC Working Group, with the support of the Telecommunications Authority of Fiji (TAF) as a Co-Lead of the ETC Working Group. There is two-way communication and reporting lines between the Working Groups and the overall Cluster.

The CDAC National Coordinator who provides technical support is based at the NDMO with support from a CDAC Regional CCE WG Advisor.

A range of national and international actors have been involved in CCE WG activities to date. These include the Fiji NDMO, Ministry of Communications, Ministry of Education, Telecom Authority of Fiji, OCHA, UNICEF, FAO, IFRC, the Australian High Commission, Fiji Council of Social Services (FCOSS), Live and Learn Fiji, Plan International Australia, ADRA, femLINKpacific Media Initiatives for Women, Fiji Disabled Peoples Federation, Rainbow Pride Fiji, Partners in Community Development Fiji, Save the Children Fiji, Ground Truth Solutions and the CDAC Network, among others.

¹² Fiji NDMO, accessed December 2019; Disaster Risk Reduction in the Republic of Fiji, UN Office for Disaster Risk Reduction, July 2019.

Fiji

MEDIA ENVIRONMENT



Media Environment¹⁷

Fiji has experienced a series of coups in 1987, 2000, and 2006 since gaining independence from Great Britain in 1970. These coups have been brought about by ethnic conflict between an indigenous Fijian majority and an IndoFijian minority.

Legislation emerging out of successive coups have included the Media Industry Development Decree (2010), the Television Decree 1992 (with an amendment in 2012), the Newspaper Registration Act, the Regulation of National Spectrum Decree (2009), the Defamation Act, and the Telecommunications Promulgation 2008. These reforms have been aimed at ensuring political stability in the area of media and communications but in reality, have resulted in a complex media environment, subject to differing levels of censorship.

Of particular interest is the Media Industry Development Decree (2010) which enables the Fiji Media Industry Development Authority (MIDA) to enforce and investigate possible violations by media outlets. However, many in

the media view it as restrictive and hinders accurate, impartial and timely reporting (The Decree requires that media outlets be 90% Fiji owned and punishes the production of content that is against public order with a two-year jail sentence¹⁸). General Secretary of Fiji Media Association, Stanley Simpson¹⁹ says there are “some aspects of the decree we have no problems with, like the code of ethics which is similar to ours, but it’s the penalties and, in particular, the independence of the make-up of the tribunal authority. Those are two provisions we feel are a concern.”

A list of currently registered media and communications organisations with the Media Industry Development Authority of Fiji appears in Annexures I.

Fiji has a very active media industry with several media outlets in broadcast i.e radio and television, print and online (web and social media platforms particularly Facebook and Twitter). The following chapters provide more information on each of these outlets.

¹⁷ Tarte, 2008, *Fijian Studies Journal*; International Telecommunications Union, 2014, International Telecommunications Union.

¹⁸ Nexus Commonwealth Network, n.d.

¹⁹ <https://asiapacificreport.nz/2016/05/05/no-media-freedom-in-fiji-while-decree-still-in-place-says-prasad/>

Fiji

MEDIA ENVIRONMENT : RADIO



Radio Overview²⁰

Radio broadcasting began in 1935. The Fiji Broadcasting Corporation (FBC) Limited operates six stations: two in each of the three major languages (iTaukei, Hindustani and English): Radio Fiji One and Bula FM (iTaukei), Radio Fiji Two and Mirchi FM (Hindustani) and Gold FM and 2Day FM (English).

National public broadcasting service is offered on two of the stations and the government buys airtime when needed. Communications Fiji Limited runs five stations, broadcasting in English, Fijian and Hindi.

Communications Fiji Limited operates five commercial stations. Church and university radio stations are also available (see below). FM96 has previously broadcast emergency or humanitarian information during emergencies.

There are no recent official statistics on the number of radios or households with a radio. The United Nations Educational, Scientific and Cultural Organization (UNESCO) reported half a million radio sets in 1997. Projecting forward, there were some 550'000 sets in 2002 or 68 sets per 100 inhabitants. Assuming four radios per household, then 90 per cent of households could have a radio by this measure. However, a 2015-2016 study suggests 73% of households have a radio²¹. In addition, various mobile applications are now available for listening to Fiji radio stations online from the Google Play store (at the time of writing, most have been downloaded less than 10,000 times).

See at a glance radio table below.

Most Radio Popular Stations, When And Who Do Most People Listen To The Radio

Radio is an important source of everyday news and information in urban and rural areas and in remote island communities. Radio provides a useful platform for discussion, as well as a source of local information.

The peak periods for radio listening are the early morning (5-8am) and evening (4-7pm). Many Fijians listen to the radio while travelling to work in the early morning and going home in the evening. Women and elderly who stay at home are the main daytime audience.

FM 96, Navtarang 101FM, Bula FM and Viti FM (Communications Fiji Limited) and Today FM are most popular for urban and young populations and broadcast in English, Hindi and iTaukei.

Legend FM, Gold FM and Mix FM are preferred by older urban populations. Humanitarian information in times of disaster and the cyclone season have been shared in the three official languages through event-based coverage during regular programming of many stations in Fiji. Many Fijians tune into radio programmes with their favourite or trusted presenters. Hosts include Satish Narayan (FBC Gold FM), Vijay Narayan (CFL Legend FM) and Shammi Lochan- Lal (FBC Aaina Programme).

Documents and interviews confirm that major news bulletins that take place at 7am, 1pm, 5pm and are key times to reach urban and rural populations in the event of a disaster.

²⁰ World Bank Data Fiji, accessed December 2019; Fiji NDMO, accessed December 2019; Disaster Risk Reduction in the Republic of Fiji, UN Office for Disaster Risk Reduction, accessed July 2019, Relief Web, Fiji portal, accessed December 2019.

²¹ The study of areas identified as having a higher incidence of poverty reports that 2165/ 2965 (73%) of households have access to a radio (with an acceptable sampling error of +/-3%). IWDA, Individual Deprivation Measure Fiji Study 2015-2016: Initial findings: July 2017, page 167

FIJI MEDIA ENVIRONMENT : RADIO STATIONS AT-A-GLANCE

Organisation And Frequency (In Suva)	Ownership/ Funding	Language/ Content/ Reach	Sector	Demographic Reach
Radio Fiji One 93FM	Fiji Broadcasting Corporation	Broadcast in Fijian. Includes local news and content on health, education, social issues, etc through talk back shows, interviews and regular programming.	Public Service Broadcast	Popular with rural and maritime populations. According to Pulse Insight Australia, this is one of the country's media platform that reaches 100% coverage of the Fijian population.
Radio Fiji Two 105FM	Fiji Broadcasting Corporation	Broadcast in Hindustani. Includes local news and content on health, education, social issues, etc through talk back shows, interviews and regular radio programming.	Public Service Broadcast	Popular with rural and maritime populations. Targeted for mature listeners in the country with average age listeners of 45 years.
Radio Mirchi 97.8FM	Fiji Broadcasting Corporation	Broadcast in Hindustani and targeted to younger Indo-Fijian listeners (18-40 year olds). Features Bollywood music and local news and content through talk back shows, interviews and regular radio programming.	Commercial	Popular with young to middle aged urban and peri-urban population.
Bula FM 102.6FM	Fiji Broadcasting Corporation	Broadcast mainly in Fijian. Includes local news and content on health, education, social issues, etc through talk back shows, interviews and regular radio programming.	Commercial	Popular with both urban and rural populations, as well as the mature/older population.
Gold FM/ Bula 100.2FM		Broadcast in English. Includes local news and content covers health, lifestyle, education and social issues through radio interviews, talk back and discussion shows.	Commercial	Popular with middle aged to older urban and rural populations. Similar to Radio Fiji One, this station reaches 100% coverage of the Fijian population.
2Day FM 95.4FM		Broadcast in English. Includes local news but main focus on latest Hollywood news and popular hip hop, dance and pop music.	Commercial	Popular with young people. According to Pulse Insight Australia, it is the third most listened to station in Fiji with an average listener working age of 28 years.
FM96		Broadcast in English. Includes local news and popular English songs, similar to 2Day FM but has been in operation longer. Promotes some local music.	Commercial	Most popular with young people and urban populations. Carries humanitarian news during disasters through news bulletins.
Navtarang 101FM		Broadcast in Hindustani. Features Bollywood hits and includes local news. Local content covers health, lifestyle, education and social issues through radio interviews, talk back and discussion shows.	Commercial	Most popular with middle aged to older population in urban and peri-urban areas.
Viti FM 102.8FM		Broadcast in Fijian. Includes local news and content which covers health, lifestyle, education and social issues through radio interviews, talk back and discussion shows.	Commercial	Most popular with young people and urban populations
Legend FM 106.8FM		English: Includes local news and content that focuses on health, education, lifestyle and social issues. Talkback and on-air interviews popular with listenership as well.	Commercial	Popular with urban and rural populations
Radio Sargam 103.4FM		Broadcast in Hindustani. Includes local news and content but features mostly music and news from Bollywood.	Commercial	Popular with the young urban and peri-urban population.
Mix 93.8 FM		Reaches Viti Levu only but can be accessed online and listened to live. Plays commercial music. Broadcasts in English. Mostly music and community announcements.	Commercial	Popular with older population on main island of Viti Levu.
Hope 107FM		Local church news and music. Broadcasts in English. No local news.	Faith based	Popularity with Seventh Day Adventist Church
Radio Light 104.2 FM		Christian programming and music, no local news.	Faith based	A listener supported Christian radio station. Not-for-profit radio.
Radio Pasifik 89.4FM		Student Radio. Music, information, awareness programming, regular local content news produced as part of USP Journalism students training	Educational, not for profit	Education, not-for-profit Community Radio
FemTALK 89FM		Mobile/ suitcase radio, part-time. Covers women's issues. Local news production focusing on its target audience (women in community and peri-urban centres). Multi-lingual but majority of programmes in English. Covers Suva and Labasa. Local content uses interviews, talk back and discussion in shows.	Community	Community Radio. Not for profit.



Fiji

MEDIA ENVIRONMENT : TELEVISION

TV Overview²²

Television broadcasting in Fiji started in October 1991. Fiji Television Limited (Fiji TV) was established in June 1994 and offered a free-to-air channel, app and terrestrial-based pay television channels (known as Sky TV). It is the longest running free-to-air television station in Fiji at 24 years. The station has previously broadcast humanitarian or disaster information to communities. TV broadcasts are in Fijian, Hindi and English. Fiji TV's broadcast exclusivity recently ended.

There are currently a number of established television stations in Fiji including Fiji Broadcasting Corporation (FBC) and Mai TV. All stations do not have 100 percent coverage in Fiji. Coverage is mostly around urban, peri-urban and some rural areas.

The 1996 Census reported 46 per cent of households with a television set. Projecting forward, it is estimated that 57 per cent of Fijian households had a television set in 2002. A 2015-2016 study found 72.8% of people had a television²³.

However, from 2016, Walesi Limited a state-owned company, founded by the Fijian Government oversaw the transition from analogue to digital television across Fiji giving households access to digital television, broadband and better access to information, including in remote rural and maritime areas. Walesi can be accessed using a Set Top Box, the Walesi Mobile Device App and the Walesi Satellite Service. By June 2020, 134,797 Walesi Set Top Boxes had been issued, the mobile phone app had been downloaded 450,499 times and 711 satellite installations had been completed across the country, the majority in

maritime areas where no TV transmission was previously available²⁴. This is a game changer for accessing broadcast television, especially for those in remote rural and maritime communities. Walesi currently offers eight free-to-air channels. These currently include: FBC, FBC 2, FBC Plus, Fiji TV, Channel 2, MaiTV, Hope Channel, Parliament Channel. In 2019, Walesi reportedly had about 90% population penetration²⁵.

See at a glance TV table below.

Most popular TV Stations, When And Who Do Most People Listen To The TV

TV is also an important source of everyday and humanitarian news and information in urban and rural areas and in remote island communities.

The peak periods for TV listening are during news broadcasts, and national and sports events. As with radio, major news bulletins take place at 7am, 1pm, 5pm and are key times to reach urban and rural populations in disaster events. Women and elderly who stay at home are the main daytime audience.

FBC, Fiji TV (Channel 2) and FBC Sports are some of the most popular channels and are broadcast in English, Hindi and Fijian. Popular commentators include Richard Naidu, Anish Chand, Stanley Simpson, Pastor Atud and Reverend James Bagwan amongst others.

Humanitarian information in times of disaster and the cyclone season have been shared in the three official languages through event based coverage during regular programming of many stations in Fiji.

²² Fiji TV Board Reports, various dates, World Bank Data Fiji, accessed December 2019; Fiji NDMO, accessed December 2019; Disaster Risk Reduction in the Republic of Fiji, UN Office for Disaster Risk Reduction, accessed July 2019, Relief Web, Fiji portal, accessed December 2019.

²³ The study of areas identified as having a higher incidence of poverty reports that 72.8% of people have a television (with an acceptable sampling error of +/-3%). IWDA, Individual Deprivation Measure Fiji Study 2015-2016: Initial findings: July 2017, page 167

²⁴ Walesi 2020

²⁵ Personal communication with Acting Director, Department of Information, Fiji Ministry of Communications, November 2019

FIJI MEDIA ENVIRONMENT : TELEVISION STATIONS AT-A-GLANCE

Organisation	Owner/ funding	Language/ content	Sector	Demographic reach
Fiji One TV	Fijian Holdings Limited	English with some Fijian and Hindustani content; local and international news	Commercial	Oldest television station with reach in most parts of Fiji except for Rotuma and some parts of Lau and Vanua Levu.
Mai TV Fiji Ltd	Stanley Simpson and New Methodist Church	30% local productions, with content from overseas including news from TVNZ, DW- TV and Australia Network. Otherwise mostly Christian programming.	Commercial	Discussions with Mai TV shows reach with almost half the population. Their niche is the religious market, targeting mostly the Christian denomination which amounts to at least 400,000 – almost half the population.
FBC TV	Fiji Broadcasting Corporation Limited	English with Fijian and Hindustani content; local and international news	Commercial	According to FBC (via Pulse Insight Australia) 74 percent of Fiji tune into FBC TV.
Sky Pacific	Digicel Fiji	25 channels available via Pay TV subscription; All foreign content.	Commercial	No data available
Trinity Broadcasting Network	Christian Mission Fellowship International (Fiji) through a partnership with Trinity Broadcasting Network (American)	Christian content; English language	Church	Most popular with young people and urban populations. Carries humanitarian news during disasters through news bulletins.

MEDIA ENVIRONMENT : NEWSPAPERS, MAGAZINES, NEWS WEBSITES



Newspapers, magazines, news websites²⁶

There are several locally owned English-language daily and Fijian and Hindi-language weekly newspapers and magazines (print and online) available in Fiji.

The daily circulation of print newspapers was audited by the Australian Audit Bureau of Circulations was 49,124 in 2001 or six per cent of the population. Both dailies are owned by private companies. The Fiji Sun is owned by CJ Patel and has held a monopoly on state advertising and the Fiji Times, is owned by the Motibhai Group.

The Fiji Times being the oldest daily and according to their website, has the country's highest circulation; enjoys a wide readership, spans across all ethnicities, religions and broad age range in Fiji and the Pacific. It is a daily tabloid (6 column) newspaper costing \$1.10 VIP in Viti Levu / \$1.40 VIP in Vanua Levu and outer islands. Online this newspaper has an average of close to a 1,000,000 visits each month, with an average of 300,000 monthly users and an average of 4.2 million page views per month. It is accessed by people from Fiji and abroad (over 200 countries). 1) Fiji : 48% 2) Australia : 16.3% 3) New Zealand : 10% 4) United States : 10% 5) UK : 5%

See at a glance newspaper and magazines table below.

²⁶ Australian Audit Bureau of Circulations, accessed 1 November 2019.

FIJI MEDIA ENVIRONMENT : TELEVISION STATIONS AT-A-GLANCE

Organisation	Owner/funding	Frequency of publication/readership	Type	Reach
Fiji Times	Motibhai Group	English, Monday to Saturday	Commercial	Current circulation figures (as of August 2020): Sun-Tues: 12,000, Wed: 15,000, Thurs: 16,000, Fri: 18,000, Sat: 28,000 Fiji Times have a pass on readership of 6 people.
Shanti Dut	Motibhai Group	Hindi language newspaper, published every Friday. It is one of the oldest non-English language newspapers, having started in 1935.	Commercial	No data available.
Chinese Media (Fiji) Ltd	Freesoul International	Daily	Commercial	No data available
Sunday Times	Motibhai Group	English, Sunday	Commercial	See Fiji Times print run/ circulation above.
Kaila!	Motibhai Group	English, weekly, focuses on youth	Commercial	As a bonus feature "Kaila!" (meaning "Shout!") is inserted in Wednesday's Fiji Times and is a popular youth publication. Kaila! is Fiji's only youth newspaper. Launched on September 21st, 2004, initially as a stand-alone newspaper, Kaila! targeted the 13 - 18 year old demographic. However, since its inception, Kaila!'s readership has evolved remarkably to span an even wider age demographic: 8 - 20 years. It is designed to be a fun, colourful, largely educational weekly newspaper, focusing on developing youth literacy and projecting a positive message to the youth of Fiji. Kaila! is an English language publication, inserted free of charge in the Fiji Times every Wednesday. With readership at 15,000 every Wednesday for the Fiji Times, it's fair to say Kaila! Receives a similar rate as an insert in Wednesday's Fiji Times.
Fiji Sun	CJ Patel Ltd and others	English, Monday to Saturday. Audience: general public (ages 16-50), youth, professionals and policymakers	Commercial	Approximate reach and circulation of the newspaper is as follows: Monday -Thursday 15,000-17,000; Friday 19,000-21,000; Saturday 25,000-33,000; Sunday 15,000-17,000. The online copy is free for viewing. The website reaches an average of 450,000 users a month. Daily average users on the website reach up to 26,000. The Fiji Sun have a pass on readership of 10 people.
Na Sigavou	CJ Patel Ltd and others	Fijian, Mon-Sat insert in the Fiji Sun	Commercial	See circulation rates for Fiji Sun above.
Sunday Sun	CJ Patel Ltd and others	English, Sunday	Commercial	See circulation rates for Fiji Sun above.
Fiji Magic	Associated Media	English, quarterly, tourist magazine (A2 size). Distributed to almost all hotels and resorts and tourist centres including leisure and recreational areas.	Commercial	No data available
Islands Business	Front Page Limited	English, monthly, regional and business news.	Commercial	30,000 per print run. No figures for digital (web and social media).
I AM WOMAN Fiji	Vintage Link Fiji Limited	English, published bi-monthly, lifestyle magazine focusing on women's issues.	Commercial	Print run is about 5,000 copies. The online copy is free for viewing.
Wansolwara	USP	USP student newspaper printed and distributed through Fiji Sun and available online	Community	Print run is about 3000-5000 copies. This is separate from the print copies in circulation as an insert in the Fiji Sun on the day of publication, which can be around 10,000 copies. It is published once a Semester, therefore twice a year.
THE JET	Publisher: Shalendra Prasad	English, community based, published monthly, print and online, Nadi based	Community	No data available.
Rural Women Voices	femLINKpacific Media Initiatives for Women	Local non-profit publication linked to community radio network/ feminist media. Published bi-monthly (six per year).	Community	Print run is about 1,000 copies and distributed through their nine centres. Breakdown of distribution – 300x in Rakiraki, Tavua and Ba; 200x in Lautoka and Nadi; 300x in Cakaudrove, Bua and Macuata; 100x in Suva and Nausori; and 100x at the femLINK Pacific office for distribution at workshops and meetings.

Fiji



Mobile Network Operators

Fiji has two main mobile network operators Digicel Fiji and Vodafone Fiji. In 2007, Vodafone introduced Inkk Mobile Fiji, a subsidiary of Vodafone Fiji that offered low-cost and prepaid phone services aimed at low-income consumers. Inkk uses Vodafone’s network, therefore, they share the same coverage as Vodafone.

Since 1994, Vodafone Fiji Limited has provided personal and business mobile telecommunications services in Fiji. It offers mobile teleconferencing, mobile Internet, hello tunes, voicemail, corporate ICT solutions, data roaming, mobile broadband. The company is a subsidiary company of the Amalgamated Telecom Holdings (ATH) Limited, Fiji’s principal telecommunications holding company.

Digicel Fiji provides mobile services, offers messaging, voice, mobile-money, coverage and roaming, and prepaid and post-paid plans. In 2018, 10 years after the company’s launch, it was estimated that Digicel had 20% of the Fijian market.

As the Fiji National Provident Fund, the local pension scheme, is now the majority owner of Vodafone Fiji, for some Fijians, “investing in a mobile phone with Vodafone is an investment in one’s pension and one’s future. Digicel, by contrast, continues to be seen as a ‘foreign’ entity ..”

There were 1.24 million mobile connections in Fiji in January 2020. The number of mobile connections in Fiji in January 2020 was equivalent to 139% of the total population and is currently growing at 4% per annum. Fijians are increasingly accessing the internet on their mobile phones (64.3% of web traffic was by mobile

phone in 2019, as compared to 33.1% by laptops and desktops) and using mobile devices (there were 147 mobile-broadband subscriptions per 100 habitants in 2018). 91% of mobile connections are prepaid. 85% of mobile connections are broadband (3G - 5G). The majority use Android devices (89.6% Android, 10.2% Apple IOS devices).

Operating on the 2G network mobile coverage across Fiji is universal, while 3G and 4G has limited coverage outside urban areas. 98% of the population has mobile coverage. 94% of the population is covered by at least a 3G mobile network, while 75% of the population is covered by at least a LTE/WiMAX network. Fiji is also making progress towards 5G readiness.

The mobile networks are sometimes knocked out for a period of time after major events. For example, in TC Winston, the network was down for several days. SMS services are often restored before voice calls can get through again. SMS have been used in emergencies for mass blasts through Ministry of Communications or Fiji Met for example, although the delivery of messages may be delayed. Both (Vodafone and Digicel) networks have offered free emergency texts and calls during a disaster.

Interviews confirm that the 2G network is known to resume within days of an event, making it a critical platform for communication and engagement across Fiji when combined with other channels and sources.

Further information on Fiji’s Telecommunications sector and network coverage maps are available in WFP’s 2017 Logistics Capacity Assessment²⁷.

27 WFP 2017, Logistics Capacity Assessment, Fiji Telecommunications (section 3.4), <https://dlca.logcluster.org/display/public/DLCA/Fiji>, accessed January 2021



MEDIA ENVIRONMENT : SOCIAL MEDIA



Social Media

While online access - initially with blog sites - provided an alternative means of sharing information in a challenged media environment following Fiji's 2006 coup, social networking (in particular Facebook use) has grown exponentially since 2010²⁸.

There were 560,000 social media users in Fiji in January 2020. In other words, social media penetration in Fiji stood at 63% in January 2020. The number of active social media users are currently growing at more than 8.7% per annum. 99% of social media users access social media by mobile²⁹.

78% of the population over 13 years can be reached on Facebook.³⁰ Females tend to be more active than men, however there are more male than female users on Facebook (51.95% male, 48.1% female). Facebook's reach is growing by 2% every quarter³¹. People aged 25 to 34 are the largest user group on Facebook, followed by the 18 - 24 year old user group³².

There were 562 000 Facebook Messenger users in Fiji in December 2020, which accounted for 60.4% of its entire population. The majority of them were men - 51.4%. People aged 25 to 34 were the largest user group, followed by the 18 - 24 year old user group³³.

26% of the population over 18 years can be reached on LinkedIn.³⁴ People aged 25 to 34 are the largest user

group on LinkedIn, followed by the 18 - 24 year old user group³⁵.

17% of the population over 13 years can be reached on Instagram³⁶. The majority are women (47% male, 53% female). Instagram's reach is growing by 4.8% every quarter³⁷. People aged 18 to 24 are the largest user group on Instagram, followed by the 25 to 34 year old user group³⁸.

3.9% of the population over 13 years³⁹ can be reached on Twitter. Many more men than women use Twitter (59% male users, 41% female users). Twitter's reach is declining by 15% every quarter.

Statcounter rates the social media sites with the largest number of page views (in order from largest to smallest): Facebook, Pinterest, Twitter, YouTube, Instagram, Tumblr⁴⁰.

While social media has brought increased citizen engagement, there have also been cases of online bullying and harassment, providing the justification for the introduction of the Online Safety Act 2018 which has the potential to threaten free speech⁴¹. The Act makes it an offence to post an electronic communication with the intention to cause harm to an individual. An individual who commits such an offence can be fined up to FJD \$20,000 or imprisoned for up to 5 years or both⁴².

28 Tarai, J. and Drugunolevu, 2018, Citizen journalism, social media and the media in Fiji, Working Paper No. 7, School of Government, Development and International Affairs Working Paper Series, The University of the South Pacific, https://www.researchgate.net/publication/328575756_Citizen_Journalism_Social_Media_The_Media_in_Fiji, Accessed January 2021

29 DataReportal, Digital 2020: Fiji, <https://datareportal.com/reports/digital-2020-fiji>, accessed January 2021

30 Facebook's reported advertising reach compared to total population aged 13+

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32 Napoleoncat, Social media users in Fiji, December 2020, <https://napoleoncat.com/stats/facebook-users-in-fiji/2020/12>, accessed January 2021

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41 Tarai, J. 2018, Unpacking Fiji internet law narratives, Pacific Journalism Review 24 (2) 2018, <https://ojs.aut.ac.nz/pacific-journalism-review/article/view/443/615>, accessed January 2021

42 Fiji Government, Online Safety Act 2018, <https://laws.gov.fj/Acts/DisplayAct/2462#>, accessed January 2021

Fiji

MEDIA ENVIRONMENT : EMERGENCY WARNING



Emergency Warning⁴³

In the event of a disaster, emergency warning communication has been disseminated by telephone, internet, warning sirens (currently 13 sirens), signage, shortwave equipment (HF, VHF, UHF Radio systems), human resources and key individuals, cars with speakers and word of mouth, while NGOs also inform the public.

Radio, TV, newspapers and telephone facilities, both landline and mobile, combine to cover all areas. Agencies such as the Fiji Met Service, NDMO and their partners periodically conduct public awareness training and drills with communities so that people can understand evacuation signs and what actions to take.

These public awareness activities are targeted at key stakeholders such as maritime communities. Key people are in touch through the emergency operations centre, the submarine fibre-optic cable spanning the whole of Fiji, a key asset in communication during this period.

Figure 8: Suva Tsunami Siren Acoustic Overlay, ETC Cluster.

During the 2011 floods in Fiji, radio broadcasters and others used social network sites to access and disseminate information. (ETC Cluster, 2019).



The government communicates through various apps and mediums including the Fiji government site, Fiji Village app, OTT app (emergency app) and social media. Currently many of these channels are one way.

The Turaga ni Koro (chief of village) is also used as a key information and communication channel to communicate evacuation plans to communities.

A Tsunami Siren system can generate tsunami warnings across most of the geographic area of Suva.

43 Fiji Department of Communications, Emergency Telecommunications Cluster, Fiji Met Service, ETC Cluster, 2019.



Other Forms Of Community Engagement Initiatives, Including Traditional Forms Of Communication

femLINKpacific Media Initiatives for Women

An important initiative in reaching women through media initiatives such as radio in Fiji is femLINKpacific through their Media Initiatives for Women programme. This initiative operates radio stations, community video initiatives, Women's Weather Watch and a mobile 'suitcase' radio station that counters gender stereotypes through a range media initiatives particularly to promote the important role of women in decision-making, focusing on local governance systems and development processes. They also support women's use of media for their own empowerment and for the development of their communities.

The femLINKpacific Media Initiatives for Women Suva station runs 24 hours a day, with hosted shows happening during the day between 7am and 7pm most days. Morning Waves starts off the live shows, featuring Who Makes The News, with Rainbow Connections (Open to and hosted by members of the LGBTIQ community) during the mid-morning from Monday to Wednesday. Thursday mid-morning features the Look at my Abilities show – for, by and about women with disabilities. Live shows during the weekend are more general but are still run by young women in all their diversities. Apart from the Suva Community Media Centre (CMC), FemTALK89FM also broadcasts weekly from the Labasa CMC in Vanua Levu as well as maintaining a mobile "suitcase" radio that is taken to women in the rural areas.

Finally, the femLINKpacific Women's Weather Watch is a mobile phone-based social network, whereby women who are a part of the network of women's groups, share information about weather conditions, in an understandable form, via SMS, Viber and Facebook. Information shared includes information from the National Disaster Management Office and meteorological information services, as well as weather

information shared by the members of the women's groups themselves through a distributed network of women leaders.

Churches and Faith Based organisations⁴⁴

In Fiji, as in many parts of the Pacific, churches and other faith-based organisations have extensive networks, local knowledge and are trusted by communities. It is estimated that almost 65% of the Fijian population is Christian, making this a critical source and channel for engagement and communication.

In particular, church networks such as women, youth and men's groups could be approached for collaboration in the area of CCE.

Traditional early warning signals⁴⁵

Use of conch shell trumpets, called davui, are used to signal a loud sound that carries over long distances and have been used as a signalling device for emergencies. Smoke signals have also been used effectively in signalling early warnings to communities.

A unique feature of Western Viti Levu shell trumpets is the presence of a small finger hole near the mouth of the shell, which allows the player to vary the pitch when playing, creating a rising and falling tone. Virtually all other Pacific trumpets emit only a single note. In contrast to other Fijian conch shell trumpets, Western Viti Levu davui were end-blown, with a blowing hole made by removing the apex of the shell, rather than side blown (using a hole made in the side of the instrument). Traditional warning signals such as smoke and sound should be considered as part of the CCE Working Group landscape and be included in a strategy and linked as appropriate to complement the more advanced systems such as mobile phones.

⁴⁴ Research for Development Impact (RDI), 2018, Guidance for effective approaches to collaborations with Churches in the Pacific for development research.

⁴⁵ Met Museum, accessed 11 November 2019.



Conclusion

This Guide is a living document that is meant to be used as a starting point when planning and undertaking a campaign prior to (if possible) and during a disaster. It is intended to support the work of the Fiji government and the Fiji Communication and Community Engagement Working Group (CCEWG) in terms of messaging including tone, language and frequency as well as use of media outlets and other communication initiatives, while engaging and communicating with affected populations.

The media and telecommunications information contained in this document is expected to be used as a preparedness tool. However, as disasters occur unexpectedly and in different locales, a rapid information assessment should be undertaken to ensure the information contained is still valid.

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*Annexure:
Communicating with
Disaster Affected
Communities
Contacts List - Fiji*

- » Contact lists for Communicating with Disaster Affected Communities, ETC stakeholders
- » Registered media organisations
- » Government Media Liaison Officers (MLOs)

Specific contact details for persons in the above contact lists are available upon request. Please email:

info@cdacnetwork.org



PLEASE NOTE: This document will be regularly updated.
All suggestions for the next revision welcome: email info@cdacnetwork.org



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