

## Section 16

# 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 1978 it had 76 post offices handling 267 million pieces of mail and accounting for postal receipts in excess of \$49 million. There were 659,000 telephones in service (double the number eleven years earlier), 286,000 telephone homes, 1.7 billion local calls originated, 8.3 million completed inter-island calls, and 22.5 million incoming and outgoing transpacific calls. Telegraph messages to and from Hawaii in 1977 totaled 278,000. The thirty-four commercial and educational radio stations in the Islands early in 1979 included 25 on the regular broadcast band and nine FM stations. The State also had 15 television stations (13 commercial and two educational), including satellites but excluding translators. Ten cable TV companies served 97,000 subscribers. More than 96 percent of all households had television sets, and half of the adults surveyed watched three or more hours daily. Island publishers printed seven daily newspapers, numerous magazines and other periodicals, and a wide diversity of books. Newspaper circulation reported by the three English-language dailies averaged 215,400 in 1978, compared with 197,500 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 Hawaii Media Guide. Earlier figures appear in Historical Statistics of Hawaii, Section 18. Data on communications for other States and for the nation as a whole are carried in Statistical Abstract of the United States: 1978, Section 19.

Table 246.-- POSTAL SERVICE: 1977 AND 1978

[For fiscal years ended September 30]

Year	Number of post offices at end of period <u>1/</u>	Gross postal receipts (\$1,000)	Pieces of mail handled (millions)
1977 .....	76	43,790	249
1978 .....	76	49,198	267

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

Source: U.S. Postal Service, Honolulu, records.

Table 247.-- TELEPHONES IN SERVICE AND RESIDENCE  
MAIN STATIONS: 1968 TO 1978

[Data before 1971 exclude Defense Administrative Telephone Service (DATS), taken over by the Hawaiian Telephone Company in that year.]

Year	Telephones in service, December 31,			Residence main stations, Dec. 31
	State total	Oahu	Other islands	
1968 .....	352,196	291,317	60,879	179,070
1969 .....	381,982	314,915	67,067	188,864
1970 .....	414,165	339,952	74,213	199,333
1971 <u>1/</u> ...	445,995	365,733	80,262	212,983
1972 .....	498,593	412,443	86,150	221,277
1973 .....	523,699	430,612	93,087	231,146
1974 .....	544,718	444,359	100,359	239,923
1975 .....	567,685	460,602	107,083	250,319
1976 .....	596,952	480,937	116,015	262,982
1977 .....	627,848	501,914	125,934	273,860
1978 .....	659,141	523,472	135,669	285,948

1/ Defense Administrative Telephone System (DATS) included beginning in 1971. DATS telephones in service numbered 4,423 (all on Oahu) as of December 31, 1971.

Source: Hawaiian Telephone Company, records.

Table 248.-- TELEPHONE CALLS: 1965 TO 1978

Year	Local <u>1/</u>		Interisland		Transpacific (paid)	
	Originating	Completed	Paid <u>2/</u>	Completed	Hawaii originating	Incoming and out-going <u>3/</u>
1965 .....	735,752,540	506,197,757	948,585	969,531	757,352	1,336,557
1966 .....	786,635,580	539,632,014	1,129,492	1,153,375	957,163	1,687,105
1967 .....	817,619,460	562,522,196	1,332,551	1,354,805	1,271,406	2,144,049
1968 .....	870,641,810	585,071,305	1,624,206	1,649,734	1,558,008	2,594,151
1969 .....	950,184,980	611,919,133	1,963,219	1,994,026	1,948,391	3,267,601
1970 .....	996,125,280	631,543,433	2,288,320	2,317,727	2,257,208	3,753,449
1971 <u>4/</u> ...	1,031,751,569	667,542,265	2,569,758	2,607,521	2,517,860	4,476,130
1972 .....	1,245,894,762	838,487,175	3,072,319	3,131,881	3,055,018	5,427,667
1973 .....	1,379,708,959	931,303,547	3,754,413	3,804,616	3,794,848	6,813,550
1974 .....	1,438,381,373	949,331,706	4,494,314	4,564,049	4,775,288	8,619,719
1975 .....	1,395,875,571	918,486,126	5,156,241	5,352,232	5,907,991	10,703,400
1976 .....	1,517,336,816	1,012,063,656	5,850,827	6,139,528	7,448,194	13,621,200
1977 .....	1,566,868,638	1,052,935,725	6,838,432	7,028,480	9,484,517	17,102,800
1978 .....	1,719,199,638	1,139,829,360	8,086,508	8,317,301	12,231,547	22,540,000

See footnote and source on next page.

1/ Revised from 1978 edition, table 262. According to the Hawaiian Telephone Company, "Prior to 1972, our service equipment tallied terminating or completed calls, but after that date, originating calls were counted. The number of originating calls is significantly higher than the number of terminating calls since originating calls include unsuccessful calling attempts. One series can be roughly estimated from the other, and in the past, completed calls were computed as a constant 75% of originating calls.

"For pre-1972 data, if a call reached the called party's terminal equipment, it was classed as a completed call, whether any one actually picked up the receiver or not. Under this definition, busy and non-answering numbers resulted in completed calls. Certain calls terminating on toll switchboards, such as calls to the Operator and to certain large subscribers, were excluded. For the post-1972 series, a call is considered a completed call only if it is answered by a second party. Busy, non-answering, and disconnected numbers, trunk overflows, and equipment irregularities result in incompleting calls, although wrong numbers might not. Furthermore, the conversion factors are based on initial attempts to reach a given number for all years except 1972 and part of 1973, which reflect all attempts. The use of total attempts produces a completion ratio which is 2 to 3 percentage points higher than for initial attempts. As a result, the 1972 to 1973 period represents a break in both the call completion and originating call series which cannot be adjusted for."

2/ Excludes uncollectables.

3/ Includes calls paid in Hawaii and elsewhere.

4/ Defense Administrative Telephone System (DATS) taken over by Hawaiian Telephone Company in 1971.

Source: Hawaiian Telephone Company, records.

Table 249.-- TELEPHONE SERVICE, BY ISLANDS: 1978

Islands	Tele- phones in service, Dec. 31	Main stations, Dec. 31		Inter- island calls <u>1/</u>	Trans- pacific calls <u>2/</u>
		Resi- dence	Busi- ness		
State total	659,141	285,948	71,892	8,317,301	12,231,547
Oahu .....	523,472	226,654	56,109	3,865,233	9,879,690
DATS <u>3/</u> ....	25,528	-	11,968	...	...
Other Oahu .	497,944	226,654	44,141	...	...
Other islands	135,669	59,294	15,783	4,452,068	2,351,857
Hawaii .....	58,661	25,795	6,731	1,777,407	807,727
Maui .....	47,172	20,313	5,597	1,788,406	1,137,887
Lanai .....	857	605	105	...	...
Molokai ....	3,287	1,505	376	...	...
Kauai .....	25,692	11,076	2,974	886,255	406,243

1/ Number completed, by island of origination. Oahu total includes Lanai and Molokai.

2/ Paid calls originating in Hawaii, by island of origination. Oahu total includes Lanai and Molokai.

3/ Defense Area Telephone Service.

Source: Hawaiian Telephone Company, records.

Table 250.— TELEGRAPH MESSAGES: 1977 AND 1978

Year	Total messages	From Hawaii to Mainland			From Mainland to Hawaii		
		Total from Hawaii	Origi- nated in Hawaii	Origi- nated elsewhere	Total to Hawaii	Origi- nated on Mainland	Origi- nated elsewhere
1977 ...	277,748	142,903	61,512	81,391	134,845	70,826	64,019
1978 ...	271,747	137,687	54,505	83,182	134,060	69,055	65,005

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

Table 251.-- PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE  
NEWSPAPERS: 1977 AND 1978

[Averages for six-month periods ended September 30.]

Year	Honolulu Advertiser <u>1/</u>	Honolulu Star- Bulletin <u>1/</u>	Sunday Star-Bulletin and Advertiser	Hawaii Tribune-Herald <u>2/</u>	
				Daily	Sunday
1977 ...	77,597	117,560	193,143	16,346	17,698
1978 ...	80,659	117,989	198,661	16,709	18,329

1/ Published daily, Monday through Saturday.

2/ Published daily, including Sunday.

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

Table 252.-- PERIODICALS PUBLISHED IN HAWAII: 1979

Frequency	Newspapers <u>1/</u>		Magazines and other period- icals
	English	Foreign language	
Daily or 6 times weekly .....	3	3	-
2 or 3 times weekly .....	4	-	1
Weekly .....	1	1	17
Semi-monthly or biweekly .....	-	-	11
Monthly .....	-	-	17
2 to 10 times annually .....	-	-	10

1/ The 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 United Chinese Press, Chinese. All but the Hawaii Tribune-Herald are published in Honolulu.

Source: Aloha United Way, Hawaii Media Guide (1979).

Table 253.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY PRESS OF HAWAII: 1977 AND 1978

Year	Published titles <u>1/</u>		New books and journals published <u>2/</u>		Volumes sold <u>2/</u>	Sales revenues <u>2/</u> (dollars)
	Cumulative total	In print	Books	Scholarly journals		
1977 ....	470	378	39	4	140,345	575,006
1978 ....	516	418	46	4	163,686	819,527

1/ As of June 30.

2/ Year ended June 30.

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

Table 254.-- COMMERCIAL AND EDUCATIONAL RADIO AND TELEVISION BROADCASTING STATIONS IN HAWAII: JANUARY 1, 1979

Kind of station	Commercial stations	Educational stations
Radio, AM .....	25	-
Radio, FM .....	8	1
Television, except satellites .	7	2
Television satellites .....	6	-

Source: Federal Communications Commission, Broadcast Bureau, Policy and Rules Division, Policy Analysis Branch, records.

Table 255.-- TELEVISION WATCHING: 1976

[Based on telephone interviews with 1,000 adults on the six largest islands, conducted in November and December 1976.]

Hours of television watched per day	Percent
Total .....	100.0
None .....	6.0
One hour or less .....	19.1
Two .....	23.5
Three .....	18.7
Four .....	16.3
Five .....	6.0
Six .....	3.6
Seven or more hours .....	5.3
Don't know or refused .....	1.5

Source: Survey & Marketing Services, Inc., Analysis of Service and Development of Performance Measurements for State of Hawaii Libraries, Vol. II, A Survey of Residents in Relation to Public Library Use (Hawaii State Department of Education, Office of Library Services, February 1978), table 4-A, p. 15.

Table 256.-- TELEVISION HOUSEHOLDS: SEPTEMBER 1, 1977 AND 1978

Year	Total households	Television households	
		Number	Percent
1977 .....	267,100	257,500	96.4
1978 .....	270,400	261,200	96.6

Source: NSI audience reports from A. C. Nielsen Co., cited in Standard Rate & Data Service, Inc., Spot Television Rates and Data for January 15, 1978 (p. 15) and May 15, 1979 (p. 15).



Table 257.-- BROADCAST REVENUES AND EXPENDITURES OF COMMERCIAL RADIO AND TELEVISION STATIONS: 1976 AND 1977

Category and year	Number of stations		Broadcast revenues (dollars)	Broadcast expenses (dollars)
	In operation	Reporting		
Radio:				
1976 .....	27	27	8,636,100	10,069,359
1977 .....	27	27	9,823,082	11,273,172
Television: <u>1/</u>				
1976 .....	10	5	16,498,018	14,546,686
1977 .....	10	6	18,855,099	17,979,561

1/ Includes satellites.

Source: Federal Communications Commission, Broadcast Bureau, Policy and Rules Division, Policy Analysis Branch, records.

Table 258.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES, BY COUNTIES: 1977 AND 1978

County	Number of companies, Dec. 31 <u>1/</u>		Subscribers, Dec. 31		Gross revenues (\$1,000)	
	1977	1978	1977 <u>2/</u>	1978	1977	1978
State total ..	10	10	(NA)	97,218	7,929	10,686
Hawaii .....	3	3	(NA)	11,436	1,173	1,330
Maui .....	2	2	3,668	5,167	344	511
Honolulu .....	5	5	67,607	78,562	6,171	8,564
Kauai .....	1	1	1,952	2,053	241	281

NA Not available.

1/ State total is unduplicated figure; one company provided service to both Hawaii and Maui Counties.

2/ The previously published State total (87,187) and Hawaii County figure (13,960) were later found to be incorrect and at least 1,000 too high.

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

Table 259.-- POSTAGE, TELEPHONE, AND TELEGRAPH RATES, AND NEWSPAPER PRICES:  
1970 TO 1979  
[In dollars]

Year (as of July 1)	Postage rates (letters, < 1 oz.)		Telegraph rate per full-rate word (non-coded)	Newspaper price <u>1/</u>	
	Surface	Air		Daily	Sunday
1970 .....	0.06	0.10	0.21	0.10	0.25
1971 .....	0.08	0.11	0.21	0.15	0.35
1972 .....	0.08	0.11	0.21	0.15	0.35
1973 .....	0.08	0.11	0.21	0.15	0.35
1974 .....	0.10	0.13	0.21	0.20	0.45
1975 .....	0.10	0.13	0.21	0.20	0.50
1976 .....		0.13	0.21	0.20	0.50
1977 .....		0.13	0.21	0.20	0.50
1978 .....		0.15	0.21	0.20	0.50
1979 .....		0.15	0.21	0.25	0.60
	Telephone rates (including tax) for Honolulu				
Year (as of July 1)	Local call, pay phone	To Hilo <u>2/</u>	To San Francisco		Monthly charge <u>3/</u>
			Direct dialing <u>4/</u>	Operator handled <u>2/</u>	
1970 .....	0.10	0.99	...	4.29	9.90
1971 .....	0.10	0.99	...	4.29	9.90
1972 .....	0.10	0.99	4.29	4.29	10.12
1973 .....	0.10	0.97	3.27	4.25	10.63
1974 .....	0.10	0.97	2.59	3.40	10.53
1975 .....	0.10	0.96	2.57	3.37	10.17
1976 .....	0.10	0.95	2.39	3.34	10.07
1977 .....	0.10	0.94	1.86	2.84	9.98
1978 .....	0.15	0.94	1.84	2.81	11.86
1979 .....	0.15	0.90	1.61	2.55	11.74

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

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

3/ For an individual residential line.

4/ Daytime 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.