

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 1983 it had 130 post offices and stations handling 305 million pieces of mail and accounting for postal receipts in excess of \$80 million. There were 458,000 telephone lines in service, 332,000 telephone homes, about 1.9 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 1982 totaled 169,000. The 41 commercial, public and educational radio stations in the Islands in 1984 included 26 on the regular broadcast band and 15 FM stations. The State also had 15 television stations (13 commercial and 2 public), including satellites but excluding translators. Ten cable TV companies served 188,000 subscribers. An estimated 97 percent of all households in the State had television sets. Island publishers printed nine 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 197,000 in 1983-1984, compared with 207,000 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: 1984, Section 19.

Table 462.-- POSTAL SERVICE: 1973 TO 1983

[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)
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
1983	76	80,943	305

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, Pacific District, records.

Table 463.-- NUMBER OF POST OFFICES AND STATIONS, BY ISLANDS:
JUNE 30, 1984

Island	Total	Post offices <u>1/</u>			Stations	
		1st class	2nd class	3rd class	Classi- fied <u>2/</u>	Con- tract <u>3/</u>
State total ..	130	25	33	18	31	23
Hawaii	33	7	11	10	2	3
Maui	16	5	5	-	2	4
Lanai	1	-	1	-	-	-
Molokai	5	-	1	4	-	-
Oahu	58	11	5	1	26	15
Kauai	17	2	10	3	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 July 3, 1984.

Table 464.-- TELEGRAPH MESSAGES: 1972 TO 1982

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
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
1982 ..	168,501	88,325	27,951	60,374	80,176	31,227	48,949

1/ Corrected from previous editions of the Data Book.

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

Table 465.-- TELEPHONE ACCESS LINES: 1981 TO 1983

[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 1/ .	431,893	324,968	314,355	95,000	22,538
1982 1/ .	445,452	334,150	323,588	98,691	23,173
1983	458,339	342,094	332,051	102,923	23,365

1/ Revised from Data Book 1983, table 399.

Source: Hawaiian Telephone Company, records.

Table 466.-- TELEPHONES IN SERVICE AND RESIDENCE
MAIN STATIONS: 1971 TO 1981

[As of December 31. Data limited to the Hawaiian Telephone Company. As a result of changes brought about by the deregulation of the telephone industry, the series reported in this table no longer include all or almost all of the telephones in Hawaii, and moreover are subject to disclosure rules that preclude their publication for years after 1981]

Year	Telephones in service			Residence main stations
	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 467.-- TELEPHONE CALLS: 1973 TO 1983

[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)
1983	1,928,517	1,446,388	(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 468.-- 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 469.-- COMMERCIAL AND NON-COMMERCIAL RADIO AND TELEVISION
BROADCASTING STATIONS IN OPERATION: 1924 TO 1984

[Stations licensed or holding construction permits, 1924-1953; stations on the air, 1959 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>
1924	3	-	-	-	-	-
1929	2	-	-	-	-	-
1934	2	-	-	-	-	-
1939	3	-	-	-	-	-
1944	4	-	-	-	-	-
1949 (June 30)	9	-	-	-	-	-
1953	12	-	2	-	-	-
1959	15	1	7	-	2	-
1964	23	2	10	-	1	-
1969	25	4	10	-	-	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 (June 30)	26	12	12	-	2	2
1984 (June 30)	26	13	13	-	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: 1924-1977 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; 1982-1983 from Federal Communications Commission, Field Operations Bureau, Honolulu, October 28, 1983 and July 25, 1984.

Table 470.-- COMMERCIAL AND NON-COMMERCIAL RADIO AND TELEVISION
BROADCASTING STATIONS IN OPERATION: JUNE 30, 1984

County	Commercial stations			Non-commercial stations		
	AM <u>1/</u>	FM	TV <u>2/</u>	AM	FM	TV <u>2/</u>
State total ..	26	13	13	-	2	2
Hawaii	4	3	4	-	-	-
Maui	3	2	3	-	-	1
Honolulu	17	7	6	-	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, Field Operations Bureau, Honolulu, July 25, 1984.

Table 471.-- CABLE TELEVISION COMPANIES, SUBSCRIBERS, AND REVENUES,
BY COUNTIES: 1982 AND 1983

County	Number of companies Dec. 31 <u>1/</u>		Subscribers, Dec. 31		Gross revenue (\$1,000)	
	1982	1983	1982	1983	1982	1983
State total	10	10	165,481	187,966	19,289	22,101
Hawaii	3	3	16,703	17,528	2,903	2,343
Maui	2	2	14,464	16,007	1,435	1,757
Honolulu	4	4	131,652	148,649	14,564	16,898
Kauai	2	2	2,662	5,782	387	1,103

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

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

Table 472.-- TELEVISION HOUSEHOLDS, BY GEOGRAPHIC AREAS:
JANUARY 1984

Geographic area	Total households	Television households	
		Number	Percent
State total ...	324,100	313,470	96.7
Oahu	251,469	244,420	97.2
Other islands	72,631	69,050	95.1

Source follows next table.

Table 473.-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION, BY
TIME OF DAY: FEBRUARY 1984 AND MAY 1984

[Mean numbers of viewers, Sunday through Saturday]

Time of day	Households <u>1/</u>		Persons <u>2/</u>	
	Feb. 1984	May 1984	Feb. 1984	May 1984
Sign-on to sign-off, 7 A.M. to 1 A.M.	86,000	82,000	149,000	139,000
Prime time, 6:30 P.M. to 10 P.M. ..	182,000	163,000	354,000	317,000

1/ Average number of households with a television set that is turned on.

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

Source: Nielsen Station Index Honolulu, Hawaii, February and May 1984; Hawaii Public Broadcasting Authority.

Table 474.-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS, FOR OAHU: 1973-74 TO 1983-84

[Averages for 12-month periods ended March 31]

Year	Honolulu Advertiser <u>1/</u>	Honolulu Star- Bulletin <u>2/</u>	Sunday Star- Bulletin and Advertiser
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
1983-84 ...	85,593	111,825	197,793

1/ Published mornings, Monday through Saturday.

2/ Published afternoons, Monday through Saturday.

Source: Hawaii Newspaper Agency, Inc., records.

Table 475.-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY ENGLISH-LANGUAGE NEWSPAPERS, FOR THE NEIGHBOR ISLANDS: 1972-73 TO 1983-84

[Averages for 12-month periods ended March 31]

Year	Hawaii Tribune-Herald		West Hawaii Today <u>1/</u>	Maui News <u>2/</u>	Garden Island <u>3/</u>
	Daily <u>4/</u>	Sunday			
1972-73 ...	14,187	14,534	4,550	(NA)	8,386
1973-74 ...	15,216	15,654	4,746	(NA)	8,695
1974-75 ...	15,710	16,303	4,703	(NA)	8,899
1975-76 ...	16,386	17,361	4,736	(NA)	8,989
1976-77 ...	16,424	17,548	4,592	13,220	8,812
1977-78 ...	16,440	17,950	4,625	13,561	8,985
1978-79 ...	16,964	18,651	5,053	14,975	9,306
1979-80 ...	17,825	19,555	5,977	15,109	9,601
1980-81 ...	18,450	20,104	6,537	15,281	9,940
1981-82 ...	18,912	20,531	6,804	13,965	9,348
1982-83 ...	19,103	21,094	6,599	14,323	9,363
1983-84 ...	19,438	21,892	6,762	15,468	9,649

NA Not available.

1/ Published weekly, 1968-1974; twice weekly, 1974-1976; 3 times weekly, 1976-1982; and 5 times weekly (Monday through Friday mornings), beginning March 1, 1982.

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

3/ Published Monday and Wednesday through February 1976; Monday, Wednesday and Friday from March 1976 through March 1981; Monday, Wednesday, Thursday and Friday from April 1, 1981 through February 14, 1982; Monday, Tuesday, Wednesday and Friday from February 15, 1982 through June 30, 1984; and Monday, Tuesday, Wednesday, and Friday afternoons, and also Sunday effective July 1, 1984.

4/ Published 5 times weekly, Monday through Friday afternoons.

Source: Hawaii Tribune-Herald, Maui Publishing Co., Ltd., West Hawaii Today, and Kauai Publishing Co., records.

Table 476.-- PERIODICALS PUBLISHED IN HAWAII: 1984

Frequency	Newspapers <u>1/</u>		Magazines and other periodicals
	English	Foreign language	
Daily, 5 to 7 times weekly	6	3	-
2 to 4 times weekly	-	-	3
Weekly	9	1	8
Semi-monthly or biweekly	4	3	5
Monthly	1	-	31
2 to 10 times annually	-	-	10

1/ The daily newspapers were: Honolulu Advertiser, Honolulu Star-Bulletin, Hawaii Tribune-Herald (Hilo), The Maui News (Wailuku), West Hawaii Today (Kailua-Kona), and The Garden Island (Lihue), all English-language; Hawaii Hochi, Japanese and English; The Korean 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 and supplements.

Table 477.-- BOOKS AND SCHOLARLY JOURNALS PUBLISHED BY THE UNIVERSITY OF HAWAII PRESS: 1982 AND 1983

[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		
1982	648	499	29	7	196,093	888,504
1983	669	525	22	7	197,981	1,510,885

1/ As of June 30.

2/ Year ended June 30.

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

Table 478.-- POSTAGE AND TELEGRAPH RATES AND NEWSPAPER PRICES,
FOR HONOLULU: 1974 TO 1984

[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				
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	10.5	25	75
1982	20	17	13	21	25	100
1983	20	17	13	21	25	100
1984	20	17	13	21	25	100

1/ First class 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 a separate class of mail, 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.

Source: Postal rates from Statistical Abstract of the United States: 1984, p. 557, as updated. Telegraph rates from Federal Communications Commission, records, and telegraph company Honolulu offices. Newspaper rates from mastheads.

Table 479.-- HAWAIIAN TELEPHONE COMPANY RATES FOR SPECIFIED TYPES OF SERVICE, FOR HONOLULU: 1974 TO 1984

[In dollars. As of July 1. Including federal excise tax where applicable]

Year	Local call, pay phone	Honolulu to Hilo		Honolulu to California		Monthly charge, indiv. res. line <u>3/</u>
		Direct dialing <u>1/</u>	through operator <u>2/</u>	Direct dialing <u>1/</u>	Through operator <u>2/</u>	
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
1984 ..	0.15	1.07	1.91	1.66	3.25	11.74

1/ Daytime calls, first three minutes.

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

3/ Telephone rental included through February 5, 1983, and excluded thereafter. In 1984, the monthly rental charge for a standard desk-top telephone was \$1.85.

Source: Hawaiian Telephone Company, records.