

Section 16

COMMUNICATIONS

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

Hawaii is served by all major communications media. In 1982 it had 76 post offices handling 290 million pieces of mail and accounting for postal receipts in excess of \$77 million. There were 445,000 telephone lines in service, 323,000 telephone homes, about 2 billion local calls originated, 12 million completed interisland calls (in 1981), and 32 million incoming and outgoing transpacific calls (in 1980). Telegraph messages to and from Hawaii in 1981 totaled 196,000. The 45 commercial, public and educational radio stations in the Islands early in 1982 included 29 on the regular broadcast band and 16 FM stations. The State also had 16 television stations (14 commercial and 2 public), including satellites but excluding translators. Ten cable TV companies served 165,000 subscribers. An estimated 97 percent of all households had television sets, and evening programs in May 1983 were watched by a combined average of 168,000 households. Island publishers printed eight daily newspapers, numerous magazines and other periodicals, and a wide diversity of books. Newspaper circulation reported by the two English-language dailies on Oahu averaged 198,000 in 1982-1983, compared with 202,000 a decade earlier.

The major sources for statistics on communications are the reports and records of the U.S. Postal Service, Federal Communications Commission, Division of Consumer Advocacy and CATV Division of the Hawaii State Department of Commerce and Consumer Affairs, Hawaiian Telephone Company, Audit Bureau of Circulations, A. C. Nielsen Co., 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: 1982-83, Section 19.

Table 396.-- POSTAL SERVICE: 1972 TO 1982

[For fiscal years ended June 30 through 1976 and September 30 thereafter.]

Fiscal year	Number of post offices <u>1/</u>	Gross postal receipts (\$1,000)	Pieces of mail <u>2/</u> (millions)
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
1977	76	43,790	249
1978	76	49,198	267
1979	76	55,267	276
1980	76	58,413	298
1981	76	67,055	293
1982	76	77,424	290

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

2/ Originating in Hawaii. Mail originating elsewhere is excluded.

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

Table 397.-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:
APRIL 15, 1983

Island	Total	Post offices <u>1/</u>			Stations	
		1st class	2nd class	3rd class	Classified <u>2/</u>	Contract <u>3/</u>
State total ..	126	27	30	19	33	17
Hawaii	33	8	10	10	2	3
Maui	14	5	5	-	2	2
Lanai	1	-	1	-	-	-
Molokai	5	-	1	4	-	-
Oahu	56	11	5	1	28	11
Kauai	17	3	8	4	1	1
Niihau	-	-	-	-	-	-

1/ There are no fourth-class post offices in the State.

2/ Staffed by career postal employees.

3/ Operated under a contractual agreement between the Postal Service and an individual contractor.

Source: U.S. Postal Service, Honolulu, Address Information Systems, data supplied May 11, 1983.

Table 398.-- TELEGRAPH MESSAGES: 1971 TO 1981

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
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 1/	385,823	187,130	116,850	70,280	198,693	136,747	61,946
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
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
1979 ..	262,888	134,265	50,522	83,743	128,623	65,598	63,025
1980 ..	222,410	120,785	43,543	77,242	101,625	46,564	55,061
1981 ..	196,350	106,248	34,432	71,816	90,102	37,924	52,178

1/ Corrected from previous editions of the Data Book.

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

Table 399.-- TELEPHONE ACCESS LINES: 1981 AND 1982

[As of December 31. Access lines represent the lines connecting customers to the network regardless of the ownership of the customer premises equipment. Business access includes key and coin system lines.]

Year	All access lines		Residence access	Business access	Other types
	State total	Oahu			
1981	431,893	324,968	314,613	95,742	21,538
1982	445,452	334,150	322,859	99,420	23,173

Source: Hawaiian Telephone Company, records.

Table 400.-- TELEPHONES IN SERVICE AND RESIDENCE
MAIN STATIONS: 1971 TO 1981

[As a result of changes brought about by the deregulation of the telephone industry, the series reported in this table no longer adequately measure telephone usage in Hawaii, and moreover are subject to disclosure rules that preclude their publication without permission of the Hawaiian Telephone Company. Consequently, publication of annual statistics after 1981 was suspended.]

Year	Telephones in service, December 31			Residence main stations, Dec. 31
	State total	Oahu	Other islands	
1971	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
1979	684,812	539,582	145,230	296,433
1980	712,095	555,790	156,305	303,928
1981	728,352	563,630	164,722	311,430

Source: Hawaiian Telephone Company, records, for 1971 through 1980; Hawaii State Department of Commerce and Consumer Affairs, Division of Consumer Advocacy, records, for 1981.

Table 401.-- TELEPHONE CALLS: 1973 TO 1982

[In thousands.]

Year	Local <u>1/</u>		Interisland <u>2/</u>		Transpacific (paid) <u>2/</u>	
	Originating	Completed	Paid <u>3/</u>	Completed	Outgoing	Incoming and outgoing <u>4/</u>
1973	1,379,709	931,304	3,754	3,805	3,795	6,814
1974	1,438,381	949,332	4,494	4,564	4,775	8,620
1975	1,395,876	918,486	5,156	5,352	5,908	10,703
1976	1,517,337	1,012,064	5,851	6,140	7,448	13,621
1977	1,566,869	1,052,936	6,838	7,028	9,485	17,103
1978	1,719,200	1,139,829	8,087	8,317	12,232	22,540
1979	1,830,954	1,186,458	9,635	10,040	15,160	28,076
1980	1,957,427	1,468,070	10,652	11,239	17,199	31,609
1981	1,857,938	1,393,454	11,316	11,993	(NA)	(NA)
1982	1,892,430	1,419,322	(NA)	(NA)	(NA)	(NA)

NA Not available.

1/ The number of local calls is affected as central offices are being converted to Electronic Common Control (ECC). ECC records call attempts after the first digit is dialed. Non-ECC offices record the call attempts when the handset is lifted. Also significant in 1981 were an estimated 17 million fewer calls due to the implementation of Directory Assistance Charging. Because of these fundamental changes in data collection, more recent figures are not comparable to earlier years.

2/ As a result of deregulation of the telephone industry, these series became subject to disclosure rules after 1980 or 1981, and regular publication of annual data was suspended.

3/ Excludes uncollectables.

4/ Includes calls paid in Hawaii and elsewhere.

Source: Hawaiian Telephone Company, records; Hawaii State Department of Commerce and Consumer Affairs, Division of Consumer Advocacy, records.

Table 402.-- TELEPHONE SERVICE, BY ISLANDS: 1981

[As a result of deregulation of the telephone industry, the series shown in this table became subject to disclosure rules after 1981, and regular publication of annual data was suspended.]

Island	Tele- phones in service, Dec. 31,	Main stations, Dec. 31		Inter- island calls <u>1/</u>
		Residence	Business	
State total ..	728,352	311,430	81,499	11,992,843
Oahu	563,630	241,261	62,304	5,539,848
DATS <u>2/</u>	27,676	-	12,497	...
Other Oahu	535,954	241,261	49,807	...
Other islands	164,722	70,169	19,195	6,452,995
Hawaii	70,183	30,735	8,440	2,698,799
Maui	58,875	24,225	6,524	2,384,111
Lanai	916	646	103	...
Molokai	3,652	1,759	440	...
Kauai	31,096	12,804	3,688	1,370,085

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

2/ Defense Administrative Telephone System.

Source: Hawaii State Department of Commerce and Consumer Affairs, Division of Consumer Advocacy, records.

Table 403.-- COMMERCIAL AND NON-COMMERCIAL RADIO AND TELEVISION
BROADCASTING STATIONS IN OPERATION: 1923 TO 1983

[Stations licensed or holding construction permits, 1923-1953; stations on the air, 1958 and later years. Data are as of January 1 unless otherwise specified.]

Year	Commercial stations			Non-commercial stations		
	AM	FM	TV <u>1/</u>	AM	FM	TV <u>1/</u>
1923	2	-	-	-	-	-
1928	2	-	-	-	-	-
1933	2	-	-	-	-	-
1938	3	-	-	-	-	-
1943	4	-	-	-	-	-
1948 (June 30)	9	-	-	-	-	-
1953	12	-	2	-	-	-
1958	15	1	7	-	2	-
1963	20	1	10	-	1	-
1968	25	3	10	-	-	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
1978 <u>2/</u>	25	8	10	-	1	2
1979 <u>2/</u>	25	8	10	-	1	2
1980	25	10	10	-	1	2
1981	25	11	10	-	1	2
1982 (June 30) <u>2/</u> ..	29	14	11	-	2	2
1983 (July 1)	26	12	12	-	2	2

1/ Excluding translators and cable television.

2/ Data for commercial TV, 1978, 1979, and 1982, and non-commercial AM and FM, 1978, revised from figures in earlier editions of The State of Hawaii Data Book.

Source: 1923-1977 from Federal Communications Commission data cited in Historical Statistics of Hawaii (University Press of Hawaii, 1977), p. 482. 1978-1982 from Federal Communications Commission, Broadcast Bureau, Broadcast Facilities Division, records, as corrected by the Federal Communications Commission, Honolulu Office (see footnote 2 above); 1983 from table 404.

Table 404.-- COMMERCIAL AND NON-COMMERCIAL RADIO AND TELEVISION
BROADCASTING STATIONS IN OPERATION: JUNE 30, 1983

County	Commercial stations			Non-commercial stations		
	AM <u>1/</u>	FM	TV <u>2/</u>	AM	FM	TV <u>2/</u>
State total ..	26	12	12	-	2	2
Hawaii	4	2	4	-	-	-
Maui	3	2	3	-	-	1
Honolulu	17	7	5	-	2	1
Kauai	2	1	-	-	-	-

1/ Station KAIM, with studios on Oahu but transmitter on Molokai, is included with the Honolulu total.

2/ Includes satellites but excludes translators and cable television.

Source: Federal Communications Commission, Honolulu office, October 28, 1983.

Table 405.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES,
BY COUNTIES: 1981 AND 1982

County	Number of companies Dec. 31 <u>1/</u>		Subscribers, Dec. 31		Gross revenue (\$1,000)	
	1981	1982	1981	1982	1981	1982
State total	10	10	141,507	165,481	16,534	19,289
Hawaii	3	3	15,156	16,703	2,038	2,903
Maui	2	2	9,874	14,464	1,152	1,435
Honolulu	4	4	114,325	131,652	12,936	14,564
Kauai <u>2/</u>	2	2	2,152	2,662	408	387

1/ State totals are unduplicated figures; one company provided service to both Hawaii and Maui Counties.

2/ 1981 data include Seven Twenty Limited Partnership which was granted a permit on August 4, 1981, but did not begin service until 1982.

Source: Hawaii State Department of Commerce and Consumer Affairs, CATV Division, records.

Table 406.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREAS:
JANUARY 1983

Geographic area	Total households	Television households	
		Number	Percent
State total ...	320,800	310,310	96.7
Oahu	248,900	242,380	97.4
Other islands	71,900	67,930	94.5

Source: Hawaii Public Broadcasting Authority, records.

Table 407.-- AVERAGE NUMBER OF TELEVISION VIEWERS, BY TIME OF DAY:
FEBRUARY 1983 AND MAY 1983

[In thousands.]

Time of day	Days of week	Households <u>1/</u>		Persons <u>2/</u>	
		Feb. 1983	May 1983	Feb. 1983	May 1983
7 A.M. to 5 P.M.	Mon.-Fri.	55	54	76	75
5:00 to 10 P.M.	Mon.-Fri.	174	168	330	310
10:00 to midnight	Mon.-Fri.	80	80	124	126
7 A.M. to 1 A.M.	Sat.-Sun.	86	85	147	142
6:30 to 10:00 P.M.	Sat.-Sun.	182	174	357	330

1/ Average number of households with a TV set turned on.

2/ Average number of persons, 2 years old and over, in television households that are viewing any station.

Source: Hawaii Public Broadcasting Authority, records.

Table 408.-- PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 1972-73 TO 1982-83

[Averages for 12-month periods ended March 31.]

Year	Honolulu Advertiser <u>1/</u>	Honolulu Star- Bulletin <u>1/</u>	Sunday Star- Bulletin and Advertiser	
1972-73 ...	74,248	128,132	184,359	
1973-74 ...	76,763	130,532	190,037	
1974-75 ...	75,613	119,691	183,783	
1975-76 ...	73,834	115,145	183,566	
1976-77 ...	77,442	118,925	191,903	
1977-78 ...	79,501	118,883	195,594	
1978-79 ...	82,981	119,211	201,681	
1979-80 ...	83,479	118,341	201,445	
1980-81 ...	83,721	115,815	201,301	
1981-82 ...	83,825	112,011	197,135	
1982-83 ...	84,882	112,912	197,142	

Year	Hawaii Tribune-Herald		Maui News <u>2/</u>	West Hawaii Today <u>3/</u>
	Daily <u>4/</u>	Sunday		
1972-73 ...	14,187	14,534	(NA)	4,550
1973-74 ...	15,216	15,654	(NA)	4,746
1974-75 ...	15,710	16,303	(NA)	4,703
1975-76 ...	16,386	17,361	(NA)	4,736
1976-77 ...	16,424	17,548	13,220	4,592
1977-78 ...	16,440	17,950	13,561	4,625
1978-79 ...	16,964	18,651	14,975	5,053
1979-80 ...	17,825	19,555	15,109	5,977
1980-81 ...	18,450	20,104	15,281	6,537
1981-82 ...	18,912	20,531	13,965	6,804
1982-83 ...	19,103	21,094	14,323	6,599

NA Not available.

1/ Published daily, Monday through Saturday.

2/ Published 3 times weekly, September 1970 through May 1981, and 5 times weekly (Monday through Friday) beginning June 1, 1981. Figure for 1981-1982 refers to 6-month period ended March 31, 1982.

3/ Published weekly, 1968-1974; twice weekly, 1974-1976; 3 times weekly, 1976-1982; and 5 times weekly (Monday through Friday), beginning March 1, 1982. Figure for 1982-1983 refers to 6-month period ended June 30, 1983.

4/ Published 5 times weekly, Monday through Friday.

Source: Hawaii Newspaper Agency, Inc., Hawaii Tribune-Herald, Maui Publishing Co., Ltd., and West Hawaii Today.

Table 409.-- PERIODICALS PUBLISHED IN HAWAII: 1982

Frequency	Newspapers <u>1/</u>		Magazines and other periodicals
	English	Foreign language	
Daily, 5 to 7 times weekly	5	3	-
2 to 4 times weekly	1	-	2
Weekly	8	2	11
Semi-monthly or biweekly	4	1	5
Monthly	-	-	26
2 to 10 times annually	-	-	15

1/ The daily newspapers were: Honolulu Advertiser, Honolulu Star-Bulletin, Hawaii Tribune-Herald (Hilo), The Maui News (Wailuku), and West Hawaii Today (Kailua-Kona), all English-language; Hawaii Hochi, Japanese and English; Korea Times and Han Kook Ilbo, Korean language; and United Chinese Press, Chinese language. Except as noted above, all are published in Honolulu.

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

Table 410.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY OF HAWAII PRESS: 1981 AND 1982

[The University Press of Hawaii was renamed the University of Hawaii Press in 1982.]

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		
1981	619	469	33	5	211,598	944,386
1982	648	499	29	7	196,093	888,504

1/ As of June 30.

2/ Year ended June 30.

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

Table 411.-- POSTAGE AND TELEGRAPH RATES AND NEWSPAPER PRICES,
FOR HONOLULU: 1973 TO 1983

[In cents. As of July 1.]

Year	Domestic postage rates <u>1/</u>			Telegraph rate per word <u>2/</u>	Newspaper price <u>3/</u>	
	Letters		Postal and post cards		Daily	Sunday
	First ounce	Each added ounce				
1973	8	8	6	21	15	35
1974	10	10	8	21	20	45
1975	10	10	8	21	20	50
1976	13	11	9	21	20	50
1977	13	11	9	21	20	50
1978	15	13	10	21	20	50
1979	15	13	10	21	25	60
1980	15	13	10	21	25	60
1981	18	17	12	<u>4/</u> 10.5	25	75
1982	20	17	13	21	25	100
1983	20	17	13	21	25	100

1/ Surface mail rates. Beginning in 1959, first-class mail was routinely airlifted to and from the Mainland, and, effective October 11, 1975, surface mail service was upgraded to the level of airmail throughout the nation. Domestic airmail service was discontinued as of May 1, 1977.

2/ Per full-rate word (non-coded) between Honolulu and the Mainland.

3/ Street sales, for the Honolulu Advertiser, Honolulu Star-Bulletin, and Sunday Star-Bulletin and Advertiser.

4/ Corrected from Data Book 1982, table 369.

Source: Postal rates from Statistical Abstract of the United States: 1982, p. 554, as updated. Telegraph rates from Federal Communications Commission, records, and telegraph company Honolulu offices. Newspaper rates from mastheads.

Table 412.-- TELEPHONE RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU:
1973 TO 1983

[In dollars. As of July 1. Including tax.]

Year	Local call, pay phone	Honolulu to Hilo		Honolulu to California		Monthly charge, indiv. res. line
		Direct dialing <u>1/</u>	Through operator <u>2/</u>	Direct dialing <u>1/</u>	Through operator <u>2/</u>	
1973 ..	0.10	0.97	0.97	3.27	4.25	10.63
1974 ..	0.10	0.97	0.97	2.59	3.40	10.53
1975 ..	0.10	0.96	0.96	2.57	3.37	10.17
1976 ..	0.10	0.95	0.95	2.39	3.34	10.07
1977 ..	0.10	0.94	0.94	1.86	2.84	9.98
1978 ..	0.15	0.94	0.94	1.84	2.81	11.86
1979 ..	0.15	0.90	0.90	1.61	2.55	11.74
1980 ..	0.15	1.06	1.89	1.64	2.60	11.63
1981 ..	0.15	1.06	1.89	1.64	2.60	11.63
1982 ..	0.15	1.05	1.87	1.74	2.63	11.51
1983 ..	0.15	1.07	1.91	1.77	3.37	11.31

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

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

Source: Hawaiian Telephone Company, records.