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1980

THE PACIFIC DAILY NEWS: THE SMALL TOWN
NEWSPAPER COVERING A VAST FRONTIER

By

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ABSTRACT

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By

Jacqueline Korona Teare

Three thousand miles west of Hawaii, the tips of volcanic mountains poke through the ocean surface to form the 212-square-mile island of Guam. Residents of this island and surrounding island groups are isolated from the rest of the world by distance, time and, for some, by relatively primitive means of communication. Until recently, the only non-military, English-language daily newspaper serving this three million-square-mile section of the world was the Pacific Daily News, one of the 82 publications of the Rochester, New York-based Gannett Co., Inc.

This study will trace the history of journalism on Guam, particularly the Pacific Daily News. It will show that the Navy established the daily Navy News during reconstruction efforts following World War II. That newspaper was sold in 1950 to Guamanian civilian Joseph Flores, who sold the newspaper in 1969 to Hawaiian entrepreneur Chinn Ho and his partner. The following year, they sold the newspaper now called the Pacific Daily News, along with their other holdings, to Gannett.

This study will also examine the role of the Pacific Daily News in its unique community and attempt to assess how the newspaper might better serve its multi-lingual and multi-cultural readership in Guam and throughout Micronesia.

Material for the study was gathered during the researcher's two-year stay on Guam, during which she met people who had been associated with the early Guam newspaper and the Pacific Daily News, and others who tried to develop an alternative to that newspaper.

As this study was concluded, attempts to establish another daily newspaper on Guam were crumbling, leaving the Pacific Daily News as the only daily newspaper serving this vast frontier.

To my husband John,
who knows what this means
to us both.

ACKNOWLEDGMENTS

Without the cooperation of those who lived it, recording the history of the Pacific Daily News would have been impossible.

Thanks to all quoted herein for their willingness to help, especially Alex Flores, who spent several hours with the researcher, and Martin Moon, who generously loaned irreplaceable materials.

Also much appreciated was Dolly Pickop's willingness to fill in the gaps, when the researcher had moved thousands of miles from resource material.

Special thanks are offered to husband John, brother John, mother Dee and friends Tere, Nada, Cip, Mae and the Wens for moral support so badly needed.

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INTRODUCTION

An arc of tiny green islands punctuates the vast reaches of the North Pacific Ocean between Japan and Hawaii. The tips of the southern volcanic peaks of a giant undersea mountain range, the islands rise some six miles above the ocean floor in one of the deepest known parts of the Pacific. The largest ridge of land is Guam, 212 square miles, 13 degrees north of the equator at the southernmost tip of the Mariana Islands.*

Guam is surrounded by a coral reef, and fish abound in the surrounding waters. Partly volcanic rock and partly coral limestone, the Island offers some fertile areas for food crops. Coconut and betel palms, vibrant flowers and breadfruit trees cover the island. The climate is tempered during part of the year by trade winds from the northeast and east. From late summer to early fall, there is heavy precipitation, and typhoons occasionally bring devastation to the area.

There, under tropical skies and the paternalistic guidance of the United States, live some 120,000 people, over half of them native Guamanians. Some 28 percent are Hawaiian or mainland U.S. citizens, and 15 percent are Asian.

*South of Guam is the seven-mile-deep Marianas Trench, the deepest part of the ocean ever discovered.

Residents are isolated from the rest of the world by distance, by time and, until recently, by relatively primitive means of communication. The first live satellite broadcast of a sports event came in January 1978 but technological constraints still delay showing of network news shows from the mainland by at least 24 hours. Direct telephone dialing to the mainland was instituted only within the last two years. On Guam it is also impossible to buy a mainland newspaper because there are no newsstands. Until recently, the only non-military daily newspaper available to Guamanians was the Pacific Daily News, one of the 82 publications of Gannett Co., Inc.

This study will examine the role of the Pacific Daily News as a community newspaper. It will trace its development and assess how the newspaper might better serve its multi-lingual and multi-cultural readership.

To understand the development of mass media on the Island, it is essential to recognize that for centuries Guam maintained only minimal contact with the outside world. Little is known about the origin of the Chamorros, the natives of Guam. Their light-brown skins and physical features led historians to believe that at least some of them were part of a movement of Polynesian and Malayan people from the Asiatic mainland through the Philippines and western Caroline islands to the Marianas.¹

¹Laura Thompson, Guam and Its People (Princeton, N.J.: Princeton University Press, 1947; reprint ed., Greenwood Press, 1969), p. 30.

The first recorded meeting of native Chamorros and outsiders occurred on March 6, 1521, when the Spanish explorer Ferdinand Magellan anchored off the southwest coast of Guam near what is now known as Umatac.* The natives pilfered a small boat from one of the party's ships, prompting Magellan to christen the islanders ladrones (thieves). Later visitors to the Island considered the characterization unfair, although the area continued to be called Ladrones for more than three and a half centuries. At the same time voyagers recorded the natives as intelligent, friendly but at times violent people. Their multi-tiered society held in highest esteem the matua, which included the fishermen and principal landowners on the Island. The matua were said to run, swim and climb trees better than their middle-class cousins, the atchaots. The lowest class Chamorros, known as manachang lived almost as slaves.^{2**}

Despite discovery by explorer Magellan, Guam remained in relative obscurity for years. The Spanish used the Island only as a supply depot for galleons sailing between Mexico and the Philippines. Spanish rule and influence increased significantly

*While there is general agreement that Magellan landed on Guam, one historian, Lord Anson, contends the explorer visited Saipan and Tinian instead.

²Paul Carano and Pedro C. Sanchez, A Complete History of Guam (Rutland, Vt.: Charles E. Tuttle Company, 1964), pp. 18-21.

**The current spelling of class names was selected for this description. In A School History of Guam, 1937, Paul J. and Ruth Searles list the classes as Mataos, Achotes and Mangtchangs.

after 1688, when Father Diego Luis de San Vitores, a priest of the Society of Jesus, established the first permanent mission in the Marianas on Guam. San Vitores and his mission staff arrived on the Island with a force of 33 Spanish soldiers. Initial contacts were friendly, but displays of authority by the Spanish garrison and rebellion by the natives caused increasing hostility. San Vitores was murdered by the Chamorro Matapang. (Matapang, an early native leader, apparently saw his own authority threatened when his wife allowed the priest to baptize their baby daughter against his wishes.³)

Fierce displays of native rebelliousness slowly disappeared as the Spanish governors sought to tame and then upgrade life on the Island. The colonialists opened schools to teach the natives their religion as well as their language. Christianity replaced the superstition-based religion of the ancient Chamorros,* and Dulce Nombre de Maria, a cathedral whose namesake still stands in the capital city of Guam, was consecrated in 1669.⁴ Agriculture flourished, as did island trade with whalers who stopped on Guam to take on supplies. Thus the relative sophistication of western

³Ibid., p. 72.

*Ironically, modern Guamanians revere Our Lady of Camalin, represented by a statue of the Blessed Virgin which, legend has it, floated in from the ocean escorted by giant crabs carrying candles. Spanish soldiers kept the statue in their barracks, and Guamanians believed it went walking through the jungle at night.

⁴Paul J. and Ruth Searles, A School History of Guam (Agana, Guam: The Naval Government Print Shop, 1937), p. 12.

economics gained a foothold on the Island. The character of the modern Guamanian, and the need for communication with the outside world, began to take shape.

CHAPTER I

FROM TOOTHBRUSHES TO BAYONETS: THE EARLY PRESS IN PEACE AND WAR

Guam a Territory

The island of Guam became inextricably tied to the United States in 1898 as a result of the Spanish-American War. Under the terms of the Treaty of Paris, the United States paid Spain \$20 million for the right to establish a protectorate over Cuba. It also gained outright ownership of the Philippines, Puerto Rico and Guam.⁵ A December 23, 1898 executive order from President William McKinley turned over the job of administering the new Pacific possessions to the U.S. Navy.

The assignment was handed to the Navy because Guam was accepted to be, primarily, of strategic value to the nascent Pacific empire, keystone of the maritime arch stretching from the newly acquired Territory of Hawaii to the just-purchased Philippine domain. . . . The responsibility to the Guamanians was to guide them from disease-ridden medieval peonage to the dignity and demeanor of a healthy, self-reliant citizenry in the modern world.⁶

Starting with Captain Richard P. Leary, USN, a succession of naval governors worked to bring the Island and its people within the official definition of "the modern world." Through a series of

⁵Carano, p. 178.

⁶U.S. Office of the Chief of Naval Operations, Report on Guam, 1899-1950 (Washington, D.C.: Government Printing Office, 1951), p. 6.

general orders, Leary decreed that couples living together without benefit of marriage must go through a civil ceremony under threat of fine and imprisonment. In addition, married couples could be divorced, even though that action would not be recognized by the Catholic Church. Guamanians became eligible for free medical treatment, but the dead could not be buried without a written permit from the governor's office. The new government also banned peonage, the system by which a lender could enslave a borrower.⁷

In 1904, Governor G. L. Dyer believed that no American would be willing to live on Guam permanently. Thus, in order to insure meaningful progress for the Island, he ordered that natives be trained in such skills as carpentry, plumbing, printing and office duties.⁸ A U.S. Post Office branch was established in 1905 along with a regular police force.⁹ Two years later, American dollars replaced Mexican and Filipino money as the official currency, and then-Governor E. J. Dorn began meeting with small groups of village leaders to seek their advice on various matters, especially the establishment of tax laws.¹⁰ These sessions are recognized as the forerunner of the advisory boards which formally consulted with the governors. That system, in turn, led to the creation of the Guam Congress. The Bank of Guam, at first a branch

⁷Carano, pp. 194-195.

⁸Ibid., p. 202.

⁹Ibid., p. 207.

¹⁰Ibid., p. 211.

of the U.S. Department of Treasury, opened December 14, 1915 during the term of Governor William J. Maxwell.¹¹

With the modernizing effort in full swing, and establishment of Guam as an important link in the east-west trade route, there developed increased need for speedy and efficient communications. Guam's first telegraphic contact with the outside world came June 5, 1903, when a cable was completed between Guam and Manila by the Commercial Pacific Cable Co. One month later, the San Francisco-Guam section of the cable was activated, and on July 4, 1903, President Theodore Roosevelt formally opened the new communications system.¹²

Mail came by steamer from the time the United States acquired Guam until October 13, 1935, when a Pan American Airways Clipper made the first transpacific mail flight from San Francisco to Guam. One year later, Pan Am carried passengers to the Island on the first regularly scheduled transpacific commercial flight.¹³

The Guam News Letter

Heretofore, Guamanians' contact with the outside world had been limited to whatever the Spanish governors told them. Because news of the world impacted little on their immediate lives, the natives felt no need to know about what was happening apart

¹¹Ibid., p. 217.

¹²John D. Driver, "From the Outrigger to the Satellite," Guam Recorder, January-March 1973, p. 3.

¹³Searles, p. 77.

from their own island. Their history was preserved through oral tradition and reports of current happenings were also transmitted by word of mouth. But Americans on the Island continued to depend on traditional news media. Thus, in February 1909, the Guam News Letter appeared, the first publication issued for general circulation on Guam. An official organ of the naval government, the Guam News Letter was published intermittently (every two weeks to one month) with Governor Dorn, a U.S. Navy captain, as the first editor. Early issues appeared in both English and Spanish, which marked an attempt by the Navy to interest the native Guamanians. But analysis of those issues shows little news of concern to the natives.* Thus to the native Guamanian population, still struggling with learning the ways of the Island's new overseers, the value of the Guam News Letter was questionable. On the other hand, expatriate mainland Americans found much in the publication to help them maintain touch with the world they had left behind. The News Letter informed its readers of the Wright brothers' first flight, the carnage of World War I and the arrival of Prohibition. In later years, the newspaper turned increasingly to news of the Island, reporting the first honey bees brought to Guam and the growth of schools, farms and businesses. Circulation figures for the Guam

*The November 5, 1909 issue, for example, included stories about U.S. explorers reaching the North Pole. Another told of a British steamer entering Apra Harbor with three Japanese junk crewmen who had been drifting for 17 days, the last five without food and water. A third story reported the baseball rivalry between the Navy Pay Department and the hospital staff. The latter won, 11-3.

News Letter are unavailable.* The Guam News Letter ceased publication in 1922.**

The Guam Recorder

For nearly two years, until March 1924, there was no publication on Guam. At that time, William W. Rowley published the first Guam Recorder. Rowley had been a chief machinist aboard the Navy supply ship Yosemite in 1900, when a typhoon swirled across Guam and wrecked the Yosemite on the reef. Her crew was stranded on the Island and waited for months for another transport to take them back to the mainland. During that time, Rowley grew to know the Island and the natives and decided to settle there when he left the Navy. Subsequently he formed the Guam Press Association, and, with the formal sponsorship of the U.S. Navy, published a newspaper "to fulfill the ever-present need of the isolated community for news."¹⁴ Rowley obtained international news through the Island's naval wireless station, and local news with the help of native Guamanians and naval personnel who served as stringers. The flag

*Carano reported that Guam's population in 1908 included 11,159 Guamanians, and 11,490 off-islanders. That total included 172 naval station personnel and family members and 14 non-military Americans.

**Details of the Guam News Letter's demise are sketchy. What is known is that there was no advertising in the Guam News Letter, use of the federal government printing press was denied and the News Letter suffered financial problems. Not even the Guam-based Micronesian Area Research Center, acknowledged as one of the best sources of north Pacific research data in the world, has a complete file of the publication.

¹⁴"Gob Stranded, Edits Newspaper; Guam Paper Organized by Former Machinist," Guam Recorder, March 1925, p. 1.

of the monthly Guam Recorder proclaimed its publication "For Progress, Education and Development on this Island, Devoted to the best interests of the Naval Government, And dedicated to Advancement, Betterment and Efficiency." Inside, the editor declared:

The Recorder will be published monthly in the interests of Guam, and will forward any project having at heart the improvement of conditions which will help our Island and make it a better place in which to live. . . . This paper belongs, not to us the editors alone, but to every person on Guam. It will be a medium of getting together, of expressing our ideas and of exchanging opinions on matters affecting our respective communities and districts. We want you to know that we are with you, first, last and always.¹⁵

Among other interests, the newspaper promoted the naval government of the Island. For example, in the third issue, an editorial urged Guamanians to learn the English language by reading the newspaper. The editorial encouraged readers to "Read the Guam Recorder every issue," look up unfamiliar words and speak them to "enjoy the real beauties of the language." While doing this, the editorial declared, "your education will be increased, your business ability will be improved and you will be a better citizen of the community."¹⁶ That same issue included an article by Lieutenant C. T. Lynes, USN, urging the people to keep their teeth clean. In some instances, the writer said, he had talked with adults who had never owned toothbrushes.¹⁷ In a breezy column called "Remarks

¹⁵Guam Recorder, May 1924, p. 3.

¹⁶"The English Language," Guam Recorder, May 1924, p. 10.

¹⁷Lieutenant L. T. Lynes, USN, "Keep 'Em Clean," Guam Recorder, May 1924, p. 24.

from the Beach," a writer appeared to poke fun at Guam and the natives. He described a sailor teaching the latest dance steps, "the carabao wiggle and the guava twist," and reported tongue-in-cheek that "Enrique C. Sablan will again head the cock fight ticket for reelection as Mayor of Piti."¹⁸ Advertisements in the Guam Recorder listed the variety of goods and services available from The American Garage's "Clean Cars and Safe Drivers" to T. Shinohara's Jagatna Gas Kitchen, near the Cine Gaiety Theater.¹⁹

On October 2, 1933, W. W. Rowley sold the Guam Recorder to the Naval Government of Guam. Three years later that body transferred the printing of the paper from a public print shop to one of its own to insure a sound financial operation. The Naval Government of Guam then made a concerted effort to devote increased space to matters of particular interest to Guamanians. Later issues include reports of rural news from L. T. Siguenza, the Southern District Extension Agent, notes on the Marianas and even essays by Guam schoolchildren.²⁰ But the impact of this newspaper on the native population is still open to question. Although only 16.5 percent of the people of Guam were officially reported as illiterate in 1930, most of the older people could not speak, read or write the

¹⁸Guam Recorder, May 1924, pp. 18, 19.

¹⁹"Remarks from the Beach," Guam Recorder, May 1924, p. 7.

²⁰Doris T. Franquez, "How I Broke My Doll," Guam Recorder, November 1941, p. 315.

English language.²¹ And in 1938, officials believed that the most outstanding problem in the training of teachers was comprehension in reading and speaking the English language.²² That year the government reported a circulation of 800 for the Guam Recorder. Subscription price was \$1 a year.²³

The Guam Eagle

About the same time, personnel in the Naval Communications Office produced a daily information sheet primarily for the American colony. While it must be considered basically a "house organ," this publication, the Guam Eagle, should be included in any discussion of the totality of Island media because for some it was the only daily source of local news. Subsidized by the naval government, the Guam Eagle was distributed free, mostly to Navy personnel and dependents as well as to those aboard visiting ships in Apra Harbor. Daily circulation in 1941 was 610.²⁴

Thus, by 1941, news circulated on Guam via two publications. But there was still no commercial radio station on the Island to disseminate fast-breaking news. Governor George J. McMillin received word of the Japanese attack on Pearl Harbor early in the morning of December 8, 1941. Ranking Americans and Guamanians were

²¹Thompson, p. 228. Administrators discontinued adult evening classes because of lack of interest on the part of natives in 1936.

²²Ibid., p. 226.

²³Carano, p. 245.

²⁴Ibid., p. 246.

notified immediately, but there was no commercial medium by which to alert the general public to the crisis which would soon engulf the Island.

Later that day, Japanese bombs rained down on Guam. A small U.S. force resisted, but its strength proved inadequate to turn back the invaders. On December 10, thousands of Imperial Japanese troops swarmed onto the Island and Governor McMillin surrendered. Americans were taken prisoner and Guamanians began what was to become two and one-half years of suffering under Japanese military rule.

Treatment under Japanese occupation was harsh. The Japanese forced the Guamanians to bow to them or be beaten. They would work in the fields for their captors or starve, and face torture or death for refusing to confess to real or manufactured "crimes." The Japanese had a different kind of justice," recalled retired Guam Judge Francisco G. Lujan. "You were guilty until you proved yourself innocent."²⁵ Through it all the Guamanians maintained hope that the Americans would soon free them from this enforced submission.

Occupation News

Despite Japanese orders that all radios be surrendered, some Guamanians still managed to keep in touch with the outside world. Three men--Jose Gutierrez, Anatacio Blas and Frank Terlaje--

²⁵Cherie Fichter, "Scales of Justice More Balanced," Pacific Daily News, 21 July 1977, sec. A, p. 4.

kept a Silvertone radio operating secretly in the Agana Heights area, a short distance from Japanese headquarters. The Japanese decreed that power generators could not be turned on until 5 p.m. each night, so listening hours were restricted. But when the power went on, the men tuned in to news broadcasts from the mainland. With their radio on, the warmth of which drew rats to build a nest up against it, the men followed each major historical event of the war:

They learned that it was American policy to leap-frog to the Philippines, which meant that Guam would be liberated at a later date. They listened to commentaries on the Battle of the Coral Sea, the Bismarck Archipelago, and Guadalcanal. . . . They learned about the American submarine, which, when maneuvering off Japan, sneaked into Yokohama one day and sank a ship which had just been launched from the dockyards.²⁶

The men also heard about the great loss of American lives in the Gilbert Islands and General Mitchell's resulting declaration that American planes and ships in the future would thoroughly strafe all islands scheduled for invasion before sending troops onto the beaches. This information helped Guamanians prepare for the shelling which hit the Island when the Americans came ashore in 1944.

Another illegal radio was hidden in the cave-dwelling of George R. Tweed, the sole survivor of a band of six Americans who escaped capture when the Japanese invaded the Island. In the fall of 1942, Tweed obtained bits and pieces of radio equipment from

²⁶"They Staked Their Lives So They Can Hear The News," Pacific Profile, July 1965, pp. 14-16.

friendly Guamanians. He painstakingly constructed a workable radio to pull in news broadcasts from the United States. Partly to pass the time in hiding and partly to thank the natives for their help in keeping him out of Japanese hands, Tweed made out nightly reports recounting the news he had picked up. That exercise gave him the idea of starting a newspaper. Paul Muna, a Guamanian who had worked in the Navy commandant's office, provided Tweed with an old typewriter, paper and carbon paper. Thus was born the new Guam Eagle, namesake of the Navy's own daily mimeographed sheet.

Each night I typed up my notes into front-page news. At first, I made only two copies, an original for the "files," and a carbon for Manuel (on whose land he was hiding at the time). He was as proud of it as a squirrel of his tail, and always took his sheet home with him. He couldn't read it, but he listened importantly, nodding his head as his wife and Pete interpreted it to him. I cautioned them against telling anyone about it or showing it to outsiders, but it was not long before they, with typical native inability to keep a secret, were taking it all over the neighborhood.²⁷

Tweed's single-copy "newspaper" kept a growing number of Guamanians informed of off-island news. He increased his circulation to five copies per "issue" in order to facilitate transmission of information to more people by word of mouth.* Tweed, who finally escaped from Guam shortly before Americans retook the Island from

²⁷George R. Tweed, "Robinson Crusoe, U.S.N.," Pacific Daily News, 21 August 1977, Islander, pp. 3-7.

*The typewriter could handle no more than that at one time, and apparently no one thought of printing two "editions." Copies of the Eagle have been lost, understandably so, since few would have risked punishment by the Japanese for having saved them.

the Japanese,* later contended that his underground daily played at least a small part in helping Guamanians retain their steadfast faith in the United States throughout the Japanese occupation.

Invasion

In mid-July, American planes bombed Saipan, a neighbor island about 100 miles from Guam. When the Guamanians with the radio heard this news, they knew that their own salvation could not be far away. Navy underwater demolition men penetrated Agat Bay under the noses of Japanese patrols on the night of July 20, 1944, intent on blowing up the barricades and obstructions in place outside the reef. Before invasion forces could land, they had to demolish log cribs filled with coral, wire cages plastered with cement and traps for tanks and amphibious landing craft. As they prepared to leave the enemy territory, their mission accomplished, the men posted a sign saying: "Welcome to Guam. US0 three blocks to your left."²⁸ At 8:29 a.m. July 21, 1944, the 3rd Marine Division hit the beach between Asan and Adelup Point on Guam's west central shore, and by early afternoon, after bitter fighting, 25,000 U.S. troops were ashore. The United States lost 1,000 men that first day of fighting, but the tide slowly turned, and within

*In his book Problems in Paradise, former Governor Richard Barrett Lowe recounts Tweed's escape, saying he contacted the American ships about to attack Guam in early July 1944. "He signalled to a destroyer with a mirror, and finally, with a pair of home-made semaphore flags, he was able to persuade the ship's captain to send in a boat to pick him up after dark."

²⁸Jon Pray, "Bullets, Bombs Rain On Guam," Pacific Daily News, 21 July 1977, sec. A, p. 5.

25 days, the Americans again controlled Guam. American losses totaled 1,283 men killed in action, 5,719 wounded in action and 329 missing in action. For the same period the Japanese had lost 18,377.²⁹ Scores of others remained in hiding in the Island jungles. Ferreting them out was a major goal of the new military naval government, which also faced the massive job of rebuilding the facilities and communities of Guam.

²⁹Carano, pp. 308, 317.

CHAPTER II

BEACHHEAD PRESS AND THE COMING OF CHANGE

The Navy News

The post-invasion reconstruction effort touched all facets of life on Guam. This was reflected from the development of the harbor for supply ships to the rebuilding of the villages now leveled by bombs. The thousands of U.S. troops brought in to restore the Island kept in touch with events of the world through the Daily Advance, a newspaper published at headquarters of the Commander in Chief of the Pacific Fleet (CincPac) in Hawaii. That was replaced on July 25, 1945, with a new lithograph daily called the Navy News, which outlined world happenings for Navy men and women within the command. Output at that time was 8,500 copies, with an ultimate readership of about 40,000. Navy units either recopied stories from the Navy News for their own use or had it read over camp public address systems for all to hear. At the end of July 1945, the island commander announced plans for a Navy newspaper to be published on Guam for distribution to other islands in the Pacific.³⁰ By fall, the press was in place and a team of Navy

³⁰ Island Commander, Marianas Area Command, "War Diary Guam, 1 July 1945-31 July 1945," Vol. 1, Naval Historical Center, Washington, D.C., p. 97.

journalists* had arrived to begin turning out some 15,000 copies per day.³¹

The Navy News was aimed at several thousand servicemen stationed on Guam and in the surrounding Mariana Islands of Saipan, Tinian and Rota. Thus its content was heavily oriented to military activities, including the story of the continuing hunt through the jungles for Japanese stragglers. After the announcement of the Japanese surrender, prisoner-of-war Major Sato helped the American troops seek out some stragglers on Guam. Leaflets, issued in the form of an order from Sato, were distributed widely by airdrop. About 120 Japanese fugitives surrendered as a result. But U.S. officials estimated that perhaps 150 Japanese remained at large on the Island at War's end.³² The Navy News also reported the existence of special reconnaissance patrols scouring the Asan Point area for renegades who had shot up a four-man U.S. Marine patrol in December 1945. Attributing its information to "authorities," the newspaper said: "These Japs will be treated as desperadoes and shot

*Emmons Blake, a retired printer and publisher now living in San Francisco, served as a naval personnel and classification officer in San Diego during World War II. He recalls receiving an Allnav dispatch to search out printers, editorial and lithographic background people to staff the new newspaper on Guam.

³¹ Island Commander, Marianas Area Command, "War Diary Guam, 1 September 1945-30 September 1945," Vol. 1, Naval Historical Center, Washington, D.C., p. 141.

³² Island Commander, Marianas Area Command, "War Diary Guam, 1 August 1945-31 August 1945," Naval Historical Center, Washington, D.C., p. 2.

down at sight if they attempt to resist when they are apprehended."³³ Subsequent issues continually reported the hunt for stragglers. In addition, the Navy News carried international and national news of interest to troops in the area. Throughout the first two years of publication, there was little of interest to the local population. Guamanians, busy trying to rebuild their homes, schools and churches, undoubtedly had trouble relating to military embarkation schedules. These were always page-one Navy News fixtures along with stories about such events as Japanese building cyclotrons, and General Douglas Mac Arthur's abolition of Shintoism.* Commander Edward N. Parker, chief of U.S. troops in the Marianas, described the dilemma:

The problem of communication with the people continues to be a defect in the operation of the popular government. The normal channels of press and radio are considerably hampered by difficulties of distribution, insufficient local coverage and lack of local power for the operation of radios. Improvement has been effected by increasing the local news coverage in "Navy News," increased use of the AFRS radio station for local announcements and discussion and extension of distribution of information to members of Congress and the commissioners.³⁴

³³"Special Marine, Guam Police Patrols Sweep Island In Widespread Jap Hunt," Navy News, 12 December 1945, p. 1.

*Those stories, which appeared in the December 1, 1945, Navy News typify material included in the newspaper.

³⁴Cmdr. Edward N. Parker, "Narrative 1 April 1947-30 June 1947," Marianas Area Command Narrative, Naval Historical Center, Washington, D.C., p. 26.

The Guam News

On November 14, 1947, the Department of the Navy ordered control of the Navy News (Guam Edition) transferred from Commander Marianas to the Naval Government of Guam. With this transfer, effective January 1, 1948, the Navy News became the Guam News, a self-supporting publication with paid circulation and advertising, put out by naval personnel within the government.³⁵ A statement of purpose said the Guam News would be published for military personnel and civilians of Guam and other Pacific islands. "The rehabilitation of these islands looms large in this newspaper's mission," said Lieutenant J. H. Kerrell, USN, general manager of the newspaper.³⁶ The Guam News switched from a four-page to an eight-page tabloid on August 14, 1948. Efforts were also made to hire additional civilians having newspaper experience, "in order that a greater degree of efficiency may be realized." The circulation was about 13,000 and third-quarter 1948 profits totaled \$29,672.81.³⁷

Among the newly recruited civilians hired for the Guam News was a young Brunswick, Michigan, native then a journalism student at the University of Missouri. Martin Moon saw a recruitment notice on the school bulletin board and applied for a job. He hired on briefly

³⁵Lt. J. H. Kerrell, "Monthly Report, 30 November 1947," Naval Government of Guam, Naval Historical Center, Washington, D.C.

³⁶Idem, "Quarterly Report, 1 July 1948-30 September 1948," Naval Government of Guam, Naval Historical Center, Washington, D.C., p. 83.

³⁷Ibid., p. 84.

at a Muskegon, Michigan, radio station while awaiting word from Guam. In due course, Moon received a Pan Am ticket from Guam and headed west to become city editor of the Guam News.

On Guam, Moon found a less-than-ideal professional environment in which to work. Conditions were primitive at best. The offset press could print only a few copies before the ink faded out. This meant that printers had to replate or settle for an almost illegible newspaper. In addition Associated Press and United Press were relayed by the Navy in Honolulu, a time-consuming process. Adding to these woes was the occasional confusion created by the fact that several of the 25 Guam News employees were Filipinos who were just beginning to learn English.³⁸

Official reports at this time reflect that the decrease in military personnel on Guam, by far the major portion of the paper's readership, was beginning to take its toll in the circulation of the Guam News. To offset the anticipated decline, stronger efforts were made to boost local coverage and expedite delivery of the paper.³⁹ For the second quarter of 1949, circulation figures remained firm, around 10,000. But the advertising dropped noticeably. Since continued publication of a newspaper for a decreasing number of military personnel appeared to be an unwise investment, Lieutenant D. L. Martin, publisher and treasurer, requested authority from the

³⁸Interview with Martin Moon, Washington, D.C., 27 October 1978.

³⁹Lieutenant D. L. Martin, "Quarterly Report, 1 January 1949-31 March 1949," Naval Government of Guam, Naval Historical Center, Washington, D.C., p. 79.

Secretary of the Navy to sell the Guam News to private enterprise.⁴⁰ Emmons Blake, the retired printer who helped organize the initial Navy News staff, was called back into the naval reserve and assigned to Guam, to appraise the physical assets of the Guam News for transition from military to civilian control.⁴¹

As the Island's only newspaper was undergoing change, so were most other affairs on Guam. The first election ever to be held on the Island took place July 13, 1946, giving Guamanians their first Congress, with limited rulemaking power granted by naval Governor Charles A. Pownall. Businesses flourished. Kenneth T. Jones, Jr., discharged from the Seabees in 1944, returned to Guam to form a partnership with Segundo Guerrero and build the basis for what would become a multi-million-dollar sales empire.⁴² Eduardo T. Calvo, who had worked his way up from messenger to assistant cashier of the pre-war Bank of Guam, opened the first insurance agency on Guam in 1945, beginning another of the major family enterprises still active on the island.⁴³ Mark Pangilinan, an 18-year-old sailor in the Philippine merchant marine, visited the Island and went away with a plan to import products from the Philippines to

⁴⁰Idem, "Quarterly Report, 1 April 1949-30 June 1949," Naval Government of Guam, Naval Historical Center, Washington, D.C., p. 82.

⁴¹Interview with Emmons Blake, San Francisco, September 1978.

⁴²Pat McElroy, "Jones--ex-Seabee, farmer, businessman, entrepreneur . . .," Pacific Daily News, 19 November 1974, sec. A, p. 3.

⁴³Leanne McLaughlin, "Calvo businesses push ahead with family . . .," Pacific Daily News, 19 November 1974, sec. A., pp. 4-5.

Guam, thereby beginning M. V. Pangilinan Enterprises.⁴⁴ And the Americans imported teachers from the U.S. mainland to help educate the Guamanians.*

On September 7, 1949, President Harry S Truman signed executive order No. 10077, transferring Guam from the jurisdiction of the Navy to the Department of the Interior.⁴⁵ But Guamanians wanted more than the paternalistic governing of a faraway bureaucracy. They lobbied to become U.S. citizens. In 1950, Congress passed the Organic Act of Guam, granting citizenship to the 30,000 Guamanians and making the Island an unincorporated territory of the United States.** In addition, the act, which became Guam's constitution, called for a unicameral legislature to be elected by popular vote and a governor to be appointed by the president.⁴⁶ Thus Guamanians, who had been governed by foreign rulers for three centuries, became participants in a semi-autonomous government.

⁴⁴Ed Kelleher, "Mark Pangilinan: The \$100-Bill Man," Pacific Daily News, 12 June 1976, p. ____.

*As of 1949, there still were no permanent school buildings on Guam; classes were held in quonset huts.

⁴⁵Carano, p. 353.

**Most provisions of the U.S. Constitution would not of their own force become operative in an unincorporated territory. Instead, they would require congressional action in order to apply.

⁴⁶Donald M. Topping, The Pacific Islands, Part III: Micronesia (Hanover, N.H.: The American Universities Field Staff, Marcy 1977), p. 27.

CHAPTER III

GUAMANIAN CONTROL--'ALWAYS A PROFIT'

Civilian Ownership

The Island's only newspaper shifted to local control at the same time as Guamanians began governing themselves. The Guam News--name, press and newsprint--went up for public bids in 1950. Several Island businessmen stepped forth with offers, all well below the \$200,000-to-\$250,000 appraisals of experts such as retired Navy printer Emmons Blake. Governor Skinner looked over the field and selected, not the highest bidder, but Joseph Flores, the only Guamanian who had journalistic experience. Whether that experience made any difference in the production and influence of the newspaper is open to question, although the paper did prosper. The thin-lipped, mustachioed Flores told a reporter many years later: "I'm not the best newspaperman, but I always managed to turn a profit."⁴⁷

To go back in time momentarily, Joe Flores shipped out of Guam with America's entry into World War I. At seventeen, he joined the U.S. Navy and served aboard the USS Supply, which became the flagship for the highest ranking admiral in the U.S. Navy. Throughout the U.S. involvement, Flores' ship never left Chesapeake

⁴⁷James A. Hebert, "He started on the streets selling ads," Pacific Daily News, 19 November 1974, sec. A, p. 2.

Bay.⁴⁸ But the young Guamanian's horizons broadened with that experience. His taste for off-island living and a scarcity of jobs at home prompted Flores to settle in San Francisco when he left the Navy. There he held various jobs, leaving each for a higher paying position so he could better support his new wife and the family they intended to have. At one point, Flores signed on with the Santa Fe Railroad Co., and bought his own mimeograph machine about the same time. By day he typed weigh bills for the railroad, by night he traced illustrations and composed direct-mail advertisements for merchants in San Francisco's Bayview area.⁴⁹

The merchants apparently were trying to avoid advertising in the area newspaper, because, as Flores put it, "the guy that ran the paper was always mad at someone." Impressed by Flores' steady perseverance and growing ability to market goods and services, several of the merchants urged Flores to go one step further than direct mail: start his own newspaper. The ambitious young Flores scoured the bookshops of San Francisco to learn about newspaper publishing and sought out the advice of area printers. Backed by 22 advertising customers, he contracted with Eureka Press for his press work and soon launched the South of Market Tribune, a four-page weekly with headquarters in his own home. The first issue hit the streets in late 1926. Two months after the first edition went to press, Flores left his job with the railroad to devote total effort

⁴⁸Pat McElroy, "Joseph Flores--First Local Governor," Pacific Daily News, 18 January 1976, p. ____.

⁴⁹Interview with Joseph Flores, Agana, Guam, 25 May 1978.

to the Tribune. Within a year, he purchased a press and learned how to run it.* In time, the South of Market Tribune gained four sister publications. The newspapers, prototypes of modern give-away "shoppers," filled with club notices and civic news, thrived until the Depression. Financial problems and a printers' strike almost put him into bankruptcy. But with characteristic determination, Flores cut costs in every way possible, including moving his family in with his wife's relatives 30 miles from San Francisco. By the end of World War II, the Flores' printing operation was financially solid again. Then Flores' two brothers back on Guam asked him to return home to help form a family export business. When Flores' son Edward returned from the war, he agreed to take over the printing business and the elder Flores and his wife moved to Guam to begin yet another new life. Three years later, Joseph Flores re-entered the newspaper business, using money from dissolution of the export firm to purchase the Guam News.⁵⁰

Flores' \$37,000 bought the Navy's press, quonset hut newspaper offices in Agana Heights and two outsized "elephant quonsets" full of newsprint. Flores could not buy the teletype by which the Navy received Associated Press and United Press dispatches for the Guam News. The Navy pulled out that equipment, leaving in its

*To learn press operation, Flores went to another printer and "asked to work a bit without pay to learn how. The printer was very cooperative."

⁵⁰Ibid.

place a radio receiver and the promise of wire service story replays from Navy personnel in Honolulu.

When Flores took charge, he hired two Navy men to work after hours on the wire copy, typing out the stories as they were received, letter-by-Morse-code letter.⁵¹ For a short period during the transition from Navy newspaper to private publication, the Navy provided personnel to train Guamanians in the appropriate trades. In addition, some staffers from the old Guam News stayed on to work with the civilian publisher of the rechristened Guam Daily News. Former city editor Martin Moon remained as editor and helped produce the first Guam Daily News on July 17, 1950. The newspaper was an eight-page tabloid, selling for five cents per copy and its content was little different from the newspapers produced under Navy sponsorship. The flag of the Navy's Guam News contained the emblem of the Island, a spherical frame around a sketch of a sailboat, a palm tree and a beach. The left ear carried the weather forecast and the right ear a public service announcement such as "Buy Christmas Seals," "See Tommorrow's (sic) GUAM NEWS Island Supplement," and "Secure Loose Debris." The Guam Daily News flag eliminated the palm tree and sailboat sketch, replacing it with a drawing of an eagle on which the newspaper name was superimposed. The weather forecast was moved to the right ear, and the left carried a picture of a waving American flag. The paper's content remained much the same. With just one reporter and one rewrite man

⁵¹ Interview with Alex Flores, Mangilao, Guam, 17 May 1978.

to hold up the editorial side, there was little opportunity for developing local news in-depth. Moon agreed to stay on Guam until his contract expired in late 1951. Flores then decided to put his son to work in San Francisco by running advertisements in area papers for adventuresome souls who might be attracted to newspapering in a territorial frontier community.

Alex Flores on Staff

Unknown to him at the time, the solution to Flores' developing staff problem was already on Guam. That person was a young Chamorro named Alexis C. Flores (no relation to Joseph). A budding journalist even in high school, Alex Flores had left Guam earlier for undergraduate study at Fordham University. He remained long enough to earn a master's degree from Northwestern University's Medill School of Journalism. He thrived at Evanston, delighting in later life in recalling a stint as a wire service intern in Chicago during the politically turbulent winter of 1948.* Alex Flores' father died in 1949, necessitating the young man's return to the Island to straighten out legal matters. "Friends said I had holes in my head to come back to a territory with no (tradition of)

*Flores recounted an experience on election day 1948, when an older man stopped him as he walked along the street in Evanston. The man asked if young Flores had voted. "I said 'No,' trying to explain that I wasn't registered to vote in Illinois but he just shook his finger in my face and said: 'It's people like you that put that jackass in the White House.'"

Flores said reading about Harry S Truman was no substitute for seeing him in person, which Flores had one opportunity to do. "He had a wall-to-wall smile, but when he was harsh, you could almost feel his sneer."

freedom of the press," Alex Flores said.⁵² He did not want to return but circumstances required that he do so. Joseph Flores soon met him and put him to work. In late 1951, Alex Flores took over from Martin Moon as editor of the Guam Daily News and companion Sunday Territorial Sun.

Almost immediately the two Flores clashed, and editor Alex moved to the Guam Weekly Examiner (a somewhat irreverent news-magazine dedicating itself to "the search for truth, the elimination of evil and the 'American way of life'").⁵³ Flores wrote in one Editors' Report that "Our voice is small and weak, but it is our voice. We're nobody's Charlie McCarthy."⁵⁴ And several months later, he snidely noted that the opposition Guam Daily News was having problems:

It's all over town that come August Jack Nevin, Jr., won't be editor of the Daily News. 'Tis said that Nevin "resigned" last fortnight and almost immediately his successor was named: Vic Gibbons of the Honolulu Advertiser. He'll be the fourth editor in two years, and one of his friends, a Honolulu, remarked he'll fit into the News like a glove.⁵⁵

Gibbons stayed only briefly, however, and Joseph Flores finally enticed Alex Flores to return to the Guam Daily News.

⁵²Ibid.

⁵³Guam Weekly Examiner, 3 February 1951, p. 17. Guamanians sometimes faltered with the intricacies of the English language, as is the case here. Editors did not mean they were dedicated to elimination of the American way of life, as this sentence might suggest.

⁵⁴"Editors' Report," Guam Weekly Examiner, 1 December 1951, p. 1.

⁵⁵"Editor's Report," (sic) Guam Weekly Examiner, 2 July 1952.

Publisher Flores and Editor Flores were not close.* But Joseph Flores seems to have given his editor free rein with the editorial content of the newspaper. He told a reporter in later years that if he and one of his editors ever had any differences, "We'd sit down and talk it over."⁵⁶ Alex Flores recalled later that the publisher rarely injected himself into the editorial side of newspaper production. Alex Flores saw his goals clearly: to bring a sense of free press to Guam, which had no tradition of a press open to the people, and to educate the people about their rights and responsibility as citizens under a democratic government. But he had little latitude to conduct the campaign he wanted to because he didn't have enough people on the staff to do so. Joseph Flores' method of control was with money.**

The early Guam Daily News staff never numbered more than four full-time employees who worked seven days a week and averaged 12 hours a day in the newsroom. Publisher Flores believed he employed "sufficient staff to put out a daily paper."⁵⁷ Thus he gave Editor Flores no additional help. Alex Flores spent most of his time editing teletype copy, laying out pages, writing headlines

*Alex Flores said later that he "was most comfortable when (Joseph Flores) was off-island."

⁵⁶Hebert.

**A subsequent editor bitterly described Joseph Flores as "the cheapest bastard going."

⁵⁷Joseph Flores interview.

and "coping" with the advertising department.* One staffer covered sports events, an important part of the newspaper's coverage of Island life. The other staffers (when there were any) covered social and political developments in this period that Alex Flores described as "almost like a wild west show."** Gradually, the ghost of the Navy newspaper shrank and the image of an independent island publication emerged.

Joseph Flores prospered. Four years after taking over the Guam Daily News, he expanded his business interests by opening the first Guam Savings and Loan Association.*** Flores considered his money-lending operation a "service to the community." He commented: "It's much easier than newspaper work, more peaceful, I would say."⁵⁸ In August 1950, he carried out plans for a new Guam Daily News building in downtown Agana, across O'Hara Street from the cathedral Dulce Nombre de Maria. The publisher's new Guam Savings and Loan offices were on the first floor of his new building along with another Flores business, Marianas Finance. The entrance to the newspaper offices was on the opposite side of the building, facing

*Joseph Flores said later that he sometimes wished there had been more advertising space in the Guam Daily News; Alex Flores said he argued constantly against putting out "an advertising newspaper," that he fought for at least 40 percent editorial content.

**The newspaper backed Governor Ford Q. Elvidge's mid-1950's campaign to rid Guam of an influx of prostitution and gambling that accompanied Navy contractors.

***There now are four branch offices.

⁵⁸Ibid.

Martyr Street. The newsroom was located on the second floor, the presses below them. The dual-purpose building served Flores well. Some of the Guam Daily News clerical employees occasionally filled in whenever workers at Flores' other businesses failed to show up for work.⁵⁹

The Early Team

Traditionally the nucleus of the editorial staff had been moonlighting military men and their wives. But gradually, the staff began to stabilize. In 1954, a young Guamanian named Anthony Palomo contacted Editor Flores from the campus of Marquette University in Milwaukee, Wisconsin. A proofreader for the Guam Daily News three years earlier, Palomo now had a bachelor's degree in journalism, and three years experience on the Milwaukee Sentinel. He also had no money. Publisher Flores hired him for \$300 a month and paid his way back to Guam, then deducted that money from Palomo's salary until the cost of the trip was fully repaid.⁶⁰ Palomo recalled the difficulty of putting out a 16-page newspaper with a staff that, for a time, included only Editor Alex Flores and himself: Palomo was the sole reporter, handling all the news, sports, the legislature, police and the courts. Alex Flores put the paper together and wrote editorials. The Guam Daily News

⁵⁹ Interview with Elaine Concepcion, Mangilao, Guam, 7 June 1978.

⁶⁰ Interview with Tony Palomo, Agana, Guam, 6 June 1978.

necessarily contained a great deal of syndicated material.* Editor Flores believed, however, that during this period of political, social and economic development for the entire Island, there was a need for a responsible newspaper. So despite the 12-to-14 hour days, he and Palomo struggled on, working to give their readers as much news of the Island and the world as they could.** Addition of two more Guamanians to the editorial staff in 1959 helped considerably. Elaine Cruz, who later was to marry businessman Ken Jones, handled social news, and Eddie Calvo, scion of one of the most politically active families on the Island, worked on sports. At about the same time, a 73-pound Guamanian girl named Josephine Concepcion joined the paper's advertising department. From 9 a.m. to 5 p.m. daily she picked up advertising copy at various Island businesses and did ad layouts for them. From 6 p.m. to 9 p.m. she worked at Publisher Flores' Casa de Flores hotel up the hill from

*Alex Flores recalled one feature from Newspaper Enterprise Association. "I wanted to put features in, not just what Mrs. Cruz is doing in her backyard or what the governor and the legislature are up to," he said. The NEA story concerned atomic bombs and listed Guam as the site of an A-bomb. The Air Force general in charge of Andersen Air Force Base, on Guam's northern tip, called Flores and asked: "Do you know that you've just disclosed a military secret?" Flores replied: "It's attributed to a Pentagon source. Both our hands are clean. Do you want to comment?" The general sputtered "Hell, no," and hung up.

**Palomo nearly left the newspaper in 1958, when he decided to marry and figured the now-\$450 a month he earned was inadequate to support the family which surely would follow. He applied to the Government of Guam for a \$600 a month job in the Department of Labor. When he announced plans to switch jobs, Publisher Flores offered to match the GovGuam salary and Palomo agreed to stay.

the Daily News building.⁶¹ The loyalty and hard work were to one day win her the job of advertising director.

In 1960, President Dwight D. Eisenhower reached into the Guam Daily News building to tap Publisher Flores for the honor of serving as the first Guamanian governor in the Island's history. Flores retained his title at the newspaper, but maintained the hands-off attitude that had become his style. Flores later declared that the closest he came to the newspaper when he was governor was when his chauffeur drove him past the Guam Daily News offices on the way from Government House to the governor's office.⁶² But he did continue monitoring the paper's activities. The following year, he decided to modernize, converting the Guam Daily News from hot-type to offset and acquiring a Goss press.

Typhoon Karen ripped through Guam November 11, 1962, killing nine persons and destroying 95 of Agana's 149 commercial buildings. It also wrecked a third of the 7,401 homes in the civilian community of Guam.⁶³ The typhoons' swirling winds lifted the roof off the Daily News building, soaked all the newsprint in stock and "froze" the new press with quickly forming rust.⁶⁴ Unable to publish, Joseph Flores chopped newspaper salaries to a token, thus adding to

⁶¹ Interview with Josephine Concepcion, Agana, Guam, 1 June 1978.

⁶² Joseph Flores interview.

⁶³ Frank C. Stone, "Typhoon Karen," Master's thesis, University of Guam, 10 April 1970, p. 48.

⁶⁴ Alex Flores interview, 30 May 1978.

the unrest already brewing among members of the staff.* Alex Flores and Palomo believed that they had an obligation to keep the public informed, even without the Guam Daily News. They borrowed a mimeograph machine and published a daily information sheet to be distributed with the help of the governor's office. For about three months, Guam was without a regular newspaper as Flores rebuilt the Daily News plant, ordered more newsprint and accepted the Navy's offer to help sand rust off some parts and replace others. Alex Flores and Palomo returned to their desks, but Palomo had already decided to leave the Guam Daily News.

In late 1963, Tony Palomo joined the staff of the recently established Pacific Profile on Guam. Alex Flores remained for about a year and a half, leaving the Guam Daily News in July 1965 to become director of public relations and communications at the University of Guam. Editor Flores and Publisher Flores did not part with harsh words. Rather the leave-taking can be characterized as resigned. Alex Flores said that while his publisher left the editorial decisions to him, he was "very difficult to put up with."** As editor, Alex Flores believed he had encouraged "a pioneer venture in civil rights"--the people began to write letters to the editor and to take an interest in matters of the world

*Palomo years later recalled the discouragement he felt at the time. "I lost my house, Alex lost almost everything and the first thing the publisher did was cut salaries. . . . He thought of this as a business investment--I don't agree with that, I never did."

**Various former Guam Daily News staffers said the publisher kept track of how many pencils each staffer used.

outside their coral reef. But Alex Flores could not overcome his despairing belief that there was, with the Guam Daily News, no latitude for innovation. Alex Flores' letter of resignation was less than 50 words long.

CHAPTER IV

'PIPE DREAMS' AND COMPETITION IN THE BOOM-TIME '60s

Decade of Change

The 1960s marked great change in the lives of mainland Americans with the first U.S. spaceman rocketed skyward, minorities battling for civil rights and students protesting U.S. fighting in an undeclared war in the jungles of Vietnam. So, too, the decade brought change to Guam and to Micronesia. As governor, Guam Daily News publisher Joseph Flores signed an executive order on April 7, 1961 establishing the College of Guam as a four-year institution granting baccalaureate degrees.⁶⁵ The U.S. Department of the Interior assumed administrative responsibility of the Micronesian island of Saipan from the Navy on July 1, 1962.⁶⁶ Nearly two months later, President John F. Kennedy rescinded the 21-year-old requirement for U.S. Navy Security Clearance for persons entering Guam.⁶⁷

Guam established its first connection with a communications satellite January 1, 1964. Through the Navy's Project FAMOS, Fleet

⁶⁵Chronology of Local Events, 1941-1969, Nieves M. Flores Memorial Library, Government of Guam, p. 3.

⁶⁶Ibid., p. 4.

⁶⁷Ibid.

Weather Central Joint Typhoon Warning Center linked the Island with a satellite orbiting the earth every 97.5 minutes,⁶⁸ thereby providing important early warning capability in an area constantly fearful of potential savage tropical storms. The first reinforced wall panels were poured that spring for use in the Kaiser Piti housing subdivision.⁶⁹ The Strategic Air Command's Third Air Division replaced its aging B-47s with B-52s, updating the strategic air power stationed at Andersen Air Force Base on the northern end of Guam.⁷⁰ RCA Communications, Inc., opened a 4,000-mile, \$58 million Transpacific Cable System from Guam to Hawaii on April 21, 1964.⁷¹ And 16 miles south of Agana, at Dan Dan, the National Aeronautics and Space Administration put finishing touches on a tracking station able to communicate simultaneously with the command module orbiting the moon and the lunar excursion module on the surface of the moon.⁷²

In the mid-1960s also, Mark's Walgreen Drugs, one of the first of the Island's modern drugstores, opened, and the nuclear submarine tender USS Proteus took up station at "Pad 5," the Navy designation for Guam. Guam Democrats selected Antonio B. Won Pat to

⁶⁸Ibid., p. 6.

⁶⁹Ibid.

⁷⁰Ibid., p. 7.

⁷¹Driver, p. 4.

⁷²"NASA at Dan Dan--Tracking the Astronauts," Guam Recorder, January-March 1973, p. 19.

be the Island's Washington representative and the Congress of Micronesia held its first session. Ground was broken on Saipan for the Royal Taga Hotel and on Guam's Tumon Bay for the Guam Hilton Hotel.⁷³ Radio station KUAM celebrated 10 years of service, dating back to the early morning hours of March 14, 1954. On that date, Armed Forces Radio on Guam left the air at 5:55 a.m., after five years of programming on the Island. Five minutes later, KUAM began broadcasting. Television programming was initiated some 30 months later.⁷⁴

Murphy from the Mainland

Back on the mainland, a rangy, pipe-smoking young newspaperman named Joseph C. Murphy was beginning to feel squeezed by the expanding population and hectic life in suburban San Francisco. A Wisconsin native who studied journalism at the University of Wisconsin, Murphy edited newspapers in his home state and in Oregon before moving south to work on weekly and semi-weekly publications in the San Jose area. One Sunday in late 1965, the 39-year-old Murphy answered an ad in the San Francisco Chronicle for an editor on Guam. Four days later, Murphy left his wife and seven children behind and, with Publisher Flores' son Edward, boarded a plane for Guam.*

⁷³Chronology, pp. 8, 9, 11, 13.

⁷⁴"KUAM--nearly 20 years of service to the island," Guam Recorder, January-March 1973, pp. 28-29.

*Murphy recalled that Flores paid for his plane ticket, but would not finance the trip for his family.

At the newsroom in Agana, Murphy was disappointed at the seeming chaos. Interim editor Frank LaPierre had had "a knock-down, drag-out" fight with Publisher Flores and left the paper. The editorial staff consisted of Dick Williams, who was to become a journalistic fixture on the Island, Elaine Cruz and two statesiders, "one a drunk we wouldn't see for days at a time."⁷⁵ During Murphy's first week at the Guam Daily News, Williams and Cruz quit to join the staff of the Pacific Journal, an opposition daily about to begin publishing in the nearby Filipina's Department Store building on Marine Drive in East Agana. When Williams tried to recruit others from the Guam Daily News staff for the Journal, Murphy "kicked him down the stairs and we didn't speak to each other for at least three years after that."⁷⁶ Murphy nonetheless saw potential in the great, barnlike newsroom, the ancient teletypes, the rusty desks and typewriters, vintage unknown. He wrote his wife Marianne to "sell the house and cars, pack the furniture and the kids and come join me." The family moved into a brick house in the village of Agat, several miles south of Agana.*

⁷⁵Interview with Joe Murphy, Agana, Guam, 26 May 1978.

⁷⁶Ibid.

*As residents of the village, the Murphys set themselves apart from other non-Guamanians, or "haoles," who lived either on the military bases or in housing provided by the Government of Guam.

Working conditions were little changed from the time of Alex Flores' editorship. Staff was short and constantly changing,* and there were problems with language differences, insufficient local coverage and severely limited national and international coverage. Janet Go, a secretary with the Trust Territory government, accepted a job as reporter and proofreader. On the morning she started work, the women's editor walked off the job. With no training whatever, Go got the entire women's section to produce--then and there. She stayed for about a year before low wages,** long hours and hard work at the Guam Daily News prompted her to move on to the competing Pacific Journal.⁷⁷

Glenda Moore, a Georgia teacher-newswoman who first moved to Guam with her serviceman husband in 1963, joined the Daily News staff in 1968. At that time, there were two typewriters, "and only one worked." The staff was paid in cash and had to sign out pencils, pens and paper. Files were "unusable" and a his-and-hers bathroom leaked so badly that the photographer in the processing room downstairs sometimes had to use an umbrella to keep dry as he

*Murphy was plagued by the constant turnover on the staff, recalling in 1969 that 36 different people had worked as reporters between 1966 and 1969. "These have included stateside imports, derelicts, alcoholics, military people moonlighting, military dependents, Peace Corps drop-outs, college students, housewives and any good looking doll that I can hire," he wrote.

**Go said Publisher Flores sponsored a Christmas party for the staff, at which he handed out bonuses of \$5 each.

⁷⁷Interview with Janet Go, Tamuning, Guam, 7 June 1978.

worked.⁷⁸ Moore stayed only one month, quitting after Flores docked her pay for spending three days at the hospital when her son was hit by a car.

A One-Man Staff

Thus Murphy was at times a one-person editorial staff. He hooked paragraphs on Associated Press copy that clattered into the Daily News office from 6 a.m. to 6 p.m. daily, wrote headlines, dummied in photos mailed from Hawaii, answered telephones* and dealt with the ever-present problem of a multi-lingual society. He described those early days:

The daily drudgery of simply putting out a newspaper on Guam has got to be as wild here as any place in the world, bar none. The dramatic combination of a shortage of trained help, the great distances from supply and communications, coupled with the ever present language barrier would give the average editor snow-white hair and a peptic ulcer in a week.⁷⁹

The Guam Daily News, Murphy said in 1969, "probably has more than our share of typographical errors" because of the various

⁷⁸Interviews with Go and Glenda Moore, Agana, Guam, 24 May 1978. "Every once in a while, 'Sus Manilisay would come up saying the bathroom was leaking into the soup in the darkroom again," Go recalled.

*Murphy recalled one phone call for the sports editor, from a man who wanted to know the results of a fight being fought on the mainland. The 15-hour time difference between Guam and the mainland meant that the Friday night fight had not yet taken place, even though it was Saturday on Guam. "He argued, I swore at him and hung up. Another phone rang and I grabbed that and it was the same guy, asking for Editor Murphy," he said. "He bitched at me about the rude sports editor."

⁷⁹Joe Murphy, Guam Is a Four Letter Word (Agana, Guam: Guam Publications, Inc., 1969), p. 5.

languages spoken in the newsroom. Type was set by Guamanians who spoke their native Chamorro while setting stories in English. A Filipina read proof, and a Palauan painstakingly made corrections. Murphy also wrote a daily column called "Pipe Dreams," in which he held forth on his philosophy of life, his experiences on the Island and off, and his encounters with Guamanians, haoles and anyone else who would talk with him.*

Publisher Flores had little to do with editorial matters. By late 1966 he moved his own offices to the newly constructed Guam Savings and Loan Association building six blocks from the Daily News building. Editor Murphy at first consulted with Flores daily on editorial matters but found these sessions of little use. He started skipping days until eventually there was minimal contact between the two. Flores continued productive capital expenditures for the Daily News, ordering an additional press unit that boosted the newspaper's capacity to 24 pages.** But he remained convinced that building modifications such as air conditioning were

*In one 1966 column, Murphy said: "We're not sure about our sources for this story--and maybe we could check it out further, but we won't--because many a good story has been ruined because the reporter took the trouble to check out the facts."

**The press unit almost did not make it to the Daily News offices. Loaded aboard the Pacific Far East Lines carrier Guam Bear, the press was one of the few items saved, along with the crew, when the ship collided with the tanker ESSO Seattle just outside the Glass Breakwater at Guam's Apra Harbor on January 14, 1967.

unnecessary.* And he refused to make any major efforts to boost the size of the newspaper staff, a factor that left Murphy in the position of "doing everything but sweeping out," as one early mainlander-turned-Guamanian described it. The Daily News was so understaffed that Murphy could not afford the time to cover the sensational Gold Room trial, in which several of the Island's senators were accused of having consorted with women brought to Guam as prostitutes. Murphy was frustrated by the situation at the paper, but he had little alternative than to stay. He had no confidence in any of the competition publications started during the period, and he could ill afford to pack up his large family and head back to the mainland on his own. The pressures pushed the gregarious Murphy increasingly toward solace in the Island bars, and gained him a reputation in some quarters as "being drunk most of the time."⁸⁰

The Rival Journal

In sharp contrast to the dark mood of the Guam Daily News newsroom, the rival Pacific Journal was fairly bursting with enthusiasm. The reporting staff, generally numbering about six, worked at teak desks with new typewriters. Both Associated Press

*Murphy tells the story--and it is corroborated by at least two others--of a typist who passed out in the tropical heat that enveloped the Daily News offices. Murphy took the woman home to Ordot, then "stormed over to Flores' air-conditioned office" at Guam Savings and Loan. "I told him we've got to get some air conditioning--one of the girls just passed out from the heat. He looked at me straight in the eye and said, 'Joe, we've got to get stronger girls.'"

⁸⁰Interview with Milton E. Garrison, Agana, Guam, 22 June 1978.

and United Press teletypes clacked away. A Fairchild press "more than adequate for the job"⁸¹ awaited the day's production and Photo Fax equipment waited for someone who knew how to use it. Tony Palomo, the former Guam Daily News reporter, spared little expense as he helped organize this new newspaper. The Pacific Journal proudly proclaimed an annual payroll of some \$100,000 when it first appeared on July 17, 1966. Founded "in the belief that Guam needs and deserves another daily newspaper, which is responsible and dedicated to the community it serves,"⁸² the Pacific Journal counted among its backers some of the most wealthy and powerful families on the Island, a factor that, as we shall see, contributed heavily to its demise two years later. Palomo convinced the Bordallos, Joneses, Calvos and Martinezes of the need and potential for a second paper on Guam, one that would provide more coverage of local events than its opposition. Enhancing his arguments were the problems some Guamanian businessmen were having with Joseph Flores, who refused on occasion to publish their advertisements without prepayment.⁸³ The Bordallo and Martinez families controlled about 51 percent of the Pacific Journal corporation. The Jones and Calvo families had about 35 percent and Palomo the remainder, through the

⁸¹Ibid.

⁸²"Journal commences operation today," Pacific Journal, 17 July 1966, p. 1.

⁸³Interview with Tony Palomo, Agana, Guam, 6 June 1978.

support of other small investors.* Financial problems cropped up immediately. The investors were competitors in other enterprises, including automobile and insurance sales, and, because of this, they apparently could not accept a unified approach to the newspaper. They fought for control and at times refused to contribute the money they pledged as support because they could not attain that editorial control. Palomo edited the Journal for a year, then gave up to begin a series of career moves which led to his current deep involvement in Island politics.

Meanwhile, Milton E. "Red" Garrison was "resting" in the nation's capital, between jobs, when Madeleine Bordallo, wife of Journal board chairman Ricardo Bordallo, went to Washington to find a publisher. Through mutual acquaintances, she heard about Garrison, a one-time Washington Star copy boy who had spent the past few years at a variety of newspaper jobs and in the military. One week after Madeleine Bordallo and Garrison talked, they were on their way back to Guam and the Filipina's Department Store newspaper plant. Garrison found good equipment, solid enthusiasm and an accounting nightmare. There were \$500,000 in accounts receivable on

*Palomo was far from wealthy. For about two years after leaving the Daily News, he edited a monthly newsmagazine about Guam, printed in the Philippine Islands. Called Pacific Profile, the magazine featured reports on Guam politics and sports, native legends from across Micronesia, and interviews with politicians in Washington whose responsibility was Trust Territory affairs. The magazine was 42-48 pages and cost 35 cents. Palomo said he earned \$500-\$600 a month and invested some \$2,500 in Pacific Profile during his two years with the magazine.

He quit to take a \$1,000 a month job as director of Guam's Territorial Party, predecessor of the Republican Party.

the books and \$300,000 in accounts payable; \$180,000 had been borrowed from the Bank of America, and the first payment had not been made on the presses. The United Press cable lease payments were due; and management had to raise \$15,000-to-\$20,000 a month to get material to put the paper out. Garrison set about tightening up the Journal's business practices while getting back to basic training in the newsroom. He imposed a schedule of staggered page deadlines that got the afternoon Journal on the streets in time for newsboys to hawk it during noontime traffic jams in downtown Agana. He tried to instill a "sprightly, casual and disrespectful attitude toward the powers that be" in government, telling the staff: "Take it from me, the governor and his minions are a bunch of liars and your job is exposing them."⁸⁴ And he attempted to teach the reporters--many of whom were military dependents*--to "write not for each other, but for ignorant people who are interested in what's happening to their money, rapes, murder--human things." He also edited as much copy as he could "to tone it up" and eliminate any paternalistic references that crept into copy. The Garrison style won over some reporters, such as Glenda Moore, and Janet Go, both former Guam Daily News reporters. Others, such as former Daily News staffer Dick Williams, left the Journal because they did not like the changes instituted by the forceful new publisher.

⁸⁴Garrison interview.

*Garrison was "free with titles because we didn't have any money to spend." And he said he found "a genuine, authentic alcoholic journalist running a haberdasher shop" to be managing editor of the Journal.

The Journal projected a blythe-spirit, derring-do style, using red and blue on type to mark patriotic holiday editions, turning out extra editions for major national events, and taking an occasional editorial shot at its own investors. One investigatory piece targeted the squalid conditions in alien labor camps on Guam, particularly those maintained by J & G Construction, a principal business of Journal backer Kenneth Jones.* Readers apparently loved the adventuresome nature of the paper. By late 1967, the Journal circulation approached 10,000, compared to some 4,500 for the Daily News.⁸⁵

Debts Insurmountable

But finances remained a continuously insurmountable problem. Much of the time, the Journal had a negative balance in its bank account, and Garrison occasionally resorted to cajoling friends at the Port of Guam into releasing rolls of newsprint without receiving pay for them first. When other supplies were depleted, and stocks held up at the port or still not sighted, a simple mention of the plight would bring instant results. An employee named Jesus would help, Garrison recalled. "'Sus would steal them from the Daily News or have them stolen. I often thought if I asked, I'd see him rolling a roll of paper down the street."⁸⁶ In other cases, the paper had to

*Jones pulled his ads from the Journal and returned to the Daily News fold.

⁸⁵Garrison interview. Publisher Flores kept no circulation records.

⁸⁶Ibid.

suspend publication briefly because supplies were unavailable even on a loan basis from Publisher Flores.* Some \$25,000 in debt, the Journal continued making just enough money to "lurch along on a day-to-day basis." Bordallo was not the principal family backer remaining at the newspaper, since others had argued among themselves or been alienated by refusal of the Garrison crew to accede to their editorial demands. And Bordallo was becoming more and more apprehensive. When a beleaguered Garrison told him that the board must provide an additional \$25,000** or suspend publication, Bordallo withheld additional support. The Pacific Journal ceased publication on July 21, 1968, the twenty-fourth anniversary of Guam's liberation from the Japanese. For weeks after the newspaper closed its doors, delinquent subscribers, perhaps hoping to help reactivate the newspaper that had won a place in their affections, sent in their payments. Joseph Flores paid \$50,000 for the Journal press, to "keep it out of someone else's hands."⁸⁷ Garrison left the Island, to return in later years to found an advertising and public relations firm with offices just a few miles down Marine Drive from those of the Journal. His retrospective obituary for the newspaper said:

*Garrison said Flores at one time refused to loan plates to the Journal. Garrison tried to place an ad in the Daily News explaining suspension of the Journal, but Flores refused to run the ad without first receiving payment. Garrison had no money, so the ad never ran.

**Garrison said the \$25,000 would have enabled the Journal to pay all its vendors and lay in a store of newsprint and other supplies to last at least six months.

⁸⁷ Interview with Joe Murphy, Agana, Guam, 26 May 1978.

Initially, management figured if they got all the fat cats on the Island to get involved, they would have captive advertising. But when it came to editorial voice, everyone wanted to be it.

The Pacific Journal killed itself. The Daily Snooze (Daily News) was not involved.⁸⁸

Guamanians had access to two other publications in the first half of the decade. The Guam Times Weekly, a mimeographed weekly newsmagazine founded by Filipino businessman Manuel Jose, offered heavy emphasis on Island politics, and failed to capture the loyalty of readers. Glimpses of Guam, an annual published by the U.S. Navy, provided a record of Island happenings during the previous 12 months. Fourteen years later, Glimpses began independent publication and today offers readers a high-quality, slick look at all Micronesia.

⁸⁸Garrison interview.

CHAPTER V

MONEY MAKES A DIFFERENCE

Off-Island Purchaser

Hawaiian entrepreneur Chinn Ho was "in a developing mood."⁸⁹ A poor boy of Chinese ancestry, Ho had become one of the leading business figures in Hawaii and the Pacific. From involvement with a stock brokerage, he expanded his interests to real estate. Then, with Alexander S. "Pug" Atherton, he ventured into the publishing industry, purchasing the Honolulu Star-Bulletin. In 1969, Publisher James Cooley at the Star-Bull, as it is popularly known, was showing Ho that a newspaper could be developed into a profitable operation. The combination of that "developing mood" and the successful newspaper venture came into play as Ho stopped on Guam to look over some property a local businessman hoped to sell.

Joseph Flores was at the same time tiring of newspaper ownership. He had owned the Guam Daily News for nearly 20 years, suffering the turmoil of constantly changing staff and incessant demands for more investment in the paper. There was a never-ending sense of hostility emanating from the newsroom down the street, and Flores was giving up hope that his son Edward would return to Guam to take over the paper. As if things were not bad enough, his three

⁸⁹Interview with Chinn Ho, Honolulu, Hawaii, 21 July 1978.

biggest advertisers--Jones & Guerrero, Mark Pangilinan and the Ada family--began a Guam Daily News boycott when he announced a substantial increase in ad rates.⁹⁰

Chinn Ho stayed at the publisher's Casa de Flores hotel during that investment trip, expressing mild amusement that the proprietor demanded prepayment on the \$22-a-night room. He noted the informal way in which Flores kept notes about classified ads in his suit pocket. And he listened carefully when told that everything at the paper was for sale, including some quarter-million dollars in accounts receivable.⁹¹ He put Cooley to work trying to determine the merits of buying the paper. That job was made more difficult by the refusal (or perhaps simply inability) of Flores to provide any financial details. Cooley devoted some time to the files of the Nieves Flores Public Library. With a ruler, he estimated advertising, costs of production, etc.⁹² He also explored the reactions of business interests to the idea of an outsider taking over the only newspaper on Guam. Eventually he told Ho that prospects looked good. Ho offered \$1.2 million and Flores accepted.

Last-Minute Inventory

A Monday morning closure was scheduled, with a final inventory to be taken the day before by Ho's son Stuart and Bob Udick, a long-time Asian newshand with Scripps-Howard and other news

⁹⁰Interview with Robert E. Udick, Agana, Guam, 7 June 1978.

⁹¹Ho interview.

⁹²Udick interview.

organizations. Udick also was Ho's choice for publisher of his new paper. The men found two typewriters in the newsroom, files of old newspapers turned to sawdust by the ever-present Guam termites. They also found a three-unit Suburban press--two units "very elderly," the third "fairly new but badly maintained."⁹³ A few of the more modern pieces of equipment--a typewriter, desk and percolator used in the ad section--were "off limits" to the new owners, Flores' accountant said. "They're Fina's." Ho paid Josephine Concepcion \$300 for the office supplies she had purchased with her own money rather than try to cajole Flores into acquiring.⁹⁴

Chinn Ho's first edition of the newly christened Pacific Daily News appeared on Guam streets on February 2, 1970. Willing to spend money to make money, the new management boosted salaries, ordered an air conditioner for the newsroom, Justowriter equipment and new typewriters. They increased the 12-hour Associated Press wire to 24 hours, added 24 hours of United Press because of that service's emphasis on Asian news in that part of the world, and arranged for AP photos to be flown in daily from Honolulu.* They added staff, partitioned the his-and-hers bathroom to increase privacy and fixed the plumbing so it would no longer leak into the darkroom. They cleaned out the old elephant quonsets full of

⁹³Ibid.

⁹⁴Interview with Josephine Concepcion, Agana, Guam, 1 June 1978.

*Despite the daily deliveries, the pictures appear in the paper two days after the event because Guam is on the other side of the International Dateline from the mainland.

newsprint and rusting spare parts--workers used torches to cut up one huge wide press Flores had stored in a quonset--ordered new presses and planned a new building.⁹⁵

Chinn Ho offered 15 percent of the stock in the newspaper to Guamanians, but there were no takers. When Editor Murphy reported that he had not had a vacation in five years, the new owners gave him and his wife and children an expense-paid trip to Honolulu and loaned him \$10,000 to buy stock in the company.⁹⁶ Udick, Cooley and Fina Concepcion also bought stock in the new firm.

The new management discovered its estimate of 11,000 daily circulation, based on paper used, actually was closer to 8,700 when it came to money collected. Thus money for some of the papers sold may not have been returned to Flores. Lee Webber, an ex-military man who liked island life better than that on the mainland, took over the circulation department about mid-1970. "There really wasn't one," he said, since the pressmen printed the paper first, then delivered it themselves.⁹⁷ Very little was done in the way of record-keeping. The newspaper switched to an independent contractor system in late 1970. With this system, contractors signed an agreement to pay for papers at a fixed rate, then deliver them "in an expedient manner." They paid a wholesale price, and sold at retail. Even though the system breeds a so-called "fat-cat

⁹⁵Udick interview.

⁹⁶Murphy interview.

⁹⁷Interview with Lee Webber, Agana, Guam, 2 June 1978.

syndrome," with circulation humming along without incentive for increase, it offered management a certain way to keep track of the numbers that had been heretofore so nonchalantly kept.

Readers noticed little change in the first six months of Chinn Ho's ownership. Those closely acquainted with the newspaper staff knew of expansion, of the comings and goings of Star-Bulletin publisher Cooley at odd hours during the week.* But among the staff, which now included Glenda Moore again, enthusiasm was building. Editor Murphy promoted a fat tabloid commemorating Liberation Day, the anniversary of Guam's liberation from Japanese rule, and Moore organized a filing system. She also worked with the new sports and women's editors to supplement Murphy's editing and editorial writing work. They launched a new afternoon edition called Dateline on July 1, 1970. While the morning Pacific Daily News emphasized local news as well as national and international, the afternoon Dateline marked an attempt to capture the latest in news from around the world, particularly the business community. The paper was viewed by some as a management effort to stifle potential competition. Dateline circulation, initially about 4,000, dwindled to about 1,100 in three years, and the afternoon paper was finally suspended.⁹⁸

*Cooley made constant flights between Honolulu and Guam to keep in close touch with developments at the newly acquired newspaper. Flights from Guam to Honolulu left about midnight, and return flights landed sometime before dawn.

⁹⁸Udick interview.

Pacific Daily News circulation increased as did enthusiasm on the staff. The paper also enjoyed a \$300 profit that first year.⁹⁹ Thus it seemed that Chinn Ho's ownership had brought to Guam an essential link with the outside world. Jim Cooley's death changed all that. Ho knew little about the finer points of newspaper publishing and he was "too lazy to go to the mainland to shop around for people."¹⁰⁰

Enter Gannett

An encounter between Ho and Associated Press board chairman Paul Miller, at that time chief executive of the rapidly growing Gannett Co., Inc., changed the course of the rejuvenated Pacific Daily News. Ho and Atherton had the Guam newspaper, the Star-Bulletin, and newspapers in Huntington, W.Va., and Dickinson, N.D. Miller was interested. Negotiations took place in Hong Kong, where Ho had a room on the 17th floor of a hotel, Miller on the 18th.¹⁰¹ Vincent Spezzano, now a Gannett vice president, acted as go-between as the two men worked out details of a stock transfer valued at some \$34 million.¹⁰² The Pacific Daily News, the sole English-language daily newspaper covering the vast three-million-square-mile territory in the North Pacific, became a tiny part of the

⁹⁹Ho interview.

¹⁰⁰Ibid.

¹⁰¹Ibid.

¹⁰²"6 Star-Bulletin dailies join Gannett Co.," The Gannetteer, December 1971, p. 2.

communications empire that would soon become the largest circulation chain in the United States.¹⁰³

¹⁰³Larry Kramer, "Gannett Claims Circulation Lead," Washington Post, 13 December 1979, sec. D, p. 3.

CHAPTER VI

ON DEADLINE WITH TYPHOONS AND POWER OUTAGES

Modernization

At the time it acquired the Pacific Daily News, Gannett Co., Inc. owned nearly 50 newspapers in 15 states, and the number would continue to increase. By the end of 1979, Gannett owned 82 dailies, 7 television stations, 12 radio stations, outdoor advertising in the United States and Canada, as well as 21 weekly newspapers, Canadian newsprint interests along with marketing, research and news service subsidiaries.¹⁰⁴ A privately-owned, one-newspaper operation in the early 1900s, the company became a public corporation on October 24, 1967, with shares costing \$6.87 each.¹⁰⁵ Twelve years later, it reported operating revenue of \$1.06 billion for 1979, and income reached \$134 million for the same period. Gannett stock sold for as high as \$48 a share during early 1980. The company reported 49 comparative earnings gains.¹⁰⁶ Purchase by

¹⁰⁴Larry Kramer, "Gannett Receives Approval for Largest Media Merger," Washington Post, 8 June 1979, sec. F, pp. 1, 5.

¹⁰⁵N. R. Kleinfield, "The Great Press Chain," The New York Times Magazine, 8 April 1979, p. 44.

¹⁰⁶Allen H. Neuharth, "Message to Gannett Stockholders," 1979 Annual Report, p. 2.

the growing chain augured well for the threadbare newspaper that was just beginning to don a new look.

As with other newspapers acquired by Gannett, the Pacific Daily News gradually became the recipient of corporate largesse.¹⁰⁷ Reporters worked with new IBM typewriters. Backshop personnel moved from the most primitive methods of typing headlines ("A damned plastic wheel," as Publisher Udick recalled) to modern equipment. And a spare 100 horsepower motor, costing \$5,000, was stored away against a day when the press motor might break down.* An additional press unit boosted Daily News capability from 24 to 72 pages, with a triple insert operation. The new management also questioned the adequacy of the newspaper plant itself. For one thing, it had no emergency exit on the second floor, and the paste-up room leaked during Guam's heavy rains.¹⁰⁸ A new plant was opened in late 1972, on the site where Joseph Flores had moved his presses from their hilltop quonset huts. The 10-story building, tallest in downtown Agana, houses equipment that makes it virtually self-sufficient and immune to natural disasters. Built-in subsurface suspension allows it to sway if an earthquake rattles the Island and specially

¹⁰⁷David Shaw, "Newspaper Chains--the Growth Trend," Los Angeles Times, 7 September 1978, p. 31.

*"There's no neighboring village to print our paper as there would be on the mainland," Udick said. "When you compare trying to air freight another motor and the loss of three days of publication, (the initial \$5,000 paid for the stored motor) is worth the investment."

¹⁰⁸Interview with John Walter, Alexandria, Virginia, 14 January 1978.

reinforced walls and windows protect against typhoon damage. The plant has its own water supply and generator to run the press and newsroom operations in the event of damage to the Island supply of water or power.¹⁰⁹ In mid-1977, Gannett introduced electronic newsroom equipment to the Pacific Daily News. Despite the fact that periodic power shortages are the norm on Guam, Publisher Udick said the equipment from Computype Inc., of Ann Arbor, Michigan,* would be faster and less costly in the long run than continuing the typewriter-to-typesetter system. "It makes newspaper and economic sense," he said.**

Changes were also made in the business department. Lee Webber eventually abandoned the independent contractor system to return to the district-sales-manager system because the latter provides more incentive for boosting circulation. It also offers greater management control over the carriers. Circulation has risen from the estimated 8,700 of 1970 to 17,621 daily and 16,742 Sunday

¹⁰⁹Udick interview.

*The company has since merged with Harris Corp. of Melbourne, Florida.

**An incident in the fall of 1977 proves the point. When the Island police commissioner was indicted for perjury well after the paper's 10:30 p.m. page-one deadline, the desk editor had two made-up page layouts already prepared in the backshop, one with an "indicted" headline, the other with an "exonerated" headline. The reporter returned to the office, wrote his story, editors copy read it and the story was set in type within an hour. That night's early Pacific Daily News made it to the counter of the all-night Rainbow Market in plenty of time to catch the crowd coming from nearby bars after last call.

as of March 30, 1980.¹¹⁰ Home delivery, a paltry 100 in 1970, rose to about 11,200 for both daily and Sunday during that same period. Attempts to boost the home delivery tally even higher consistently ran into so-called "only-on-Guam (OOG)" problems. Some of these have been a lack of street names and numbers, unpredictable newspaper-soaking rainstorms, and unexpected encounters with Island wildlife. In the latter case, Webber reported one driver "messed up the front of his car when he hit a pig one night." At other times, young carriers had to beat off wild dogs.* Streetcorner coin-box sales are minimal because of yet another problem. In mid-1978, thieves stole six of the \$30 padlocked boxes from their corners.¹¹¹

Circulation Push

The Pacific Daily News is also working to spread circulation to neighboring islands, which have no English-language dailies. For nearby Saipan, the paper used independent contractors between 1970 and 1975 to push sales to an average of 200-to-250 a day on that island along with neighboring Tinian and Rota. All three islands are part of the Commonwealth of the Northern Marianas, and, as such,

¹¹⁰Gannett Co., Inc. circulation report, April 1980, p. 4.

*The government of Guam maintains a constant program to rid the Island of feral dogs, many of whom have been left to run wild by transient military owners who find it easier to abandon their pets than endure the hassle of transporting the creatures to the next duty station.

¹¹¹Interview with Lee Webber, Agana, Guam, 2 June 1978.

are formally linked to the United States. Thus, when the Daily News switched to the district-sales-manager system on Guam, it was also legally permitted to move to that system on Saipan, control point for the other two islands. Daily News control brought experienced merchandising techniques with it and circulation quadrupled.¹¹² In mid-1978, the paper recorded net sales of 742 daily and 658 on Sundays on Saipan, Tinian and Rota. The other areas of Micronesia proved considerably more frustrating. Because the newspaper was not licensed to do business in any of the districts of the Trust Territory of the Pacific Islands, it had no alternative but to deal with local merchants if it wanted to sell newspapers there.* There also were no legal means to require restitution if the merchants decided to sell the papers and keep the money rather than turning it over to the Daily News. The newspaper could file suit to recover the money, but in most cases police officers were of a lower social caste than merchants on whom they would be required to serve writs connected with any such suit. The higher caste individuals could simply tell the lower caste police not to serve the writs, and they would not be served.¹¹³ Webber reported that the Pacific Daily News lost as much as \$5,000 a year because of the shaky distribution system.

¹¹²Interview with Lee Webber, Agana, Guam, 20 June 1978.

*Not the least of their problems is simple distance. The Northern Marianas are closest to Guam, about 120 miles north. Yap is 525 miles southwest of Guam, Palau 800 miles southwest, Truk 650 miles southeast, Ponape 1,100 miles southeast and Majuro, 1,980 miles southeast.

¹¹³Ibid.

By late 1977, Webber was satisfied that the district sales manager system was working on Guam. Thus he turned his attention to the outer islands. The Pacific Daily News applied for sales licenses in the various districts. The licenses would allow the company to sell newspapers, solicit sales, sell advertising and set up news bureaus, as the Pacific Daily News already had done on Saipan. Permission was granted immediately in the districts encompassing Palau, Yap, Majuro and Kosrae, and Daily News officials set the wheels in motion for increased control. On Truk, the local foreign investment board contested the permit, fearing that the Daily News would try to launch a newspaper there. Board members preferred having the Daily News enter a partnership with a potential Truk newspaper. When the Daily News officials made it clear that they intended only to bring in copies of the Guam-based newspaper, the permit was approved.

On Ponape, officials refused the Pacific Daily News request, indicating that a newspaper already existed there. (The Pohnpei Star is a weekly published in both English and Ponapean.) Island officials cited the nature of their undeveloped community, where native women wear colorful skirts and tops as they wash the family's clothes in nearby streams, and ginger grows wild by the side of the unpaved roads. This community, officials argued, was steeped in the clan tradition, and they felt that introduction of a free-press speech concept would not complement their way of life.¹¹⁴ Pacific Daily News executives decided not to press the issue, but

¹¹⁴Ibid.

to wait until the political status of the district was settled before trying once again to establish a Ponape sales operation.* By mid-1978, Pacific Daily News circulation in the Trust Territory totaled some 450 per day. Deliveries to the outer islands were made by aircraft, mostly via Continental Air Micronesia, which flew three times weekly from Guam to Hawaii and back, hopping through the islands on its way. Boats and Christian missionary planes delivered the papers to natives on Ulithi, and readers at Kusaie and Koror relied solely on boats to bring the Daily News even on a sporadic basis. Thus, in some areas, the newspaper was delivered the day of publication, along with the previous two days' issues. Selling price, because of the distribution system, was set by the dealer and ranged to nearly double the marked price.¹¹⁵

As Webber and Publisher Udick worked to build circulation, Fina Concepcion, now advertising director, concentrated on boosting advertising lineage. A native Guamanian whose family is well-known on the Island, Concepcion traded on her contacts to keep the advertising revenue coming in. Gannett sent an experienced advertising manager to work with her. But after some four years of imported ad department help, Concepcion and Publisher Udick decided to "save

*The United Nations gave the stewardship of the Trust Territory to the United States in 1947, under an agreement to expire in 1981. The Northern Marianas voted in 1975 to leave the territory and become a commonwealth. The remaining islands were negotiating a change in status with the Carter administration, but were experiencing great difficulty in agreeing among themselves on whether to opt for commonwealth status or independence.

¹¹⁵ Ibid.

on overhead" by leaving the entire operation to her.¹¹⁶ By late in the decade, the tiny advertising department had grown to a dozen people, including a staff artist. Thus, the newspaper offered increasingly sophisticated advertising services to its customers. Rates rose from \$3.22 per column inch for advertisers buying 100 column inches per month in 1972 to \$4.51 in 1978; classified advertising cost \$1.25 per line in 1973, \$1.50 per line in 1978; and a four-page preprint insertion, supplied by the advertiser, cost \$385 in 1973, \$575 in 1978.¹¹⁷

In The Newsroom

Fewer changes took place in the news side. Just settling in as overseer, Daily News Publisher Udick was asked to stay, as was Editor Murphy. After six years as a highly visible representative of the newspaper on Guam, Murphy represented a constancy that could help minimize any negative effects from the acquisition of the local newspaper by a giant, unseen, off-island corporation.* From the outset, it was determined that Murphy would concentrate on producing his six columns and 12 editorial pages weekly. Day-to-day management of the newsroom was left to Managing Editor Glenda Moore,

¹¹⁶ Interview with Josephine Concepcion, Agana, Guam, 1 June 1978.

¹¹⁷ Pacific Daily News advertising schedule cards, rates effective July 2, 1973, and August 1, 1977.

*Udick eventually went even further, naming Webber as community relations director. Webber's activities in that job spanned recreation, business and humanitarian endeavors. The paper sponsored a "lend-a-hand" program, a tennis tournament, a tax clinic and a newspaper in the classroom program.

who also had been asked to remain on the staff. Udick recruited John Walter, a young desk editor at Gannett's Rochester Times-Union, as city editor. Five weeks after Walter landed on Guam, Glenda Moore left for England with her serviceman husband. Walter then took over as managing editor. With a staff of six, he tried to increase the quality of the Daily News. He feared that islanders would view the newspaper as a "haole"* outpost of a mainland company, so he attempted to expand considerably coverage of local events.¹¹⁸ He determined that Udick "did not want to rock the boat" in the community. But he appealed to the newsman-publisher and won approval for daily publication of police blotter information. And he worked for well over a year to gain complete editorial control on the front and back pages of the newspaper. Ads from page one finally were moved to page four, and those from the back page, including those for top Island businessman Ricardo Bordallo's Toyota business, went back inside. Udick and Walter kept eyes open for anyone on the Island who might have journalism experience, or be willing and able to learn quickly. At the same time, Gannett tried to recruit new staffers from the mainland, a process that was to become seemingly never-ending as the years of ownership stretched into a decade. Walter returned to the mainland after an agreed-upon two-year tour, and was succeeded by Rochester copy editor George Blake.

*"Haole" is a local, non-derogatory term meaning Caucasian.

¹¹⁸Walter interview.

The Sunday News

Before Blake's arrival, Glenda Moore returned to the staff in charge of the new, full-sized Sunday News. She had a staff separate from the Daily News staff, and a goal of making the Sunday publication "almost exclusively local, a hometown weekly" for Guamanians.¹¹⁹ But readers refused to accept the large paper, perhaps because of the size or the limited content, and circulation decreased. In early 1974, some seven months after the broadsheet Sunday paper was born, Udick decided to merge it with the Daily News. Blake offered Glenda Moore a job as assistant managing editor for features, but she resigned rather than accept what she considered a lateral move.*

The Pacific Daily News gradually became more sophisticated. Stan Pusieski, a former Navy man who had worked part-time on the paper's sports coverage, was asked to set up a sports department

¹¹⁹ Interview with Glenda Moore, Agana, Guam, 24 May 1978.

*Moore tried publishing a weekly shopper, but could not win Udick's agreement to print it for her. Then she attempted to start her own rival newspaper. Elgin Canton, a friend with money and a press, told Moore he would back her if she could get some other supporters. "I wanted a paper so bad, I would have believed the devil himself," she said. But Moore and Canton did not have the capability for publishing a daily newspaper. It took three days to get the first--and only--issue on the streets, October 25, 1974. Before publication, Udick went to court to halt use of the name American Daily News, and the Moore publication went to press as American News, with obvious holes where the Daily had appeared in copy already set. Moore said years later that her decision to leave the Pacific Daily News had been a mistake.

with himself as editor. Reporters put together a television column and monthly "progress" editions. Newly-recruited assistant city editor Jim Eggensberger set up a system by which photographic assignments were logged for quick reference. Martha Ruth, the Guamanian wife of a haole architect, organized a business section and wrote an occasional column in her native Chamorro language. Dan Gibson, a mainlander whose family settled on Guam when he was a child, helped Blake work out plans for expanded local coverage. And Blake's wife Mary Kay established and manned a universal copy desk. Editor Murphy continued with his column "Pipe Dreams" and lengthy editorials on such subjects as the need for a fishing industry on Guam and equally non-controversial topics. Murphy's on-going drinking problem occasionally made news in his own newspaper. A January 25, 1974 story reported that Murphy had been jailed briefly and charged with driving while under the influence of intoxicating liquor and driving without a license. A subsequent story said the government was dropping charges because Murphy had undergone medical examination at a Hawaii clinic.*

*Udick filed an affidavit attesting to the company-paid trip for Murphy to the alcoholism clinic in Hawaii.

Staff Turnover

Blake also had a constant problem with staff turnover. Better-paying jobs and the lure of mainland amenities* called some of the Daily News reporters, while others among the more "free-spirited" staffers experienced difficulties in keeping their minds on their jobs when the surf was up at Talofofo Bay. By 1976, however, the newspaper had grown from the wire laden production of earlier times into a well-balanced publication offering readers timely local and international news. The newspaper was delving into investigative reporting in a community where accountability in a nepotism-filled government was a relatively unknown factor. The content included pieces about possible financial benefits to legislators involved in land rezoning deals, mismanagement and misuse of school funds by a high school principal, and the influence of organized crime on the Island. "Operation New Life," the name given the U.S. efforts to relocate 140,000 refugees fleeing a fallen South Vietnam, gave reporters a chance to work on a major international story. Supertyphoon Pamela also tested the staff's local coverage capacity. The Pacific Daily News failed to publish for two days--the first publication halt since Typhoon Karen struck in

*On Guam, the telephone service is unreliable, the electricity is sporadically interrupted because snakes crawl into the equipment at power-generating stations, and it is impossible to buy any daily newspaper other than the Pacific Daily News. Other periodicals arrive months after publication. The cost of living is very high because most products are imported from off-island. And until 1979, a person on Guam was required to use a special RCA Global Communications account number to make a telephone call to the U.S. mainland.

1973--as the storm's furious winds of up to 140 miles per hour buffeted the Island. The Daily News building withstood the raging winds and rains,* and the day after the devastating forces swept off to sea, the Sunday News offered readers a comprehensive report of damage and the outlook for rebuilding. That fall Blake and his wife returned to Gannett duty on the mainland and John Teare, a reporter for The State Journal in Lansing, Michigan, took over as managing editor.**

Teare inherited the problems of continuing staff turnover. In an early memo to Publisher Udick, he offered details of several recent vacancies and said a pessimist could project as many as a dozen others leaving by that time the next year.¹²⁰ "Staff continuity remains a problem and we lack depth at a number of core posts," he wrote in December 1977. The following month, during a Gannett South division meeting in Honolulu, Udick, Teare and Star-Bulletin managing editor John Simonds met to work out a solution to the turnover problem. Also attending was Tom Brislin, a one-time editor of Dateline, the defunct companion to the Daily News, now a journalism faculty member at the University of Hawaii. The group

*During the typhoon, many staffers camped out in the Daily News newsroom. The newspaper's emergency power and water supplies provided a haven for dozens of editorial as well as advertising and composing room workers and their families. The refugees kept a pot of soup on a hot plate and managed to plan for the special typhoon report even as the winds swirled outside.

**John Teare is the husband of the researcher. During much of the couple's nearly two years on Guam, she worked at the Pacific Daily News in various newsroom capacities.

¹²⁰Interview with John Teare, Tamuning, Guam, 8 January 1978.

decided that a Pacific recruiting approach might help alleviate the problem of quickly disillusioned young reporters. If Simonds sought recruits from Hawaii and even the West Coast, he could tap those he believed could best adapt to "living on a rock."¹²¹ Simonds immediately signed on three new staffers to move to Guam within two months.*

The recruiting efforts boosted the Pacific Daily News staff to its authorized strength of 10-to-12 in the newsroom. With the increased numbers came heightened spirits and professionalism. A military beat was established and the "Lifestyle" pages took on such topics as consumer affairs and incest on Guam. Weekly features in the lifestyle and business pages noted changes in the community: births, weddings, business promotions and new shop openings. Initial efforts were made to expand coverage of the villages instead of concentrating on pronouncements of official Guam. Palauan Cisco Uludong, fluent in at least one of Saipan's two principal languages, became increasingly proficient in coverage of the Northern Marianas. And Publisher Udick approved costs of

¹²¹ Ibid.

*One of the three "island" recruits still worked at the Pacific Daily News two years later. Cindy Luis, a University of California at Los Angeles graduate, signed on as a sports reporter, then took over as sports editor when Pusieski left the Island in mid-1978. Gary Kubota, a Japanese-Hawaiian, went to Guam from a job on a weekly newspaper on Maui. He left the Daily News after less than two years to travel and seek a job on the mainland. Christie Wilson, a haole living on Oahu, joined the Daily News staff fresh from journalism school. She left after two months on the job to become a public relations officer for the Guam Department of Public Safety, then joined the newly established opposition daily, the Guam Tribune.

assigning reporters to travel throughout the Trust Territory to follow political and social developments there.

The Pacific Daily News had moved from what former Managing Editor Glenda Moore called "the most primitive, bare bones of newspapers, with an untrained, unskilled staff, to a very sophisticated publication."¹²²

¹²² Moore interview.

CHAPTER VII

PARA PDN! THE TENSION OF SOCIAL CHANGE

Best Source of News

Guam's acceptance of the Pacific Daily News is obvious. The newspaper has profited,* its operating budget tripled in six years and advertising and sales increased steadily. A formal survey conducted for the paper by a Guam business consultant showed that 73 percent of the respondents were regular readers of the Pacific Daily News, and 73 percent read no other daily newspaper. Two-thirds of Guam residents believed newspapers to be their best source of news compared to 19 percent who said television was the best source** and 15 percent who said radio was the best source.¹²³ But is this acceptance simply a taciturn reception based on the philosophy that "it's there in the morning and it's the only thing there

*Publisher Udick declined to detail profit figures for the researcher. He would say only that the Pacific Daily News "ranks about in the middle of Gannett newspapers in profitability." Udick noted that the newspaper's editorial cost per thousand is generally up to twice the national average because of distance the equipment, personnel and editorial material must travel to reach the newsroom.

**Network news broadcasts are aired at least a day late on Guam because of the technological problems and cost of transmitting them across the Pacific.

¹²³University of Guam survey of readership, 20 June 1978.

is?"¹²⁴ Or does this acceptance signal that the newspaper has a significant impact on its Pacific community?

Answers to such questions must be considered in two vastly different contexts, that of the newspaper's backyard, island constituency and that of its multi-million-square-mile coverage area. For Guam, the answer also varies according to which community is addressed. Expatriate mainlanders, nearly 30 percent of the Island population, look at the newspaper with the varying degrees of skepticism, loyalty and curiosity that other readers hold for their community newspapers. Accustomed to having a daily newspaper on hand, some read it simply because there is nothing else that will tell them the price of tomatoes at Gibson's department store or the time at which they can see the latest movie at Hafa Adai II. Others more interested in the news of the community, the country and the world would consider the Pacific Daily News an adequate substitute for their hometown papers. One ranking civilian employee of the Navy on Guam said he found the Daily News' selection of national and international news well tuned. If the paper were leaving out salient information, he said, he would have been surprised by stories in supplementary information he receives from the mainland. But he said he found no such surprises. In addition, by providing information about world and national happenings--cherry blossoms blooming in the nation's capital, the first snow in Montana, fall leaves in New England and hot dogs by the river on the Fourth of

¹²⁴ Interview with James Brooks, Agana, Guam, 27 June 1978.

July--the Pacific Daily News gives the displaced mainlanders a sense of their former communities. For native Guamanians, the newspaper functions as part of the community in a way described by John McMillan, publisher of Gannett's Salem, Oregon, newspapers, by "sharing experiences and celebrating the joys and sadness of our neighbors."¹²⁵ The Pacific Daily News prints obituaries, wedding anniversaries, weddings, engagements, lists of births and information about what clubs and other organizations are doing. In a larger sense, the Pacific Daily News serves the community of Guam as a watchdog over the young island government* and as a record of the progress that government is making. When the Guam Legislature finally wrote a constitution for the people to vote on, the Daily News published a special supplement containing the proposed document, so voters would be informed. As a mirror the newspaper performs adequately.**

As a community leader in a maturing corner of the world, the Pacific Daily News is less successful. Editorials generally are long and rambling treatises on non-controversial subjects such as deep-sea mineral rights and aquaculture on Guam. They rarely generate public discussion of major issues. In a similar vein, the

¹²⁵ John McMillan, Gannett's "Wire Watch," 4 September 1977.

*It was not until 1950 that the United States allowed the island self-government. Today, Guamanians are talking about independence, statehood and a new feeling of nationalism.

**Criticism comes from some haoles who say there is not local informational news. "I went cross-island one day and discovered a new road I hadn't known was there," one said. "The paper didn't say anything about a road being built there."

newspaper does not endorse political candidates, a practice designed to keep the Pacific Daily News totally neutral in the Island's volatile political community. "If the PDN has a political slant, then I haven't been able to discover it," says one long-time reader. But some readers believe the newspaper has an obligation to its politically neophyte community to point out who its more politically astute leaders consider to be the most competent and most promising candidates.

Chamorro Language Issue

The newspaper's initial refusal to play a leadership role in an emerging Chamorro culture drive provides an example of what some consider its aloofness from the community it serves. A small but prestigious and vocal segment of the Guam community is attempting to revive consciousness of Chamorro roots. University of Guam professor Ed Gould, an expatriate mainlander married to a Guamanian, is a leader in the Chamorro culture drive. He likens the awareness on Guam today to that created by blacks and the civil rights movement in the United States in 1964. "Young Chamorros and others are going off-island to school, getting an education and coming back," Gould says. "They're more aware of the uniqueness and importance of Guam."¹²⁶ In a similar vein, Laura Sauder, a top aide to former Governor Ricardo Bordallo, wrote:

¹²⁶ Interview with Ed Gould, Mangilao, Guam, 18 May 1978.

Young people, government leaders, educators and other interested citizens . . . believe that building pride in the local culture will strengthen the youths' feeling about themselves, that it will give them a sense of belonging--an identity.¹²⁷

One might expect the only daily newspaper on Guam to aid in this effort of rejuvenating the unique Chamorro culture. But the character of the newspaper staff made that difficult. At the time, there were only four Chamorros on the 30-person editorial staff: two were photographers, one was a short-term reporter who planned to leave for law school later in the year and the fourth was a Chamorro-speaking reporter. The median length of time spent on Guam (but not necessarily at the newspaper) was one and one-half years for editors, six months for reporters. Only four of the 30 editorial employees were Guam-born.¹²⁸ Awareness of the high editorial turnover rate prompts some hostility. One man active in the effort to revive interest in Chamorro language and culture told the paper:

We have an island society having its own life interpreted to them by media managers who are all from outside the island. They cannot help but emphasize what must seem strange to them and what appears to be of consequence. Frequently, and sometimes inadvertently, their reports come across in patronizing terms.¹²⁹

¹²⁷Laura Sauder, "Search for Identity," Guam Recorder, 1977, p. 24.

¹²⁸Floyd K. Takeuchi, "The Newsmakers," Pacific Daily News, 6 August 1978, Islander, p. 12.

¹²⁹Robert A. Underwood, "Voice of the People," Pacific Daily News, 2 January 1979, sec. A, p. 19.

The "patronizing" terms appear occasionally to be derogatory. James Brooks, a former Michigan newsman now an attorney on Guam, said: "Sometimes it seems (that) one of the objectives of the reporters is to poke fun at the little brown community.* There's a lot of racism on this island."¹³⁰ Inability to speak Chamorro, and an apparent lack of interest in learning on the part of the Pacific Daily News staff, lend increased credence to the "haole-paper" image.** The language is difficult to learn because there is as yet no defined orthography.*** But Guamanians active in the Chamorro culture movement, organized into the People's Alliance for Responsive Alternatives (PARA), asked the Pacific Daily News to help by publishing advertisements and meetings notices in Chamorro. Publisher Udick refused, and, adding to the injury, noted that

*Chamorro activist Robert Underwood took the newspaper to task for one story in which the reporter, a mainlander, wrote that a 71-year-old Chamorro woman "struggled with her English." "Obviously, (the reporter) struggled with her Chamorro, not the other way around," he said. The newspaper also was criticized for such simple errors as labeling a cart pulled by a bull a "carabao cart." "If your reporters aren't going to be on the island long enough to tell the difference between carabaos and other quadrupeds, have them take a zoology course," Underwood chastised.

¹³⁰Brooks interview.

**Udick paid for Chamorro lessons for a group of staffers before the 1974 political campaigns. Seventeen people started, six completed the course. "There didn't seem to be that much interest," Udick said. But the need is evidenced by a 1978 incident. When a Japanese-American reporter was sent to a village to cover a visit of the Chamorro bishop, he came back with only part of the story. The bishop addressed the faithful in Chamorro and the reporter couldn't understand a word.

***Some maps of Guam define one of the main roads as Ipao Road. The street sign and other maps call it Ypao Road.

handbills promoting a protest rally against the newspaper policy were printed in English. "This seems to help point out that there is a problem in communication with a broad audience in written Chamorro," he said.¹³¹

A speaker at the rally, which drew several hundred sympathizers, replied that the English language had been "forced into our hearts." Guamanians, he said, learned English "because we were forced--forced by a military government, forced by our own leaders who were themselves misled and forced by economic necessity."¹³² After some consideration, Udick relented, agreeing to print announcements and notices, although not advertisements, in Chamorro.¹³³ In addition, he said he would seek Gannett Foundation funds to help Guam's Chamorro Language Commission, which was working toward a standardized Chamorro.

The ivory tower image is difficult to conquer, especially when an organization such as PARA constantly questions the paper's interest in the people of Guam, when the top newspaper officials take little part in the community activities of the Island* and

¹³¹Lourdes T. Pangelinan, "Rally Against PDN Planned," Pacific Daily News, 23 March 1978, sec. A, p. 3.

¹³²PARA leader speech text.

¹³³Lourdes T. Pangelinan, "Rally Protests PDN Notice Rule," Pacific Daily News, 26 March 1978, sec. A, p. 1.

*Udick served a term on the University of Guam Board of Regents, but apparently indicated no interest in reappointment, a sore point with some members of the faculty there who believe his continued service would have been a visible reminder of the newspaper's concern for the developing community.

when the staff turnover continues at a rapid pace. There is, as Dayton Daily News editor Arnold Rosenfeld described of newspapers in general, "an impression of readers (who) are skeptical, suspicious, even hostile. They think newspapers have no sense of community. . . ." ¹³⁴

The Pacifican

This perception is enhanced by what appears to be the Pacific Daily News' continued efforts to thwart competition in the Guam community. The latest victim was Tony Palomo, former Guam Daily News staffer and Pacific Journal editor. With pledges of \$150,000, but little money in hand, Palomo started the weekly Pacifican in March 1975. Undercapitalization and the fact that the newspaper was printed in Hong Kong were major factors in its early demise the following October. Palomo wanted the Pacifican printed in the Guam Publications Inc. printshop, where two other weeklies are printed, Andersen Air Force Base's Tropic Topics and the Diocese of Guam's Pacific Voice, serving the Island's Roman Catholic community. Publisher Udick refused Palomo's request for publication late in the week, when he said the presses were too busy for further printing jobs. Udick said Palomo's paper could be printed on Daily News presses on Monday, but the new editor believed that a bad day for advertising and turned instead to overseas publication. He wanted to avoid possible confiscation of the paper, so steered

¹³⁴ Arnold Rosenfeld, "How Newspapers Alienate Their Readers," Washington Post, 8 April 1979, sec. D, p. 6.

clear of Philippine martial law. He turned to Hong Kong, sending the page layouts each Saturday by air, picking up the finished papers at Guam International Air Terminal every Wednesday. The experiment failed, however, and Palomo folded his Pacifican seven months after its initial publication.¹³⁵ Guamanians were once again left with only the Pacific Daily News.*

Micronesian Impact

Across the millions of square miles of the Pacific, other newspapers struggle along. Most are small weeklies run off on mimeograph presses. They range from the Tohi Tala Niue, published on the 100-square-mile New Zealand territory of Niue, to the Fiji Times, first published in Suva in 1809 by the same Australian group that now publishes the magazine Pacific Islands Monthly.¹³⁶ Some of the publications are in native dialects, some in English and some in a combination of the two.** In Micronesia, there are only a few other publications, such as the weekly, English-language

¹³⁵Interview with Tony Palomo, Agana, Guam, 6 June 1978.

*Pacific Daily News also reportedly tried to buy two of cable television's channels, but was refused, according to Lee M. Holmes, president of Guam Cable Television.

¹³⁶Floyd K. Takeuchi, "Vignette," Pacific Daily News, 28 May 1978, Islander, p. 2.

**The New Hebrides News printed the following: "Mista Burgess, we hemi bim Jif Sekreteri long Britis Residence hemi livim Vila long Sarere Oktoba 1, wetem woman blong hem, afta we tufala i stap long Niu Hebridis klosap long tri yia." Translation: Mr. J. A. Sandy Burgess, British Residency Chief Secretary, accompanied by Mrs. Burgess, has left the New Hebrides on Saturday October 1, after almost three years here.

Marianas Variety on Saipan, the twice-weekly Marshall Island Journal, printed in Marshallese, and the bilingual Pohnpei Star on Ponape. In addition, the office of the Trust Territory high commissioner published the weekly Highlights of government news. The Pacific Daily News circulating throughout Micronesia has had what Udick considers a positive impact on the maturing Pacific Basin community:

If the paper only reaches them three or four times a week, the people out there are getting a clue of what's happening in the world. Before, with mimeos, people with a political ax to grind were putting out their own papers with outrageous lies in some cases. They don't try that anymore. And it's a lot harder to lie to the people out there.¹³⁷

Erwin D. Canham, editor emeritus of the Christian Science Monitor and former resident commissioner of the government of the Northern Mariana Islands, agreed that the Pacific Daily News has been "an effective influence" in Micronesia:

It has brought a flow of general news into the area: international and national. Apart from a little radio coverage, and still less television, there is no other immediate source.¹³⁸

Canham noted also that expatriates would feel "terribly cut off" without the Pacific Daily News, and Micronesians "would also feel considerably more isolated and neglected than they do now." The newspaper, he said, is "a valuable link" with the United States and

¹³⁷ Interview with Robert E. Udick, Agana, Guam, 7 June 1978.

¹³⁸ Letter from Erwin D. Canham to the researcher, 25 April 1978.

the rest of the world. Both Udick and Canham believe additional Daily News coverage of Micronesian news would be optimal. But distances are so great, and travel so expensive, that it is questionable whether immediate expansion of coverage without increased revenue could be justified.* Nonetheless, the minimal coverage now allotted Micronesia can help lead that fledgling community toward life as an integral part of the modern, sophisticated world. A libel suit filed against the Pacific Daily News by Nauru, the richest island and smallest republic in the world, asserts that the newspaper has "sought to make the Pacific Daily News the voice of the Pacific and (has) succeeded."¹³⁹

*Udick said the former publisher of the Star-Bulletin, Jack Scott, at one point was studying prospects of a Pacific Basin weekly to be produced and printed in Hawaii. The idea was "seriously considered" for some months, but a newsprint crunch and unfavorable costs prompted Scott to abandon the idea.

In addition, Chinn Ho's publisher, James Cooley, had an option to publish on Samoa, but transportation problems and poor communication facilities scuttled that prospect.

¹³⁹Wallace Turner, "Leader of Tiny Pacific Nation Sues a Newspaper Giant," New York Times, 2 November 1979, sec. A, p. 20.

CHAPTER VIII

PACIFIC EVALUATIONS

By objective journalistic standards, the Pacific Daily News is a remarkably professional newspaper that has come a long way since its Navy days. Its pages are filled for the most part with timely, topical information. There is little pap* and the newspaper may be compared favorably with a number of other Gannett papers of similar or even somewhat larger circulation.

The newspaper can take justifiable pride in an established reputation as an aggressive watchdog against recurring community abuses. Self-indulgence by the legislature and bureaucratic indolence, particularly by Island telephone and electric utilities have been aired by the paper. On more than one occasion, inmates who periodically escape the Island's decrepit prison have sought to turn themselves in to Pacific Daily News reporters to publicize their appeals for attention to prison conditions. Questionable practices in employment and pay of imported, alien workers by Island

*Inevitably, perhaps, some material of questionable relevance creeps into the paper. Articles in the Lifestyle section most often reflect this during seasons of the year when mainland winter clothing, food and activities occupy syndicated columnists. On one occasion, an otherwise successful supplement on home maintenance drew a caustic letter from an Island businessman jeering at the paper's advice on basement care. Because of the Island's high water table and granite-like coral subsoil, Guam homes have no basements.

contractors were scrutinized by the paper at length. The stories contributed in some measure to reforms instituted by the federal Department of Labor.

Similarly, the paper is clearly perceived by readers as offering a fair and sympathetic ear to dissenters and the dispossessed.* Letters to the editor often reflect touching notes of desperation or appeal for publication of grievances. In this regard, the paper, with some reluctance and concern for its legal liability, publishes letters from anonymous or pseudonymous** authors who would be otherwise rejected out of hand by most mainland publications. Pacific Daily News executives justify what some might consider laxity in this regard. They cite the need to foster access to letters columns, and say they do not want to stifle communications from readers who might be embarrassed by a lack of facility in English or by fears of retribution for unpopular stands. Even the paper's advertising columns are magnets for expression of determined points of view. Political campaign time is a season at the Pacific Daily News for both extra revenue and special caution

*A dramatic example occurred in this writer's presence on deadline one night when an Island businessman appeared in the newsroom asking to be photographed with blood streaming down his face. He told a story of an unfortunate, impromptu argument over a parking lot auto accident that brought an unprovoked beating by an off-duty policeman. He subsequently sued the officer, and newspaper accounts of the incident were subpoenaed as evidence in the case.

**One letter, clearly from an off-island political activist, was signed by a "name" that editors later learned was actually a rather steamy epithet in Carolinian, one of the languages of Micronesia.

to factual veracity. The paper's unique role as the only formally circulating print medium for much of Micronesia (until recently) emphasizes and magnifies the importance often attached to publication in it.*

But if the Pacific Daily News is indeed "the voice of the Pacific," as it has been called, it could be a louder voice. In the terms by which Gannett repeatedly proclaims its journalistic allegiance--response to its immediate circulation community--the Pacific Daily News has room for improvement.** Military news, for example, is minimal in the paper whose largest reader-employer is the military.*** Perhaps the paper went too far in its avoidance of the ritualized, preponderant emphasis of its predecessor newspapers on military news.

Local news, while aggressively reported, is often superficial. Too often, the paper makes no effort to plumb the deeper, social implications of happenings on the Island. There were no attempts, for example, to investigate causes of increased drug addiction on the Island or incompetence and crime within the Island's criminal justice system. At one point in 1978, the number

*It is perhaps not surprising then, that Micronesian political advocates go to great lengths to seek publication in the paper. A delegation of Palauans traveled 700 miles to submit a political ad.

**The readership survey conducted for the Pacific Daily News showed one-third of the respondents found local news coverage "good," 58 percent called it "satisfactory" and 8 percent said "poor."

***An Air Force SAC base is at one end of the Island, and Navy nuclear submarines berth at the harbor midway to the other end.

of escapes from the Guam Penetentiary reached laughable proportions. But the paper made no effort to probe the cause of the problem. Lack of experienced staff was a major factor.

Thus the Pacific Daily News could benefit substantially from increased investment in personnel. The rate of staff turnover must be slowed if the Pacific Daily News is to develop an institutional memory and boost credibility within the several communities it serves, especially the community of native Guamanians. The newsroom attrition rate leaves a community of newsmakers with the near certainty that each new managing editor and reporter will be gone within two or three years and, therefore, will probably not develop any deep feelings for the welfare of the Island. The turnover does not necessarily prompt mistrust, but it must hinder a feeling of openness. In addition, inexperience with the Chamorro culture may manifest itself both in misinterpretation of happenings on the Island* and overlooked occurrences that mean much to the Guamanians but little to mainland reporters and managers. Religious fiestas and funerals are prime examples. On Guam, the native population is 90 percent Roman Catholic, and each village celebrates the festival of its patron saint, an occasion for religious services and processions. Families spend hundreds and even thousands of dollars and many days preparing massive feasts to offer their friends and

*Consider the case of a young reporter from Chicago who described a Guamanian's laughter at a public meeting as "derisive." Others present said the laughter was in no way derisive, and contended that the reporter's experience with the black culture in Chicago inaccurately colored his interpretation of the laughter.

neighbors at open houses after the religious services. These annual fiestas are an important and integral part of the community. But the Pacific Daily News pays only cursory attention to these and other religious activities such as funerals, which are so important to the Guamanian Catholics that they take out display ads in the paper to announce the funeral or the anniversary of the death of a loved one. The Pacific Daily News devotes only one-quarter page per week to religious news, generally from the wires of the Associated Press and United Press International. A more stable newsroom staff with especially trained Guamanians, who will stay for extended periods, would help change the situation.

The company could and should try to provide more incentive to increase the length of time reporters spend on the Island. The requirement of a two-year stay in return for Gannett-paid passage back to the mainland obviously has proved to be an insufficient incentive. Perhaps a more intense effort to recruit island-oriented reporters can avoid the tendency to "rock fever" responsible for the rate of turnover. Udick maintains that the speed of turnover probably cannot be slowed. "It's ridiculous to think that the pick of the litter would stay on an 18,000 circulation newspaper," he maintains. "Maybe if they were in some community on the mainland, they would stay another year or so, but they would be looking down the road."¹⁴⁰ That is true, of course, but the company could more carefully screen potential reporters, offer a greater reward to

¹⁴⁰ Interview with Robert E. Udick, Agana, Guam, 7 June 1978.

those willing to join the staff and provide an intensive and honest appraisal of life on Guam--not just as a member of the newspaper staff--for reporters before they make the move.*

In addition, Gannett could intensify its efforts to promote journalism training on Guam. The newspaper could offer additional scholarships to would-be reporters, it could expand its intern program--which offers minimal guidance at best to young people each summer--and it could seek to encourage journalism training at the University of Guam. Earlier efforts at journalism education, through grants from the Gannett Foundation, appeared to be making small inroads in this area. But without continuous exposure, as well as adequate supervision, such efforts may easily fall by the wayside and become mired in academic politics.

The publisher may be lauded for his attempts at promoting community relations through some scholarships, Gannett Foundation grants in the wake of typhoon devastation and promotions involving newsboys. All are ways of getting the community to see that the Pacific Daily News is not just an absentee-owned newspaper. That impression might be enhanced further if the publisher were to become personally involved in more community-wide ventures.

*One mainland recruit, an excellent reporter and writer who could have quickly developed the required sensitivity to the Guamanian culture, left the newspaper staff after less than one year. His apartment had been burgled, he had been attacked by local youth at a carnival in downtown Agana and he could not maintain contact with the outside world through other media. To say he quit because he could not buy the New York Times on Guam may sound simplistic, but it graphically expresses the problems which new staffers are not aware they will encounter.

The strong hand of a sensitive, culture-conscious newsroom chief is also essential to the development and maintenance of an editorial product responsive to the newsroom's several communities. Logically that firm hand would be that of an editor. But Editor Murphy, the most visible representative of the Daily News, is a vestige of earlier times. "Some readers have not distinguished between the old paper and today's,"* said Ed Gould, a media specialist at the University of Guam.¹⁴¹ "And one of the reasons is Joe. If the editorial page were to change dramatically, there would be a radical community response." Perhaps the most effective solution would be to put the editorial pages into the hands of a separate editorial page editor. Then Murphy, a pioneer in journalism on Guam, and a symbol of permanence for some of the expatriate U.S. community, could concentrate solely on continuing communication with his constituency through his daily "Pipe Dreams" column.

In connection with that, Gannett should settle for nothing less than an aggressive managing editor with management experience and control over his newsroom budget. Since Gannett acquired the Pacific Daily News, the managing editors--the effective editors of the newspaper--have stayed on Guam for relatively short periods of time. The constant transfers confirm for some the idea that the

*The University of Guam readership survey found 65 percent of the people believed the newspaper had improved somewhat or very much over the last few years. Twelve percent said the paper was unchanged, and four percent said it had declined somewhat or very much.

¹⁴¹ Interview with Ed Gould, Mangilao, Guam, 18 May 1978.

newspaper is haole-run without an abiding interest in the people of Guam as a community. Until there is more stability in management that idea will remain. The stability must come, not from Udick or Murphy, who are both removed from the immediate news operation, but with an editor or managing editor with a firm sensitivity to the developing world on Guam. If Gannett seriously wants to develop a community newspaper on its westernmost outpost, it must attempt to place a newsroom chief who will become involved in the entire community--Chamorro as well as western--and remain on the Island for more than the mandatory two or three years.

The Pacific Daily News should recognize also the threat to the unique culture of Guam and attempt to help keep it alive. This is not to say that the newspaper should accede to the demands of the Chamorro culture and language activists. But it could and should indicate a respect for the heritage of its Guamanian hosts and work toward developing an understanding of the Island culture. Perhaps then the Pacific Daily News could become an integral part of the community--a leader, a mirror, a guide in this area of the world that has been called the last bastion of United States colonialism. Anything less than increased awareness of the community may be considered irresponsible.

Beyond the community of Guam, there is Micronesia, the vast "backyard" that offers the paper its unique and most frustrating challenge. Development of a responsive presence in Micronesia would make the Pacific Daily News a quite influential publication. But meeting that challenge is, at least for the moment, very difficult,

expensive and perhaps impossible. Koror, district center of Palau in the Western Carolines, and Kolonia, Ponape, capital of Micronesia in the Central Carolines, are at least a thousand miles from Guam and linked only by tenuous telegraph and radio telephone. Yet each is a budding economic and social capital with very real, albeit distant, ties to the western world. All of Micronesia is undergoing profound change from the previously ignored, primitive collection of societies with only tenuously similar oral traditions and histories. Satellite relay of television, transoceanic jetliners and deep-draft fishing and shipping vessels bring a melange of fashions, customs, politics and business from both the west and east. The prospects and tensions of this clash are not lost on Micronesians and their leaders, despite lingering propensities to casual dress and chewing betel nut.

Eventually, Micronesia and Guam will increasingly mirror and possibly even match modern-day Hawaii in economic vitality. For now, however, it must be clear that there is little economic justification for organizations like the Pacific Daily News or Gannett to place news or circulation outposts in Micronesia. Yet to do so would be to bring a powerful medium of social focus to a region which is already committed to that change. The degree to which Gannett and the newspaper respond to this challenge may be taken as a direct measure of the depth of commitment to serious, community journalism. Gannett has chosen to stake a presence on the rim of the western Pacific and has exhibited some pride in that

accomplishment. Having done so, it remains for the company to acknowledge its opportunity and responsibility to this unique and eager community.

EPILOGUE

From December 1, 1979 to May 30, 1980, the Pacific Daily News had daily newspaper competition. The Guam Tribune, a morning tabloid, projected an initial paid circulation of 10,000-to-12,000 per day. Publisher Mark V. Pangilinan, one of Guam's wealthiest businessmen, invested some \$2 million to start the Tribune. He imported all new equipment from the mainland United States, including an eight-unit Goss Community Offset Press with Suburban folder, together with late-model computerized typesetting equipment and video display terminals. The newspaper plant also included a fully equipped darkroom for a staff of five full-time photographers.¹⁴² Pangilinan brought in an experienced professional newsman from the mainland to serve as associate publisher and hired Glenda Moore, the former Pacific Daily News and Pacific Journal newswoman, as managing editor. Christie Wilson, the young Pacific Daily News reporter who became a public information officer for the Guam police, became city editor. Publisher Pangilinan, whose business ventures provided an estimated \$350,000 annual advertising revenue for the Pacific Daily News, had been unhappy with some PDN advertising policies. He also said the newspaper stressed world

¹⁴²"Businessman publishes Guam Tribune," Editor & Publisher, 15 December 1979, p. 12.

and national news to the detriment of local news.¹⁴³ Pangilinan said: "The community asked for another paper and the community will have this paper for as long as they will support it."¹⁴⁴

Five months later, the Guam Tribune announced it would convert to a twice-weekly newspaper to be delivered free to Island households. Bill Phillips, assistant managing editor, said the reduced schedule would allow Tribune officials to iron out circulation and staffing problems. He said the Tribune staff was too small and too inexperienced to continue daily publication, but that the seven-day schedule would be resumed when the problems were resolved.¹⁴⁵ By the end of May, however, Pangilinan sent a brief letter to staffers, accepting their resignations effective May 30, 1980. At the same time, he said he would resume publication when he found new key people with experience in commentary and news analysis.¹⁴⁶ There was no indication when the Tribune might be revived.

In other developments, the Pacific Daily News received a rating of nine on a ten-point scale in a Gannett ranking of local news coverage by its newspapers. Editors were allowed to select three editions from the period of March 16 through March 19, 1980. Judging was based on content, presentation, writing, enterprise and

¹⁴³"Gannett soon to have competition on Guam," Editor & Publisher, 14 April 1979, p. 9.

¹⁴⁴"Businessman."

¹⁴⁵"Trib to go twice weekly," Sunday News, 11 May 1980, sec. A, p. 3.

¹⁴⁶Lillian Ginoza, "Trib stops presses," Pacific Daily News, 31 May 1980, sec. A, pp. 1, 3.

headlines.¹⁴⁷ The newspaper scored a six in business news coverage during a January judging.¹⁴⁸

Carol Simpson, wife of Managing Editor John Simpson, was teaching journalism at the University of Guam and arranged for her students to take on some of the time-consuming demands of Pacific Daily News special sections. The students benefited from the work and the newspaper benefited from the fact that staffers are free to continue their daily routines.

Managing Editor Simpson brought several Guamanians and Filipinos from the backshop into the newsroom, providing for a closer contact with the local community. Some recent stories have included quotations in Chamorro, with English-language translations in parentheses.

Staffing continued to be a problem, however. Cisco Uludong, the knowledgeable Saipan correspondent, left the Pacific Daily News staff to pursue a career as a consultant. At least three other key staffers in the Agana newsroom planned to leave the Island before Fall, and a fourth, city editor Mike Leidemann, also anticipated a move to Hawaii. Complicating matters even more was the fact that Local 3 of the Operating Engineers union filed with appropriate authorities to represent the entire staff of the newspaper.

¹⁴⁷"Wire Watch," 27 April 1980.

¹⁴⁸"Wire Watch," 16 March 1980.

The plight of the fledgling competition and the problems of newsroom staffing left a sense that history was indeed repeating itself.

APPENDIX

Guam News Letter.

VOL. I.

AGAÑA, GUAM, NOVEMBER 5, 1909.

NO. 7.

The North Pole, that goal of explorers for the last two centuries has at last been reached. Two Americans, Dr. Frederick A. Cook, of Brooklyn, and Civil Engineer Robert A. Peary, U. S. Navy, are the rival claimants for the honor of being the first to reach the northern end of the earth's axis. Dr. Cook reached Copenhagen, Denmark, September 4th, and gave to the world a brief account of his hazardous trip in the frozen North. He reached the Pole April 21, 1909, accompanied only by two Esquimaux, and he will probably be awarded the distinction of being the real discoverer.

On September 7th Civil Engineer Peary cabled the New York Times that he reached the Pole April 6th of this year. A few days later Peary stated that he had accurate information to the effect that Dr. Cook had failed to reach the 90th parallel, and that he, Cook, had wilfully deceived the people of the world. In reply Dr. Cook stated that he would, in due time, submit ample proof of his claim, and expressed his desire to avoid any controversy with Peary.

The National Geographical Society and most of the other scientific societies of the world have taken no part in the discussion and will give neither man credit for the discovery until the proof has been submitted to and passed upon by competent authority. Scientists generally give credit to both men for having reached the Pole.

In New York the latter part of September the Hudson-Fulton celebration took place. Warships of many nations participated in a grand naval review on the Hudson River. The new "Half Moon," a replica of the ship in which Henry Hudson sailed in the Hudson River in 1609, was in the naval parade, as was the "Clermont," a reproduction of the first successful steamboat, built and run on the same river one hundred years ago by Robert Fulton. September 24th, during the Hudson-Fulton celebration, Orville Wright in his aeroplane flew from Governor's Island around the Statue of Liberty in the Harbor.

Edward H. Harriman, the leading railroad financier of the United States, died September 9th. His history reads like a romance; born in 1848, the son of a poorly paid preacher, at the time of his death he controlled many miles of railroad and his estate was worth about one hundred million dollars.

Por fin se ha podido llegar en el Polo Norte, aquel objeto de exploradores en las ultimas dos centurias, dos americanos, el Dr. Frederick A. Cook de Brooklyn y el Ingeniero Civil de la Marina de los Estados Unidos Robert A. Peary, son los rivales que disputan por el honor de ser el primero en llegar al extremo norte del eje de la tierra. El Dr. Cook llegó a Copenhague, Dinamarca, el 4 de Septiembre y facilitó al mundo un breve relato de su azaroso viaje en el Norte helado. El llegó al Polo el 21 de Abril de 1909, acompañado solamente por dos esquimales, y a él se le concederá probablemente la distincion de ser el verdadero descubridor.

El 7 de Septiembre el Ingeniero Civil Peary cablegrafó al New York Times de que él llegó al Polo el 6 de Abril de este año. Pocos días despues Peary dijo que el tenia dato exacto de que Dr. Cook no llegó al 90 paralelo y de que el de propósito habia engañado a los habitantes del mundo. En réplica Cook dijo que el someteria en debuto tiempo prueba amplia de su pretension y expresó su deseo de evitar cualquiera controversia con Peary.

La Sociedad Geografica Nacional y muchas de las otras sociedades científicas del mundo han tomado parte en la discusion y no daran a ningún hombre crédito sobre el descubrimiento hasta que la prueba ha sido sometida y aprobada por autoridad competente. Generalmente los científicos dan crédito a los dos hombres que han llegado al Polo.

A fines de Septiembre tuvo lugar en Nueva York la celebracion de Hudson-Fulton. Tomaron parte en una gran revista naval en el rio Hudson buques de guerra de muchas naciones. El nuevo "Half Moon" una reproduccion del barco en que Henry Hudson navegaba en el rio Hudson en 1609 estaba en la parada naval como si fuera el "Clermont" una reproduccion del primer vapor que tuvo exito edificado y navegauo en el mismo rio cien años a esta fecha por Robert Fulton. El 24 de Septiembre durante la celebracion de Hudson-Fulton, Orville Wright ascendió en su aeroplano desde la isla llamada Governor al rededor de la Estatua de Libertad en el puerto.

Edward H. Harriman, el principal capitalista de ferrocarril en los Estados Unidos, murió el día 9 de Septiembre. Su historia es como una fabula y nació en 1848. El hijo de un predicador mezquinamente pagado, al tiempo de su muerte, monopolizó muchas millas de camino de ferrocarril y su riqueza valia cerca de cien millones de dollars.

INDONESIA AREA RESEARCH CENTER
University of Guam

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THE GUAM RECORDER

1

THE GUAM RECORDER

Published monthly at Agana, Guam.
 For Progress, Education and Development in this Island.
 Devoted to the best interests of the Naval Government,
 And dedicated to Advancement, Betterment and Efficiency.

Edited by Lieutenant (CEC) P. J. Searles U. S. Navy
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Volume 1
 Number 3

MAY, 1924

15 cents per copy
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UNPLEASANT WELCOME TO GUAM

Private William W. Allen, U. S. M. C. was thrown from a motor truck as it skidded around a curve, and suffered a broken arm, April 16. Allen had just landed in Guam and was on his way to Agana when the accident occurred. He is being well taken care of at the Hospital.

FATAL EXPLOSION AT YLIC

On April 16, Juan Espiritusanto San Angistine was killed and Pedro Torres Aguon and Imaijumi Tsumhithi were injured in an explosion at the Ylig River. The three were on their way to Togcha Bay for fishing when some unknown explosive carried by San Angistine suddenly exploded. San Angistine was instantly killed, and the other two sustained injuries which necessitated treatment at the Naval Hospital.

CHILD HIT BY AUTOMOBILE

Vicente Mendiola Evangelista, aged 9, of San Nicolas was struck by an automobile and seriously injured on April 21. Vicente was leaving School No. 1, and stepped in front of a car driven by Gunner Semple of the Pensacola. The boy was run over and received a fractured arm. He is now in the Naval Hospital.

YOUNG CHILD BURNED

Jose Taitano Cruz, 2 year old son of Enrique Cruz of San Nicolas was seriously burned April 19 by falling in a pile of hot ashes. The ashes had just been scraped from a large baking oven, and the child in playing fell into the ashes. The feet and back of the boy were badly burned, but recovery is expected.

AUTOMOBILE ACCIDENT

Edward P. Herrero was painfully injured April 7 as a result of an automobile accident. Herrero, who was riding a motorcycle, collided with an automobile of Mr. Shimizu, and was thrown to the ground. He suffered bruises on his elbow and chest, and the outer end of his left collar bone was broken. Herrero is in the Naval Hospital under treatment. The automobile and the motorcycle were both badly damaged.

MARIANA MARU AGAIN IN PORT

The MARIANA MARU, an auxiliary schooner of 75 tons, owned by Mr. J. K. Shimizu which has been for some time past plying between Yokohama and Guam carrying freight for Mr. Shimizu's several business places in Guam has again arrived at this port at 8:18 a.m., on Friday, 4 April, 1924.

After 12 days at sea from Yokohama the vessel called at Saipan at which place she remained for 2 days sailing therefrom for Guam on Thursday, 3 April, 1924 with the following passengers on board:

Jose Tenorio Ogo, Maria Sablan, Pangelinan, Manuel Mafias de la Rosa, Antonio Cabrera Guerrero, Rosa Vermudes, Carmen Cabrera, Jose Cabrera, Dolores Borja, Jesus Borja, Joaquin Diaz, Joaquina T. Diaz, Vicente T. Diaz, Manuel Diaz, Ignacio C. Borja, Ignacio Duenas, Vicente Diaz Arriola, Pedro Ada Martinez, Ana de Leon Guerrero, Rosa Taisague, Gregorio Sablan, Joaquina Diaz, Rosalia Sablan, Vicente Sablan, Victoria Tudela, Isidro Tudela, Agustin Tudela, Maria P. Torres, K. Yamanaoka.

The Mariana Maru was one of about 40 schooners that was tied up at Yokohama at the time of the earthquake disaster last September, and was one of seven that escaped destruction by fire. The vessel was on fire several times and her spars and rigging were damaged, but having on board some 50 refugees they managed to save the vessel. She was later used as a shelter for refugees for a number of days.

The Mariana Maru left Apra Harbor at 6:30 p.m. on Thursday 10 April, 1924 bound for Yokohama, Japan, via the Island of Saipan.

The vessel was loaded to her capacity with copra which will be sold at Japan.

All of the 25 passengers for the Island of Saipan, except Mr. Hans G. Hornbostel, were natives of residents of that Island returning home after a short visit to Guam. Mr. Hornbostel is a member of the Staff of the Bishop Museum of Honolulu and goes to Saipan for research work. He expects to visit some of the other islands of the Mariana Group prior to returning to Guam. He will be gone for several months.

RECORDED
 INDEXED

(CONTINUED)

WEATHER FORECAST

Cloudy to overcast.
Stronger trade squalls.
Slight to moderate
northwesterly winds.
Temp. max.: 84, min.: 71.
Wind max.: 14 m.p.h.
Total rainfall for month: 1.38.

Vol. 5, No. 319

Guam, Marianas Islands

Wednesday, November 14, 1949

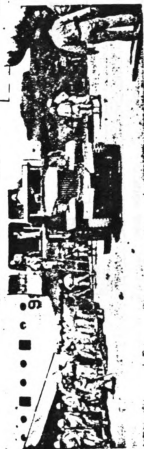
Guam News

Guam Council No. 800
Boy Scout Exposition
Fifth Bape Depot
Nov. 25, 26, 27

Typhoon "Allyn" Nearing

The typhoon "Allyn" was fixed at 3:30 yesterday afternoon about 460 miles southeast of Guam. The storm has intensified and slowed its speed to five knots. Heavy squalls and showers are forecast Wednesday night through Thursday.

The typhoon "Allyn" has been set by all activities on Guam. The 31st Air Weather Reconnaissance Sq. from North Guam AFB again early this morning were made yesterday in the squadron's B-29's. The latest determination is that the storm is 40 miles outside. Maximum winds are forecast at 75 m.p.h. The first mission was scheduled to leave at 5:30 a.m. requested no phone calls be made. Latest information will be printed in the Guam News at 11:30 a.m. and 5:30 p.m. AFB hourly. Late last night there was no official indication of the storm's location. It was generally expected late today. Guam schools closed at the end of the season when Condition Three is announced. Classes will resume



PREPARING FOR AIRLIFT EXERCISES — Members of the 3rd Battalion 5th Marines (Reinforced) from Camp Wink (above) practice for the airlift exercise on Saipan which was the target of Typhoon operations. Also participating in the exercise will be VMF 352 from Hawaii and VMF 312 from the Philippines. The Marines Corps training plan to maintain all fleet planes at all times in support of the force units in immediate readiness at all times in support of the fleet. (USMC Photo)

Resounding Win Made by Portugal Government Party

LISBON, Portugal, Nov. 15 (AP) — A new national assembly was elected today in what appeared a resounding victory for the government party of Premier Antonio de Oliveira Salazar, who has ruled Portugal since 1932.

Although complete unofficial returns were not expected until later tonight, it was estimated that the government party won 100 of the 150 seats in only two of Portugal's 26 electoral districts, was beaten.

Quirino May Ask Opponents to Join His Government

MANILA, P. I., Nov. 13 (AP) — President Epifanio Quirino said he would ask his political opponents to join his government.

He made the announcement in a liberal candidate rolled past the 300,000-mark in the race for the presidency.

However, he said he had not made up his mind whether to accept invitations to join.

Acheson Promises U. S. Aid

BERLIN, Nov. 15 (AP) — U. S. Secretary of State Acheson said help for European countries in opposing Soviet attacks on Poland and Czechoslovakia would be provided.

Acheson arrived at rain-swept Tempelhof Airport from Frankfurt, Germany, after a 12-hour flight. He will leave Tempelhof at 9 p.m. for Frankfurt and Washington.

Acheson held a press conference at the airport and said that the United States is determined to assist the people of Europe in their fight against the Soviet Union.

"The United States can help them," he said. "We are determined to help you."

Asked what he meant by his past assertions that the Germans must oppose Communism, Acheson said: "There exists two general categories of opposition to Communism. One is the opposition generated by a group of powers led by the Soviet Union in attempting to dominate the world. The other is the opposition of an economic nature and other nature of the Soviet Union. The Soviet Union was involved or not."



GUAM Daily News

WEATHER
 Cloudy. Breezy. Windy.
 Temperature 75-85.
 Humidity 70-80.
 Rainfall 1.46

Volume 1, No. 18

Saturday, August 5, 1949

Price, 5 Cents

Fierce Fighting Rages Within 40 Miles of Pusan

New U.N. Violations By Russians

WASHINGTON, Aug. 4 (AP) — The United Nations Security Council today announced that Russia's return to the United Nations Security Council, after being expelled in 1946, was marked by new violations.

It said that Joseph Malik, who returned to the Council as a member, was guilty of throwing insults and threats at the other members.

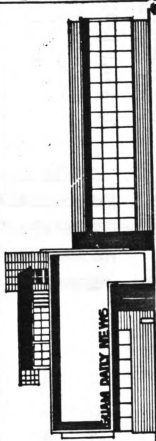
At his conference, Acheson also expressed great American interest in the Council's work.

He said that the United States had no objection to the Council's work, but that it was not a member of the Council.

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PROPOSED NEW GUAM DAILY NEWS BUILDING — James Stewart, Architect.

Recruiting Japs, Germans for Home Defenses Urged

WASHINGTON, Aug. 4 (AP) — Joseph P. Kamp, D. C., today urged the United States to recruit Japanese and German soldiers for home defense.

He said that the United States had no objection to the Council's work, but that it was not a member of the Council.

He said that the United States had no objection to the Council's work, but that it was not a member of the Council.

He said that the United States had no objection to the Council's work, but that it was not a member of the Council.

Capt. Westerling Extradition by Indonesia Fails

SINGAPORE, Aug. 4 (AP) — The Indonesian government today refused to extradite Capt. R. Westerling to the Supreme Court.

The United States of Indonesia today charged Westerling with charges of murder, robbery, and arson during a short lived rebellion.

Westerling, a former commander of the Dutch army, had been captured by Indonesian forces.

The building will occupy 7200 square feet.

Reds Add New Tanks, Infantry

YOKOSUKA, Aug. 4 (AP) — A tank of tanks and new tanks on the Korean peninsula in Pusan, but which U.S. has in confidence. The fighting was reported.

The Reds there were reported to have added new tanks and infantry to their forces.

The fighting was reported to have been in confidence.

The fighting was reported to have been in confidence.

The fighting was reported to have been in confidence.

The fighting was reported to have been in confidence.

The fighting was reported to have been in confidence.

The fighting was reported to have been in confidence.

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AMERICAN
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VOL. 1 NO. 1 HARMON FIELD, GUAM,
1963

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NEWS
☆☆☆☆☆

VOL 1 NO 1 HARMON FIELD, GUAM,

Village Views

This column is written by Guam's village Commissioners and reports on news and events of interest to village residents, and others, who would like to know what's happening around our island. If you have any comments, suggestions or contributions to this feature, please contact your village Commissioner, or the Chief Commissioner Joseph C. Aguiar in the office of the Chief Commissioner in Asana. Telephone 777-5217.

VIGO ACTIVITIES REPORT

By Antonio Calvo, Commissioner of Yigo

On September 28, a religious group from Japan visited Guam in order to pay tribute at the Peace Memorial in Yigo for all the soldiers who sacrificed their lives during World War II for their country.

Everyday except Saturday Sunday, and holidays, the Senior Citizens from Yigo, Dededo and Tamuning meet for Recreation and socializing at the Yigo Social Hall.

The Guam Amusement Park will be opened as soon as sewer connection is completed.

Control of the willow stand lights have been non-functional for



Chamber Endorses Slate Of Senators

The Guam Chamber of Commerce established a precedent today and released the names of 21 candidates which

4 Arrests, 2 Convictions, A Full Pardon—Why?

**TO ALL TO WHOM THESE PRESENTS SHALL
COME. GREETINGS:**

WHEREAS, _____, resident of Yigo, Guam, was convicted in the Police Court of Guam on the 10th day of October, 1969, on the charge of Disturbing the Peace;

convicted in the Police Court of Guam on January 1971 on the charge of Disturbing the Peace; arrested on 20 June 1972, charged with Battery and Exhibiting a Deadly Weapon, both charges dismissed on 12 September 1972 in the Island Court of Guam on Motion of the Government; arrested on 8 April 1973 on the charge of Petty Theft, dismissed on 16 July 1973 in the Island Court of Guam on Motion of the Government; and

WHEREAS, it would best serve the ends of

Office and Consulting Services — Pacific

Pacific Daily News

© 1969 (Guam Publications, Inc.)

A Gannett Newspaper

PUBLISHED ON GUAM, WHERE AMERICA'S DAY BEGINS

VOL. 11 NO. 28 AGANA, GUAM THURSDAY, FEBRUARY 21, 1969

25¢ On Guam

Dela Rosa escape try cut short

By FRANK QUIMBY
Daily News Staff

Convicted murderer Johnny C. Dela Rosa attempted to escape yesterday by throwing feces at a guard in the Public Health Center building in Mangilao, minutes after Department of Corrections officials received word that Dela Rosa would soon be transferred to a California prison.

Dela Rosa, who is serving a life sentence for the murders of two women, was taken to the health center after throwing toilet bowl cleaning fluid in the face of DOC guard F. M. Mesa and slashing him with a sharp implement. He was at the health center to undergo routine medical treatment, officials said.

Dela Rosa, considered by prison officials the most dangerous inmate at the Guam Penitentiary, then fled the



THE GUAM TRIBUNE

25¢

VOL. 1 NO. 57

'Your Community Newspaper'

AGANA, GUAM

SATURDAY, JANUARY 26, 1980

Hafa Lail

PROBE

page 3

Prison saga

page 4

**Khomelini
'not bad'**

page 8

Breslin

page 17

**Congress
votes for
Olympic
honors**

Letter to REA

GTA answers back

By VICTOR SAYMON
Guam Tribune Staff

General Manager John T. San Agustin this week wrote to the Rural Electrification Administration, the federal agency from which GTA borrowed money for a power system overhaul project, explaining that as a result of a mass switch maintenance program, GTA's central offices are "showing signs of improvement."

San Agustin's letter was in response to a December letter from R.E.A. Director William A. Rickerts criticizing the utility for poor equipment maintenance and ineffective trouble-shooting procedures.

San Agustin also said in-house training courses concentrating on switch maintenance are being offered GTA employees. The training was being implemented by off-island training and vocational school courses, San Agustin added.

Continued from page 3

This to poor or lacking maintenance.

He also derided GTA's procedure for trouble-shooting, saying "Currently GTA is averaging 2500 troubles a month," which he said indicated lack of supervision on the part of the field staff.

San Agustin answered "new procedures have been implemented in routing trouble reports thus resulting in better coordination among the dispatcher, plant personnel and maintenance crews. Presently, we are averaging about 130 outages cleared a day."

He said, "whereas, we started in November showing more than 100 troubles, we have recently lowered out-of-service phones to 790."

A copy obtained by the Tribune of the Jan. 21 outage summary shows that 1059 phones were reported out of service at the time. The number of outages required 450 that same day. Jan. 21 ended with 795 phones out of service, according to the computer print-

He said this has given GTA a "more comprehensive picture of our outage situation which in turn helps us to isolate trouble spots."

Ricketts's letter also said, "Increasing delays of the outside plant construction and installation have resulted in a lack of accurate commercial survey data. This is a GTA responsibility and one in which GTA has not performed a very commendable job."

San Agustin replied the delays could be attributed to factors "other than the lack of commercial survey data." He admitted that some wrong information was provided to the construction but that those cases were "limited and perhaps magnified by the contractor."

He added that GTA has intensified its survey activity and has not received additional complaints.

Quake stirs nuke center

FRENCHMAN, Calif. — A 30-second, and the tremor was felt as far away as Reno, Nevada, as well as in San Francisco, San Jose and Berkeley. The quake measured 4.0 (65 km) to the north.

Officials at the Livermore Laboratory said an initial check showed no damage to

LIVERMORE, California (UPI) — A rolling earthquake measuring 5.5 on the Richter scale strongly jolted much of northern California yesterday, including San Francisco Bay and injuring workers at a nuclear research laboratory.

There were no immediate

25 CENTS
NUMBER 1
DECEMBER 17, 1977

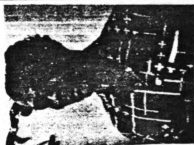
Pohnpei Star

PUBLISHED ON PONAPE... THE CAPITAL OF MICRONESIA



KADOAHK-LAP EN PEPPER PWEIEKLAHR

PONAPE—Economic
Social Development Com-
mission licensee pwuriamvel
killa company Specialty
Brands Incorporated ah
pwilikiler medemedevehn
wialda pepper nan wet wet.
Pali wet kasakadahr pepeln
wet nan meeting ieu me re
wialer ni alamo Dec. 9,
mwurin ar casidahr sang nan
news en MNS me doalik en
pepper wet pahn
kakapapaler.



NA KOMW TEHK NEWS ETI

Met ieldorepwehn rohng
POHNPEI STAR.

Eniehda sang ni sawas
mininipenehn ihr pwil-
kida en Pohnpei kei me
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dahn en mehn Pohnpei.

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News & Views

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Kidnapped Alaskan Boy Found In Majuro

By Eve Lowe
Staff Writer

SAIPAN -- A Pacific-wide search ended in Majuro, Marshall Islands yesterday when a wealthy Alaskan businessman and his five-year old son, snatched from protective custody, were located by a private investigator.

The father of the boy, Neil S. MacKay, 53, was yesterday thought to be under arrest in Hawaii for the kidnap of his son. Scotty MacKay is described as a millionaire attorney/businessman, resident in Anchorage.

Alaska.

Following complicated legal custody proceedings, MacKay is reported to have left Alaska with his son, fleeing first to Hawaii and then to Majuro.

According to documents here, MacKay had violated an Alaskan Superior Court order awarding legal custody of his son to the child's paternal uncle and aunt following the unsolved murder of MacKay's wife.

Police in Alaska have to date made no arrests in the independently wealthy woman's slaying. The 5-year old Scotty is

listed as her sole beneficiary. It is not known whether MacKay is considered to be a suspect in his wife's murder.

Earlier this month, MacKay had been held in contempt for violating the court order and has been fined the sum of \$1,000 per day until his son is brought before Alaskan court authorities.

The boy and his father were located when private investigator Steven P. Goodenow, retained by Anchorage lawyer Robert H. Wagstaff who was appointed on Scotty's behalf by the Alaskan courts, appealed through Hono-

lulu newspapers and television stations for the public's assistance in pin-pointing their whereabouts.

Reliable sources say that a Majuro bank manager and his wife, who arrived in Honolulu several days ago, read the newspaper article and reported the pair to be hiding out on Majuro.

Following discovery of their hiding place, MacKay is said to have left his small son in the care of Mr. and Mrs. Roger Cotting, Program and Budget Officer for the Marshalls District Administration, to return to Hawaii to

give himself up to police authorities.

Goodenow, a Hawaii-based private eye, arrived on Saipan Friday to consult with Ramon Villagomez of the Guam law firm Ching, Rousenreich and Boertzel, who obtained an order from Associate Justice Robert A. Heiser, awarding Goodenow temporary custody of the minor child to return him to Alaska.

It is understood that Goodenow was to accompany the child back to Alaska late last night.

Power Dispute On Rota Continues

By Eve Lowe
Staff Writer

Island still appears elusive.

Vicente M. Calvo, designated

Homesite Review Board, it was learned

any and all appointments to any authority. Part first published in

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