

COMMUNICATIONS

This section presents statistics on the various communications media: postal service, telephone, telegraph, radio, television, newspapers, and books.

Hawaii is served by all major communications media. In 1976 it had 76 post offices handling 242 million pieces of mail and accounting for postal receipts in excess of \$37 million. There were 597,000 telephones in service (double the number ten years earlier), 263,000 telephone homes, 1.5 billion local calls originated, 6.1 million completed interisland calls, and 13.6 million incoming and outgoing transpacific calls. Telegraph messages to and from Hawaii totaled 347,000. The thirty-three commercial and educational radio stations in the Islands early in 1977 included 25 on the regular broadcast band and eight FM stations. The State also had 12 television stations (10 commercial and two educational), including satellites but excluding translators. Ten cable TV companies served 71,500 subscribers. Island publishers printed even daily newspapers, numerous magazines and other periodicals, and a wide diversity of books. Newspaper circulation reported by the three English-language dailies averaged 209,000 in 1976, compared with 188,000 a decade earlier.

The major sources for statistics on communications are the reports and records of the U.S. Postal Service, Federal Communications Commission, CATV Division of the Hawaii State Department of Regulatory Agencies, Hawaiian Telephone Company, and Audit Bureau of Circulations, and quarterly issues of *Hawaii Media*. Data on communications for other States and for the nation as a whole are carried in *Statistical Abstract of the United States: 1976*, Section 18.

Table 229.—POSTAL SERVICE: 1966 TO 1976

Year	Number of post offices ¹	Gross postal receipts ² (\$1,000)	Pieces of mail handled ² (millions)
1966	80	14,984	147
1967	80	15,881	149
1968	80	17,617	159
1969	80	20,178	172
1970	80	20,840	187
1971	80	21,976	201
1972	78	23,434	215
1973	77	27,100	226
1974	76	29,663	233
1975	76	33,549	238
1976	76	37,433	242

¹ As of June 30. Includes all 1st-, 2nd-, 3rd- and 4th-class post offices; excludes branches and stations.

² Years ended June 30.

Source: *Annual Report of the Postmaster General* for 1966-1970; *Statistical Abstract of the United States* for 1966-1971; U.S. Postal Service, Honolulu, records.

Table 230.—TELEPHONE SERVICE: 1966 TO 1976

Year	Telephones in service, Dec. 31			Local calls completed (1,000)	Interisland calls		Transpacific calls	
	State total	Oahu	Other islands		Paid ¹	Completed	Paid, in and out ²	Hawaii originated
1966	302,506	251,505	51,001	539,632	1,129,492	1,153,375	1,687,105	957,163
1967	323,849	268,190	55,659	562,522	1,332,551	1,354,805	2,144,049	1,271,406
1968	352,196	291,317	60,879	585,071	1,624,206	1,649,734	2,594,151	1,558,008
1969	381,982	314,915	67,067	611,919	1,963,219	1,994,026	3,267,601	1,948,391
1970	414,165	339,952	74,213	631,543	2,288,320	2,317,727	3,753,449	2,257,208
1971 ³	445,995	365,733	80,262	667,542	2,569,758	2,607,521	4,476,130	2,517,860
1972	498,593	412,443	86,150	702,346	3,072,319	3,131,881	5,427,667	3,055,018
1973 ⁴	523,699	430,612	93,087	1,016,950	3,754,413	3,804,616	6,813,550	3,794,848
1974	544,718	444,359	100,359	1,078,658	4,494,314	4,564,049	8,619,719	4,775,288
1975	567,685	460,602	107,083	1,046,907	5,156,241	5,352,232	10,703,400	5,907,991
1976	596,952	480,937	116,015	1,138,003	5,850,827	6,139,528	13,621,200	7,448,194

¹ Excludes uncollectables.

² Includes calls paid in Hawaii and elsewhere.

³ Defense Administrative Telephone System (DATS) taken over by Hawaiian Telephone Company in 1971. DATS telephones in service numbered 4,423 (all on Oahu) as of December 31, 1971.

⁴ The sharp increase in completed local calls is attributable in part to a change in the method of estimation.

Source: Hawaiian Telephone Co., records.

Table 231.—TELEPHONE SERVICE, BY ISLAND: 1976

Subject	State total	Hawaii	Maui	Lanai	Molokai	Oahu, except DATS ¹	DATS ¹	Kauai
Telephones in service ²	596,952	52,746	38,088	830	2,278	453,340	27,597	22,073
Residence main stations ²	262,982	23,080	16,807	589	1,341	211,211	—	9,954
Business main stations ²	66,357	5,717	4,210	98	322	39,192	14,292	2,526
Local calls:								
Originating ³	1,517,335,816
Completed ³	1,138,002,612
Interisland calls:								
Completed ⁴	6,139,528	1,325,274	1,206,827	2,967,648	...	639,779
Paid ³	5,850,827
Transpacific paid calls:								
Hawaii originating	7,448,194	430,307	559,383	6,241,566	...	216,938
Incoming and outgoing ³	13,621,200

¹ Defense Agency Telephone Service, all on Oahu.

² As of December 31.

³ Not available by island.

⁴ Molokai and Lanai combined with Oahu.

Source: Hawaiian Telephone Company, records.

Table 232.—TELEGRAPH MESSAGES: 1970 TO 1976

Year	Total messages	From Hawaii to Mainland			From Mainland to Hawaii		
		Total from Hawaii	Originated in Hawaii	Originated elsewhere	Total to Hawaii	Originated on Mainland	Originated elsewhere
1970	567,550	266,811	198,830	67,981	300,739	236,106	64,633
1971	419,188	201,600	135,581	66,019	217,588	154,506	63,082
1972	392,596	189,214	122,792	66,422	203,382	141,682	61,700
1973	385,823	198,693	136,747	61,946	187,130	116,850	70,280
1974	382,281	185,204	100,321	84,883	197,077	125,319	71,758
1975	346,851	166,700	81,986	84,714	180,151	110,390	69,761
1976	307,036	156,235	70,692	85,543	150,801	80,638	70,163

Source: Federal Communications Commission, Common Carrier Bureau, records.

**Table 233.—PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS:
1966 TO 1976**

Year	Honolulu Advertiser ¹	Honolulu Star-Bulletin ¹	Sunday Star-Bulletin and Advertiser ²	Hawaii Tribune-Herald ³	
				Daily	Sunday
1966	66,499	109,865	156,123	11,447	11,600
1967	67,550	112,182	160,147	10,944	11,124
1968	70,135	115,688	166,171	11,645	11,813
1969	71,835	119,148	168,034	12,473	12,706
1970	74,318	123,765	174,069	13,125	13,469
1971	74,441	124,601	177,929	13,851	14,167
1972	72,723	126,341	181,452	14,250	14,683
1973	74,799	129,561	187,648	15,669	16,045
1974	76,196	121,163	184,528	15,724	16,253
1975	71,937	113,541	179,790	15,843	16,560
1976	75,260	117,514	188,418	16,386	17,361

¹ Published daily, Monday through Saturday. Data are six-day averages for six-month periods ended September 30.

² All data are averages for six-month periods ended September 30.

³ Published daily, including Sunday. Data are averages for the fourth quarter (October through December) through 1972 and for six-month periods ended September 30 beginning in 1973.

Source: Audit Bureau of Circulations data supplied by the Hawaii Newspaper Agency, Inc., and the Hawaii Tribune-Herald.

Table 234.—PERIODICALS PUBLISHED IN HAWAII: MARCH 1977

Frequency	Newspapers ¹		Magazines and other periodicals	Directories
	English	Foreign language		
Daily or 6 times weekly	3	4	—	—
2 or 3 times weekly	2	—	3	—
Weekly	5	—	13	1
Semi-monthly or biweekly	4	—	8	—
Monthly	1	—	27	1
2 to 10 times annually	—	—	16	3
Annually	—	—	6	15
Irregular or unspecified	—	—	1	—

¹The daily newspapers are: *Honolulu Advertiser*, *Honolulu Star Bulletin*, and *Hawaii Tribune-Herald* (Hilo), all English-language; *Hawaii Hochi* and *Hawaii Times*, both bilingual (Japanese and English); and *New China Daily Press* and *United Chinese Press*, both Chinese. All but the *Hawaii Tribune Herald* are published in Honolulu.

Source: *Hawaii Media*, Vol. 3, No. 3, March 1977, as corrected.

Table 235.—BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY PRESS OF HAWAII: 1972 TO 1976

Year	Published titles ¹		New books and journals published ²		Volumes sold ²	Sales revenues ² (dollars)
	Cumulative total	In print	Books	Scholarly journals		
1972 ³	287	231	23	4	(NA)	317,812
1973	319	263	32	4	60,310	402,054
1974	348	283	29	4	66,741	430,069
1975	385	308	37	4	88,799	470,386
1976	431	349	45	4	107,065	511,953

NA Not available.

¹As of June 30.

²Year ended June 30.

³The University Press of Hawaii was established July 2, 1971, by combining the former University of Hawaii Press and East-West Center Press.

Source: The University Press of Hawaii, *Annual Report* (annual).

Table 236.—COMMERCIAL AND EDUCATIONAL RADIO AND TELEVISION BROADCAST STATIONS ON THE AIR: 1967 TO 1977

Year (as of January 1) *	Commercial			Educational	
	AM	FM	TV ¹	FM	TV ¹
1967	25	2	10	—	2
1968	25	3	10	—	2
1969	25	4	10	—	2
1970	25	4	10	1	2
1971	25	4	10	1	2
1972	25	5	10	1	2
1973	24	5	10	1	2
1974	25	7	10	1	2
1975	26	5	10	1	2
1976	26	6	10	1	2
1977	25	7	10	1	2

¹ Includes satellites but excludes translators.

Source: Federal Communications Commission, records; FCC data cited in *Statistical Abstract of the United States, 1967-1970*.

Table 237.—TELEPHONE AVAILABILITY AND TELEVISION SETS IN OCCUPIED HOUSING UNITS, BY COUNTY: 1970

Subject	State total	City and County of Honolulu	Hawaii County	Kauai County	Maui County
All occupied units	203,088	164,763	17,260	8,282	12,783
Telephone:					
Available	185,265	152,198	14,907	7,064	11,096
None	17,823	12,565	2,353	1,218	1,687
Number of television sets:					
1	143,288	114,351	13,101	6,376	9,460
2 or more	46,373	41,254	2,286	864	1,969
None	13,427	9,158	1,873	1,042	1,354

Source: U.S. Bureau of the Census, *U.S. Census of Housing: 1970*, Final Report HC(1)-B13, tables 32, 37, 62, and 63.

Table 238.—CABLE TELEVISION COMPANIES, 1961 TO 1976, AND SUBSCRIBERS, 1970 TO 1976
(As of December 31)

Year	State total	City and County of Honolulu	County of Hawaii	County of Kauai	County of Maui
Companies:					
1961-1962 ¹	1	1	—	—	—
1963	2	2	—	—	—
1964-1967	4	4	—	—	—
1968	5	4	—	—	1
1969-1970	6	5	—	—	1
1971-1972	7	5	—	1	1
1973	8	5	1	1	1
1974	10	5	3	1	1
1975	10	5	3	1	1
1976	10	5	3	1	1
Subscribers:					
1970 ²	12,091	11,066	—	—	1,025
1971	13,718	12,581	—	37	1,100
1972	16,887	14,732	—	478	1,677
1973	21,826	18,315	501	950	2,060
1974	34,041	25,979	4,420	1,300	2,342
1975	54,609	43,172	7,019	1,500	2,918
1976	71,499	57,333	9,087	1,651	3,428

¹ The first CATV company in Hawaii, Kaiser-Teleprompter, began service April 20, 1961. State regulation of CATV was authorized by Act 112, S.L.H. 1970, effective June 19, 1970.

² Earliest year available.

Source: Hawaii State Department of Regulatory Agencies, CATV Division, records.

**Table 239.—POSTAGE, TELEPHONE, AND TELEGRAPH RATES, AND NEWSPAPER PRICES:
1970 TO 1977**
(In dollars)

Year (as of July 1)	Postage rates (letters, < 1 oz.)		Telephone rates (including tax) for Honolulu					Telegraph rate per full-rate word (non- coded)	Newspaper price ¹	
	Surface	Air	Local call, pay phone	To Hilo ²	To San Francisco		Monthly charge ³		Daily	Sunday
					Direct dialing ⁴	Operator handled ²				
1970	0.06	0.10	0.10	0.99	...	4.29	9.90	0.21	0.10	0.25
1971	0.08	0.11	0.10	0.99	...	4.29	9.90	0.21	0.15	0.35
1972	0.08	0.11	0.10	0.99	4.29	4.29	10.12	0.21	0.15	0.35
1973	0.08	0.11	0.10	0.97	3.27	4.25	10.63	0.21	0.15	0.35
1974	0.10	0.13	0.10	0.97	2.59	3.40	10.53	0.21	0.20	0.45
1975	0.10	0.13	0.10	0.96	2.57	3.37	10.17	0.21	0.20	0.50
1976		0.13	0.10	0.95	2.39	3.34	10.07	0.21	0.20	0.50
1977		0.13	0.10	0.94	1.86	2.84	9.98	0.21	0.20	0.50

¹Street sales, *Honolulu Advertiser* and *Honolulu Star-Bulletin*.

²Station-to-station operator-handled daytime weekday calls, first three minutes.

³For an individual residential line.

⁴Daytime calls, first three minutes. Direct dialing was introduced January 16, 1972.

Source: Office of the Postmaster General, records; Hawaiian Telephone Co., records; Federal Communications Commission, records; newspaper mastheads.