

Chapter 3

Project Evaluation and Recommendations

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3-1 Project Effects

(1) Direct Effects

This project is expected to bear the following fruits.

Current Conditions and issue	Countermeasures of this Project	Project Effects and Level of Improvement
HF transmitters, introduced under Japan Grant Aid in 1989, are deteriorated. Wooden transmitter houses suffer from dust infiltration and rain leaks because of deterioration. Due to reduced transmission output, service areas are shrinking.	Introduce newly MF or FM transmitters with container shelter to remove external damage factors. Simply Maintenance Work.	Stable broadcasting will become possible. Sound quality will be greatly improved compared to HF broadcasting. Enough service areas will be secured.
Broadcasting cannot be continued due to difficulty of obtaining spare parts.	Introduce the advanced technology, such as, digital modulation, etc.	Population coverage in 5 stations will be improved from 20% to 83%. Benefit population will increase from 326 thousand to 1360 thousand.
Audience ratings are declining due to competition with private FM broadcasters.	The Project includes enhancement of studio equipment at some of the sites.	Marked improvement in broadcasting quality will increase competitiveness with private broadcaster.

(2) Indirect Effects

This project will bring the following indirect effects.

Though renewal from the HF transmitting equipment to the MF, FM broadcasting equipment is made, the following effect can be expected with this project.

Many kinds of information services such as communication in the area, the sanitation, the agriculture information, public welfare, international information and administrative service, which had been taken by former Kundu broadcasting, can be recovered in the area. Life environment also improved in these provinces.

According to a stable broadcasting, enlightenment activity for people can be activated, their participation consciousness to the nation is also created to them.

As educational reform now going on in PNG, it is planned to introduce a class by used local language in the low grade class of elementary school.

So, Kundu broadcasting can contribute to establishment and development of these local teaching clauses on the cooperation with Education Media Center in Port Moresby.

3-2 Recommendations

The challenge that the PNG Government side should tackle to bear and sustain results of this project is as follows;

(1) Broadcasting programs to meet public needs and to get public reputation

As a common trend of broadcasting in developing countries, there are many governmental based information programs without interesting and pleasant.

Many religious and private FM broadcasting stations have been opened in PNG, and Kundu broadcasting will have to compete with these private sectors.

Sound quality of Kundu broadcasting changes from poor quality HF broadcasting to high quality FM and MF broadcasting, then, Kundu broadcasting will secure enough competitiveness level.

Therefore, the issue facing to NBC is not only produce excellent programs, that promote enlightenment in the field of health, sanitations and education, but also how to produce and broadcast interesting and pleasant programs for people that appeal to wider field of audiences.

(2) Securing of operating funds

As mentioned before, depending on the revision to the law in 1996, the central government furnishes personnel expenses and provincial governments cover operation and maintenance costs for the Kundu broadcasting. Some of the Project sites have so far not received adequate financial support from the provincial governments, therefore, it will be necessary for provincial government to maintain adequate financial support in the future, and written assurances to this effect were obtained from the governors of each project province.

(3) Formulation of a long-term nationwide broadcasting development plan

Taking the long-term point of view, it is clearly necessary to carry out the expansion of broadcasting to support national stabilization and development. So, formulation of a long-term nationwide broadcasting development plan should be essential issue.

In order to transfer the broadcasting know-how of its functions for economic and social development of Japan to PNG, dispatch of long term expert in this field is effective means.