mkerot (Vromis Micronesia

Uses Ad Agency Approach on Islands

planation why these condiday early in his administra. witton that a serious outbrenk good polio had occurred in Figure of polio had occurred in Figure of polio had be reacted file. HEN President John F. Kennedy learned one quickly and strongly.

Rebert Mangan, an Interi-or Department official at the

get a better health program going in Micronesia. When we brought the polio outhad been trying

cronesia. The United States had taks under a United Naturust agreement in The chief American inin the islands was en control of the Facific isattention was strategic tions were allowed. And he wanted to know what was going to happen TOMOR-ROW—not sometime in the

paid to the Micronesians—or to the American pledge to the U.N. to prepare them for sell - government and/or inlong-delayed buildup in co-nomic assistance, coupled with an equally delayed pro-gram to develop—on the American model—the skills et became as soft-hearted as the Salvation Army." At that point began a "The Bureau of the Budg-

then and un-

self-government among

never been scriously con-templated in Washington. Kennedy's reaction to the the United States. Permit-ting a free choice for indeor alliance with some other country, alterna-tives implicitly provided for in the trust agreement, have derlying now was an inten-tion to induce the Micronesians to vote to affiliate with pendence the 100,000 inhabitants of Mi-

in islanders. At the time, he could not polio outbreak

of the

secretary

ised the United Nations to prepare Micronesia for self-government and permit it to make a free Twenty-five years ago the United States promchoice of political destiny, including independence. The promise remains unkept.

cials in the Trust Territory and Washington. The result is this five-part series which started in To trace the history of America's adventure in modern-day strategic colonialism in the Pacific, Gardiner B. Jones, editor of Pacific News Service, and Webster K. Nolan, features editor of the Honolulu Star-Bulletin, interviewed scores of offi-Monday's Star-Bulletin.

Bulletin, specializing in interpretative reporting Pacific News Service is a subsidiary of the Starof Pacific affairs

apparently comfortable in the assumption that the liate permanently with United States. So far, input will inevitably passuade the Micronesians his hasn't worked. have been unaware that the United States faced dissatisfaction in the islands and was receiving increased criticism from the U.N. for failure to do the job it had a paramount considera-

eserve the loyalty of the tennedy six weeks before he ship formula cropped up most blatantly in the Soio-mon Report, delivered to vas assassinated. The nine-Solomon Mission money-brings-friendent to the territory by Kenconcluded, among oththat a heavy program pending cading to a decade of calculated be neficence, has tion of President Kennedy's was to keep our ideals in the forefront of the world," recalls Stewart Udall, then didn't want people progress to the It has blunted rought a measure of Amer-

pointing to Micronesia.' The effort thus b

effort

whether to affiliate permanently with the United States, the Solomon Report recommending that the dicronesians be allowed to cronesians. Inited States as a colonial hout casting their lot with he United States and from

et increasingly, Microne

have grown doubtfu

scite to be favorable, mission believes there an effective cupital plebiscite to give the Micronesians a sense of progthe outcome of

contin-

America has

ued to send more dollars and more experts to the territo-

c American performance speeches at the U.N.

ime to time representatives country has deplored

the Soviet Union or some

feeling of economic dorman-

ed States was on the line, that we would be judged and cy."

The report said that there should be coupled with this an introduction of limited its obligations to the Micronesians and to the United Nations-and achieve the United States would Through combination. it suggestits goal of alfiliation. self-government.

never implemented, but its basic theory squares closely with American policy then of the report

million a year to operate the nuclear carrier Enterprise. THE PLEBISCITE recomproposals for increase parison, it costs about \$1 lmson was never held. were adopted. report last year. million

istrations had run the Terri noting that the 뱎

changed and the United Na-tions would see we were doing a good job." Here is a peculiar facet of any of the interviews conwould realize people more, so that the infrastructure not

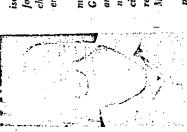
to help the

\$5 million to a \$30 got the budget up

ceiling, began

intent and "showing" con-"demonstrating ducted by the writers of thi advertisir series. Over and over, then agency style references lep officials to what eth substance. Few repeated ations

Continued on Page C-7



Nolan

Bui Money (Wow!) Isn't Everything

Continued from Page C-6

simply because the obligation existed.

ASKED ABOUT the charge that the United States was trying to buy the loyalty of the Micronesians, Udall said:

"What if we didn't build the schools? What if we didn't build the hospitals? What if we didn't improve their lot? Then we would be faced with another charge: the United States doesn't care.

The point is more than valid but it is not the complete explanation. The larger truth is that the motivation to this day remains mixed. The United States did not expand economic aid to Micronesia solely because of the U.N. obligation or out of human concern.

The money began flowing and kept flowing from a mixture of overdue human sympathy (Kennedy), fear of criticism (Kennedy and Johnson) and the underlying intent to persuade the Micronesians to vote for affilia-tion with the U.S. (Truman, Eisenhower, Kennedy, John-son and Nixon).

REGARDLESS OF the reasons, the money did flow:
—In 1963 the U.S. contrib-

uted \$963,000 to education. Last year the figure was \$6.8 million.

—In 1968, Washington provided \$933,000 for health projects. Last year the figure was \$4.3 million.

-In 1963, \$905,000, went to construction, including schools. Last year, the gov ernment provided \$21 million for building classrooms, roads, power facilities and other public projects.

The educational system,

which included only one publie-high school in the entire Territory in 1961, also benefitted from the assignment of Peace Corps Volunteers to teaching jobs.

And university study, a rarity in pre-Kennedy says, has increased dramatically: 499 Micronesians received college or graduate school scholarships last year.

THIS OUTPOURING of public funds, however, con-trasts with the American record with respect to development of a private economy. Japanese business, it is wiffely believed, has long been interested in returning to the area once administered colonially by Japan.

However, under the "most favored nation" clause of trust agreement, the United States has not permitted this. Under the clause, if one U.N. member is accorded such a privilege then the same privilege must be granted to any other U. N. member.

The U.S. position until now has been that if the Japanese were allowed in, then the door would be opened for the Soviet Union, and for military reasons the U.S. has not wanted Russian agents; posing as business-men, running around the territory. There is some talk that the United States may be getting ready to relax this policy.

But until now, Micronesian economic wellbeing has in a sense been held down for reasons of American military security.

Interior Secretary Rogers C. B. Morton recently dis-cussed the Micronesian situation with Pacific News Service.

"I think," he said, "there should be a great deal of compassion and a great investment in their security. We have a very specific obligation. And we like them."

ASKED TO DEFINE U.S.

policy, the secretary said:
"The main thing is to develop the economic and social structure through the development of education and health so there can be a viable act of self-determination. We cannot expect peo-ple to make a viable act unless they have the alterna-tives available."

Thus, almost 25 years after assuming control of Mi-eronesia, U.S. policy still postulates economic and political development as prior conditions for self-determination.
On the political front, the

United States in 1965 created the Congress of Micronesia and some of its powers have been gradually increased. Ed Johnston, the current high commissioner, has done much in this area during the past two years. A subordi-

nate says:
"He has more willingly abdicated responsibilities to the Congress. He has made them a vital part of the budgetary process. He has consulted them on major appointments. He has encouraged them to give opinions many policy decisions.

However, says this offi-

cial, "two things screw this

up."
"First," he said, "the Congress still feels this is an arbitrary thing by the high commissioner and that he can revoke it at any time. So they begrudge him what he's

"SECOND, Congress many times doesn't have its ducks in order and doesn't follow through. It is so easy to criticize rather than to share the responsibility."

"We have no organic act." The closest thing to it is a secretarial order (by the secretary of Interior). A secretarial order created the Congress and a secretarial order could abolish it."

. In other words, after 25 years, the Micronesians enjoy only that self-govern-ment extended them by the secretary of the Interior as that may or may not amplified by an American high commissioner.

The political independence of the Micronesians thus depends in large measure on whatever individuals may be in office at a given time.

The picture is not entirely negative. The United States can point to a robust list of economic and political accomplishments during the past 10 years:

-Construction of schools, roads, medical facilities, power and sewage outlets.

-Appointment of more Micronesians to more important jobs. including four of the six district administra-tors and all six deputy district administrators.

-IMPROVEMENTS government salaries and the introduction of a territorial

social security system.

-Substantial i m p r o v e ments in communications and transportation. Almost all districts are now linked by radio-telephone. Air and traffic, while still inadequate, have greatly expand-

-Dramatic growth in the educational system. Last year, 25.064 students attended classes from kindergar-ten through high school. Also, more than a thousand Microsesians now hold teaching degrees.

-Increased consultation between U.S. officials and Microresian leaders on ex-penditure of funds, programming of public projects and appointments to jobs

On the other hand, the Micronesians can point to ma-

jor unresolved problems:
-Military takeover of certain lands and the ever pres-ent possibility of future takeovers. Compensation has been made for the use of lands but the Micronesians say it has been insufficient.

—Inordinate delay by the
United States in making

United States in making good on war claims arising from damage done by invading and occupying troops during and after World War II. The U.S. Congress only recently authorized settle-ment of the claims. It still must appropriate the mon-

ey.

-Failure to settle land ownership disputes. An extensive land survey program

is under-way.

—Denial of irrevocable powers of self-government.

THERE ARE many Americans in Micronesia, from High Commissioner Johnston on down, who are doing their utmost to meet the terms of the trust agree-ment. But they do not make

Policy is made in Washington, and part of the problem, possibly, lies in the policymakers not knowing how to deal with an unsophisticated, nonindustrial society. Operating successfully across cultural boundaries. as American officials have been, discovering around the world, is no simple matter -and money is often not the answer. Culturally speaking. one has to learn at least two languages: all too often the men in Washington speak only Washingtonese.

The current restiveness, the mounting demands for more independence by the Micronesians, indicates an uncertain future for the money-equals-friendship program. But beyond that gram. But beyond that lies a far more important question: Even if Washington eventually wins the loyalty of the Territory through its purchasing power, is it good for the Micronesians?

TOMORROW: Microne. sia's future; a Chinese puz-