

Contribution by Kiribati delegation to the preparation of the workbook containing additional information on marketing of alcohol

Introduction

In Kiribati, there are only 2 common sources of media (radio and newspapers) being used by the public for advertisement, entertainment, education and information. We do also have access to movies but we have not seen any advertisement on alcohol on these imported films, DVD etc.

There are only 2 radio stations in Kiribati. One is a state owned, call **Radio Kiribati** (846 KHz, 354.6m in the medium wave band) broadcasting nationwide, while the other one is a newly established and private owned, call **FM 89** that only broadcasts in town.

We have 3 weekly newspapers. These include a national newspaper **TEUEKERAA** and the other 2 are private owned, that is, **MAURI** owned by the Kiribati Protestant Church and **NEWSTAR** which also owns **FM89**.

These 2 types of media can also be used to advertise alcohol as fully stated below.

Kiribati specific information

- I have confirmed that Te Uekera Newspaper, Radio Kiribati and FM89 have advertised alcohol like 4X (xxxx) beer, Tiger Beer and other liquor provided during a *Happy Hour* in one of the local and popular hotels.
- FM 89 Radio Station is the most favourite to the young people, especially those living in the capital. I would guess that almost 30% of young people (national population) have access to the 3 newspapers in Tarawa

The rest of our people (rural area) have limited access to newspapers due to the small numbers sent to their islands for sale. However, they have easily have access to Radio Kiribati whenever they tune to.

Though our young people enjoy watching movies, we do believe that these films do not have alcohol promotions or advertisements. However, we strongly believe that the effect of watching people smoking, drinking and abusing drugs in the movies, provides our young people with temptation to adopt such behaviours and attitudes.

- Kiribati does not have alcohol industry except the producing and selling of local sour toddy (fermented toddy).

Those wishes to sell sour toddy must have a legal business license in order to operate. Some of the conditions of the license are as follows:

- ∞ Not to sell to young people (under 18)
- ∞ Not to put notice/advertisement close to the outlet
- ∞ To report to the Police if suspicious young people come to drink

- As far as I gathered from the 2 newspapers (Teuekera & Newstar), they welcome alcohol advertisements to be publicized on these weekly papers. There is no limit put on these advertisements, be it beer, liquor etc.

There were times when I heard advertisements, promoting some of the beer brands being newly sold in Kiribati. These advertisements were sent according to the promoter preferences. I heard these advertisements both during day and night times. They are also sent by air as long as the promoter can cover advertising fees.