

Executive Order No. 208

Establishing a National Media Development Committee

WHEREAS, opportunities to market Palau to the international tourism community through media development have been presented with increasing frequency; and

WHEREAS, the marketing impact of movies and television programs shot in Palau could well surpass the current impact of tourism marketing undertaken by private tourism companies in Palau and the Palau Visitor's Authority; and

WHEREAS, the economic impact from the development and production of films in the Republic would be greatly enhanced through the creation of the appropriate support infrastructure and the development of a skilled workforce; and

WHEREAS, many nations in the Pacific region have developed film commissions to market their countries to the film industry and finance appropriate film projects; and

WHEREAS, neither the government nor the private sector currently have the knowledge and expertise necessary to ensure and maximize the benefit that could accrue to the Republic from a resident film industry; and

WHEREAS, the Republic, with its minimal natural resources, must make the most of its economic and marketing opportunities, especially those which would enhance its primary industry, tourism,

NOW, THEREFORE, by virtue of the authority vested in me as President, pursuant to the Constitution and the laws of the Republic of Palau, it is hereby ordered that there be, and hereby is, created a National Media Development Committee (NMDP) with the powers, duties and characteristics described below.

1. Composition -- The Committee shall be composed of the following members:

- The Minister of Commerce and Trade;
- The Minister of Administration;
- The National Environmental Planner;
- The National Tourism Unit Coordinator;
- One member appointed by the President;
- One member appointed by the Chamber of Commerce;
- One member appointed by the Palau Visitors Authority; and
- One member appointed by the Belau Tourism Association.

2. Powers and Duties of NMDP -- The NMDP shall have the following powers and duties:

- a) Review media opportunities available to the Republic of Palau;

- b) Review regional film commissions developed in other countries to determine their purpose, structure and financial requirements and make appropriate recommendations;
- c) Develop appropriate legislation to support the creation of a media capacity as a tourism marketing and product diversification strategy;
- d) Seek appropriate consultation and financing to assist in the development of an appropriate media infrastructure;
- e) Designate individuals, from the public and private sector, to write and seek grant funding, on behalf of the Republic, to support the development of a film industry and to finance specific film projects;
- f) Negotiate with potential film-makers and television and other media companies regarding potential media projects in Palau;
- g) Review and establish an effective process that facilitates and enhances opportunities for media projects including, but not limited to, television commercials and movies
- h) Establish a five-year strategic plan to define and develop a media capacity in Palau.

3. Meetings -- The NMDP shall meet no later than June 15, 2002 and shall meet at least monthly.

4. Administrative Support -- Administrative support for the NMDP shall be provided by the Office of the President, the Ministry of Commerce and Trade, the Ministry of Administration and the Palau Visitors Authority, as appropriate and as authorized by law.

5. Reporting -- The NMDP shall issue an initial plan to the President regarding the development of a media organization and capacity within three months of its initial meeting. A strategic plan shall be developed within nine months of the effective date of this Executive Order.

6. Term of the NMDP -- The NMDP shall remain in existence until terminated by the President.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal this 23rd day of May, 2002, at the State of Koror, Republic of Palau.

Tommy E. Remengesau, Jr.

President of the Republic of Palau