

# Election media campaign strategy out for sale

By Aja Potabe

**NATIONAL elections in some parts of Papua New Guinea are often associated with violence and intimidation.**

Such negative outcomes during election periods can be minimized through the power of the media, says a former journalist.

Samuel Raitano, a former journalist says election campaigns and polling periods can be peaceful only if candidates utilize media and its powers to influence the voters in a positive and responsible manner.

Through his private media and marketing consulting firm - iMarket PNG Limited - Mr Raitano is offering special election media campaign packages for sitting MPs and intending candidates.

"iMarket has recently crafted a unique media product to assist candidates master media communication strategy during the campaign period.

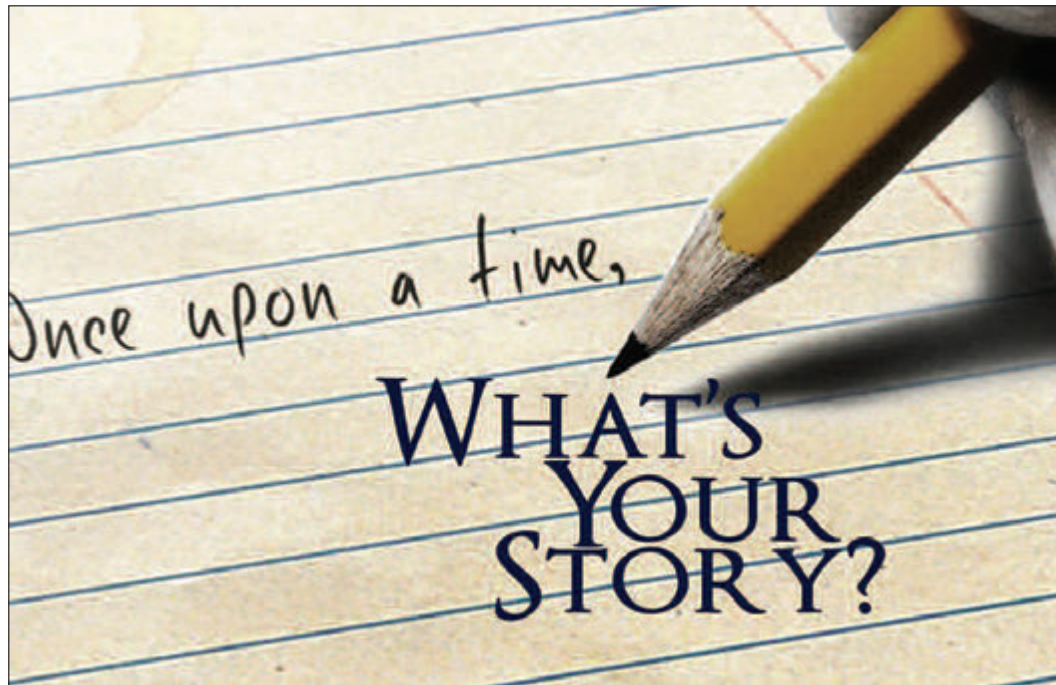
"The product is now out on the market and candidates intending to run for elections next year must utilize this new campaign strategy," Mr Raitano said.

Known as an Election Media Campaign Strategy (EMCS), this unique product is a result of combining technological advancement with elements of media to manipulate voters via the power of mass media.

iMarket has unveiled the new innovative solution to assist candidates who will be vying for the National and Local Level Government Elections in 2017.

"With the evolving trend in media technology, iMarket has realized the need for candidates to adopt to the changing landscape of information communication technology and with it comes innovative ideas and strategies to execute tasks to achieve desired outcomes," he said.

iMarket is offering a very unique product suitable to assist candidates for the 2017 national



elections during their campaign period.

## What is EMCS?

An Election Media Campaign Strategy can be defined in Papua New Guinean perspective as a powerful plan with steps that a candidate contesting an election has to creatively craft and disseminate to targeted audience to convince and influence them.

EMCS is a strategy to manipulate, coerce and influence eligible voters by utilizing the three major mediums of communication; Radio, Television and Print.

iMarket has come up also with the concept of translating information into the preferred language of communication required by the client, given the situation in PNG where there are more than 800 different cultures and language groups.

## Why do Candidates need EMCS?

Intending candidates and sitting MPs contesting the 2017 National & LLG Elections urgently require a Media Campaign Strategy as part of their

election campaign plan in order to:

- Persuade, convince and influence the mindsets of eligible voters;

- Paint a positive image of a political aspirant;

- Break tribal and territorial borders and geographic limitations and spread their election policies, campaign platforms and party policies;

- Save cost of election campaign;

- Minimize risk of running campaigns in tribal territories of rival candidates;

- Utilize power of mass media to spread campaign message to targeted audience;

- Portray positive mindset with responsible leadership traits to boost voter confidence;

- Display a typical example of new change an intending candidate wishes to bring to community if people give him/her the mandate;

- Cope with global style of campaign in the 21st century political world; and

- Win the elections and enter parliament by fully utilizing power of media in a smart man-

ner.

Establish contacts with mainstream media to promote good governance, transparency and accountability when successfully elected.

## How does EMCS Work?

Mr Raitano says an effective EMCS disseminated via modern communication mediums such as mobile devices, MP3 player, radio, LCD screens, iPads, tablets, etc will penetrate even the tribal territory of a rival candidate.

"Physically it may be difficult to stage an election rally at a tribal territory of a rival candidate. Risks and other factors are involved.

"EMCS will allow candidates to freely express campaign policies, party platforms, visions and mission, new plans, etc.

According to Raitano, more than 80 percent of people in the country have mobile phones, according to an ADB report of 2015.

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**How to avoid spitting buai around public areas and at your home**



**Carry a plastic bag when strolling out for a buai break...**



**Skin the buai and drop skin in plastic bag...**



**Chew buai...**



**and spit into plastic...**



**Tie the plastic tightly..**

**Throw away plastic at the rubbish tip near you...**



**Rubbish Drum**

# YOUTH SAY...

Josiah Ururu Kana

## What is your 2017 new year's resolution and why have you decided to achieve it?



Name: Nickson Aloise  
Age: 22  
Province: Lumbe-Mambum (Enga)

I have been stabbed, shot at and beaten because of the crimes I've committed in the past, and now I realise that it's not getting me anywhere, therefore I have decided this year to stop these bad habits and start being a better citizen. I will become better by going to church often, groom myself frequently and start making money in an honest way.



Name: Manto Keni  
Age: 20  
Province: Eastern Highlands

I have decided to stop smoking illegal drugs and taking excessive alcohol and start behaving properly in my community because I have realised that taking these things don't only destroy me but it is destroying the people around me, like my family and friends.



Name: Wesely Kemo  
Age: 22  
Province: Gulf

I have decided to quit alcohol and other some other bad habits and start thinking big and work hard this year. I need to change my attitude because I want to become an animal doctor and I know now that I have to change to get there.



Name: Natasha Geno  
Age: 15  
Province: Central, Madang/Morobe

I have decided to stop chewing betel nut because of my health problems. I've also decided to start being more submissive and obedient to my parents, and stop hanging around with bad companions because I now understand that obedience comes with a blessing and bad companions can make me do some bad things that I never thought I would do.

## The dedication of 2017 Education year

By Josiah Ururu Kana

ON Friday, 29th of January 2017, the ministry of education had its annual dedication ceremony to God at the Papua New Guinea Education Institute Hall, in Port Moresby, NCD.

The ceremony was successful and was led by the music team of the Redeemed Christian Church of God and their pastor, Idowu Onamusi.

Present at the ceremony were all education department staffs and workers including including key officials such as the minister of education, Nick Kuman, Secretary of education, Dr. Uke Kombra, chairman of the Teachers Service Commission (TSC), Mr Baron Sori and OLA director general representative.

In the early part of the program the Redeemed Church of God worship team led everyone into a time of worship followed by a short preaching of empowerment and encouragement by pastor Idowu Onamusi.

The TSC chairman, Baron Sori, gave his opening speech in which he emphasised on the

importance of hard working in relation to the Departments theme for 2017 which is 'workmanship'.

"We need to embrace our positions and dedicate them to God. Some are simple and some are technical and to my point of view, dedication means to surrender or commit and give all your time and resource to glorify God." Said Mr Sori.

He encouraged the ministry of education staffs to focus on individual commitment as if they were doing it to God.

Dr. Uke Kombra, Secretary of Education also gave his dedication speech in which he challenged the department to work hard.

"Four million eyes are looking at us, this includes the 2 million children in primary schools and 2 million young people in high schools and institutions and we only have 800 employees in the department with 60,000 teachers, thus we play a very important role in shaping the lives of these children." Said Dr Kombra.

"We have a responsi-

bility to mould their minds, nurture them, grow them spiritual and enrich them so they fulfil their dreams. We have a responsibility to implement government policies and ensures that every service is provided to each child." He said.

Secretary Kombra later gave three values to hold on to for 2017 under the abbreviation "CAT." 'Commitment, Accountability and Transparency' are paramount in workmanship.

Later on in the ceremony, Mr Nick Kuman, the Minister for Education gave his speech where he stressed on the importance and challenges of education in PNG.

"To every problem faced in this country the answer lies in education. Education is an investment that is most critical in which we parents, teachers and the government staffs have to take seriously," Said Minister Kuman.

He said that his term is nearly over and although much has been accomplished, much is yet to be done.

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# Hard work pays off for Tabithas

By Shirley Gar- UPNG Journalism student

**TABITHA Levi is a mother of four who hails from Matupit Island, East New Britain Province.**

Like any other hard working mother, she is successful at what she does and is able to make ends meet for her family.

Tabitha says that it all started after the Rabaul volcanic eruption in 1994 when she and her family had to flee to a safer area in the province.

She and her family lived in Tomaringa in 1997 and then moved to Port Moresby in 2000.

"At first I worked for Negeso at Gordons when I came to Port

Moresby but left because I wasn't happy with the kind of pay I was getting.

"I stayed unemployed for a few months and I thought to myself that I should try do something to help support my husband, who is currently the Acting Manager for transport at (UPNG), Tamti Levi.

"I have four children who are in school and are growing up, who have needs and wants in their life. We all know that living in the city with just one parent working is very hard, so in 2001 I started a small business of selling peanuts.

"I started by buying one 50kg bag of peanut from the highlanders travelling from Lae and Mt Hagen..I then re-sell for K2 per

plastic packed tight. I got between K600-K800 per bag. From one bag, I decided to increase the number of bags to 10. This peanut business ended in 2014 as I saw the demand in cooked food,"Tabitha says

In 2015 Tabitha ventured into the art of cooking rice balls. Rice ball is seen as a cheap food but it is nutritious with protein, vegies and energy. Even your stomach can be filled with just one rice ball. Unless it is sweet in your mouth, you can increase the number as you wish.

"I use a 25kg bag of rice from Monday to Saturday, and sell at the Waigani Primary school with a few drinks and a tray of banana cake", says Tabitha.

"I make good money, around

K1000 plus in a day. Unfortunately this business only lasted for a year as the other women were jealous of me and made false reports to the head teacher of that school.

"Anyway, from the daily income I made, I chipped in to put bread and butter on the table for my family. Not only that, but the biggest goal I fulfilled was paying school fees for my 4 children who were in higher institutions back then.

I am thankful that my eldest son has already graduated from Pacific Adventist University (PAU) in 2015 with a Bachelor of business and Education. This is a big relief for me", says Tabitha.

Being faced with challenges in the small scale business, Tabitha

still had the passion to move forward.

With a supportive husband and children, she now owns a space at the Waigani Rumana office selling Agir and drinks.

Her normal routine includes waking up in the early hours of the morning, at 5am to cook around 50 lunch packs each day.

At 10 am, she has already set up in front of the Waigani Rumana office where she stays till her lunch pack are all sold out before she goes to the Gordons market to purchase new supplies of vegetables for the following day.

Tabitha's encouragement to all the house wives out there, is to rise up, be strong, stand on your feet and try to make ends meet for your family.

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"The mobile communication technology will ensure your campaign policies are consumed by people at the personal level," he said.

When will EMCS reach Voters?

EMCS materials shall be disseminated to the voters when the Writs are officially issued as per the Electoral Commission Laws.

The strategy content will reach the eligible voters at anytime, so long as they have mobile phones, laptops, TV screens, radio, etc.

"It can also be disseminated via project at various campaign venues and campaign houses in respective electorates and province.

"Campaign manager and campaign team of candidates shall distribute the materials," he said.

### Where will EMCS be Distributed?

Generally it will be in PNG. But to be more specific, it will be utilized in the respective province, electorates and districts where the client candidates will be contesting for National Parliament and LLG seats.

### Who are the Target Audiences?

The Target Audience of the Elec-

tion Campaign Media Package is the voters. The eligible voters in your respective electorate have the power to choose you to represent them on the floor of the National Parliament for the next five (5) years.

It is imperative that the way in which you approach them during the short term campaign period must be acceptable, genuine, yet tasty to influence their mindset.

The primary target is the eligible voters and the common people in your respective electorate and provinces.

### How much does it Cost?

Raitano says an investment in EMCS is worthwhile for candidates who are determined to win the respective seats they are contesting for.

"The cost of EMCS overweighs the benefits an intending candidate or a sitting MP will reap once he/she wins the seat.

"It is therefore imperative that candidates utilize EMCS for the benefits that are overwhelming," he said.

Interested candidates can check the Facebook page of iMarket PNG or email: imarketpng@gmail.com or call Mr Raitano on 7948 9246.

## Government supports three TFF components

By Paul Zuvani

THE O'Neill Dion Government has made it clear that from 2012 it will implement and support the tuition fee free (TFF) policy, according to the Education Secretary Dr Uke Kombra.

Dr Kombra said that this had been the commitment which the government had kept from that year to date.

He said this while signing a K90 million contract at the Government House, Konedobu this week with the two companies who would be procuring and supplying teaching and learning materials to schools throughout the country.

He said that this year the government has allocated K602 million for the TFF policy.

The procurement and supplying of teaching and learning materials is the third component of the TFF policy.

The other two compo-

nents are administration, the cash component which goes directly to the schools, and the infrastructure component which goes to districts where districts and provincial authorities under their district services improvement programme (DSIP) and the provincial services improvement programme (PSIP) make available funds.

Dr Kombra said that each component has 30 per cent of the TFF responsibilities.

For the administration the secretary said the K150.5 million money should be deposited to each school's account this week for the start of the first term of 2017 academic year.

"From 2012 to date the government has paid K3.3 billion for the policy," Dr Kombra said.

"At the end of 2015 the government has decided to see the actual

tangible results in terms of quality education.

"With the increase in enrolments as a result of TFF policy since 2012, the government has shifted its focus toward providing quality education.

"To implement the TFF policy the government is looking at how it will implement the policy effectively.

"In 2016 the government was not able to implement the policy effectively but was trying to analyse as to what means it would use to implement the policy and slowly make it effective.

"In that same year we were able to put aside funds to service a contract, our partner companies in Papua New Guinea, to how effectively we can deliver resource materials for teaching and learning."

He said that because of the TFF policy there

are about 2.2 million students enrolled in elementary, primary and secondary schools in the country.

The two local companies that will purchase and supply the materials are Tokiwa Ltd and MH Ltd. They are to provide the materials within 120 days.

"We have benchmarked the quality materials that they need to deliver in comparison to top quality materials we see in shops in town," Dr Kombra said.

In terms of infrastructure he said that there were classrooms, a lot of success in many of the provinces and districts but there were also challenges that they need to address.

He said this component was to be complemented by the DSIP or the PSIP where members and district authorities were to provide funds.

# USA, flattering home to PNG Athletes

By Philemon Tame

**ADEQUATE figure of PNG athletes secured scholarship to attend Academes in United States of America (USA).**

Pacific Games Gold Medallists Wesley Logorava (4\*100m relay) and Robson Yinambe (Decathlon) head for the city of Concordia, Kansas where they will take up studies at Cloud Community College.

These following the athletes, Rellie Kaputin, Peniel Richard, Adrine Monagi, Poro Gahakave, Shirley Vunatup, Naomi Kerari, and Sharon Toako, to the United States last week to take up studies at Junior College whilst they undergo intensive athletics training.

The news in early December that these arrangements were confirmed was a huge relief to the pair who had been waiting patiently since the Pacific Games, for this kind of opportunity.

The athletes are part of a small group that have been training in Lae, Morobe Province, for the past 12 months with the assistance of Athletics PNG (APNG).

Sending athletes abroad is a strategy being implemented by APNG at present.

"A training grant from PNG Olympic Committee's Team PNG Performance budget together with some scholarship support from the college has enabled us to provide this opportunity for Wesley and Robson" said Athletics PNG President Tony Green.

"We want to keep our key squad members fully active in the sport in between Pacific Games competitions and to continue their education and we believe this is a very good way to achieve that.

"Wesley in particular has been very committed in his training and deserves this opportunity to try to emulate the achievements of Theo Piniau who broke the 200m national record last year.

"Robson showed at the Pacific Games that he is the sort of person who thrives on competitive and will rise to the occasion. There hasn't been much to stimulate him in the past 18 months but we are confident that the competition programme he will have in the USA will really motivate him to aim



Adrine Monagi representing Angelo State University in Long Jump.



Peniel Richard representing Angelo State University in Long Jump at Florida.



The PNG athletes who were visiting the USA. From the left Moen Boino, Theo Piniau with white shirt and Sharon Kwarula at the back with a red shirt, who graduated last year. Andrian Monagi is standing at the centre in the front and Shirley is standing at the back of her in dark shirt. Naomi Kerari and Paniel Richard are standing from the right at the back. Poro is crouched at the front next to Adrine and Rellie at the front right.



Poro in a cross country race.

high," Green said.

After Wesley and Robson, Pacific Games medallist in the women's triple jump, Annie Topal, secured a scholarship to attend New Mexico Highlands University (NMHU) in the USA.

Topal was a surprise bronze medallist at the 2015 Pacific Games, producing an 11.99m national junior record jump to finish third, behind Rellie Kaputin, who won Gold, and Milika Tuivanuavou of Fiji who had just completed her four year US University programme, winning silver.

"Annie's performance attracted the attention of a number of Colleges, but there were a number of requirements she needed to fulfil including the SAT test and NCAA registration before any arrangements could be finalised," said Athletics PNG Secretary, Philip Rehder.

"The East New Britain Provincial Government has also pledged to support talented athletes from the Province to pursue a career in track and field whilst studying in the USA."

Meanwhile, with the USA in mid-winter, athletes compete indoors from January to early March and the PNG athletes in Texas had their first outing two weeks ago.

Peniel Richard and Adrine Monagi travelled to Wichita Kansas with their Angelo State Team where Monagi made a great start with a big personal best of 8.81 secs in the 60m hurdles, her first sub 9.00 second clocking in this event. Richard made a good start with a 6.72m long jump and won the triple jump in 14.41m.

Representing the South Plains College Team, Poro Gahakave travelled to the University of Oklahoma in the city of Norman, and continued her good form from the cross country season with a 2min 24 second clocking for 800m followed

an hour later by an 11min 7 secs 3000m.

Shirley Vunatup competed in some odd distance events, clocking 1min 34.75 secs for 600 yards and split 59.6 secs running the 4\*440 yard relay for her South Plains College Team. Rellie Kaputin had her first competition last weekend at the Albuquerque Convention Centre, New Mexico.

Young PNG sprinter/hurdler, Afure Adah, has made a good start to her 2017 campaign competing on her home indoor track at the Minnesota State University, Mankato. Her performances in the 60m hurdles of 9.08 secs and 9.01 secs and her winning time of 25.29 in the 200m earned her the award of Northern Sun Intercollegiate Conference Athlete of the week. Adah made her debut for PNG at the 2015 Pacific Games where she was part of our gold medal winning 4\*400m relay.

Meanwhile, there are six young sprinters from around the country who travelled to the National Sports Institute in Goroka, SHP, for a three week training camp.

The athletes are David Guka (Pom), Jobbie Kinzu (Madang), Leroy Kamau (Kokopo), Junior Posai (Kimbe), Damien Kotou (Manus) and Emmanuel Wanga (Lae).

"The camp was an important one because PNG has always had strength in the men's sprints and efforts must be made to provide development pathways for the best of the young athletes who show their potential at our annual events such as National and Regional Championships.

"We would like to involve a lot more athletes but things have been very difficult since the Pacific Games and we can only do so much.

"The Oceania Championship in Fiji at the end of June has an under 20 division, which offers a good first time overseas experience for development squad members. Athletics PNG will select its team for Fiji after the PNG Games.

"There are overseas opportunities every year, but we can only select athletes whom we know about. We have very few qualities of genuine under 18's on our books," Rehder said.