



Local Content & Diversity

June 2009

Welcome to NZ On Air's Newsletter

From Jane's Office

Vol. 6 No. 8

Highlights

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Hi all

We've had a great response from the industry to the [Platinum Television Fund](#) (see the news section on our website) and are looking forward next month to seeing the applications for the first round.

Along with the Office of Ethnic Affairs we hosted a very successful **Ethnic Forum** in Auckland on 4 June. It was a great day - thoughtful, informative and often humorous - as we explored the changing demography of New Zealand and what this may mean when thinking about future broadcast audiences. We ensured all kinds of broadcasters and programme makers were represented - public and private, community, commercial and non-commercial - and the diversity of options was wonderful to see.

A short report on the forum follows later in this newsletter, with links to some of the forum papers. Waikato University's Professor Richard Bedford provided a clear demonstration of our population changes - check out his slides on our website. We're very grateful to all those who contributed to the day (and watching George Andrews putting the hard questions to Shaun Brown, ex-TVNZ and now of SBS, reminded us all that many broadcast issues remain ever-constant).

NZ On Air's 2009 **Statement of Intent** has been distributed, setting out our plans for the next year. Please contact us if you don't have a hard copy - or read it at <http://www.nzonair.govt.nz/publications.php>. This year we've articulated our organisational values clearly (apologies in advance to those readers who hate this kind of stuff).

But I think it's important to keep reminding ourselves, as Board members, staff and stakeholders change over time, of what drives NZ On Air. And it's important you understand us.

A recent stakeholder survey conducted for us has reinforced appreciation for NZ On Air being consistent, flexible and transparent. So to keep a sound investment framework, in a volatile environment, our **organisational values** are:

Continued over....

Useful Links

www.nzonair.govt.nz

www.mch.govt.nz

www.tmp.govt.nz

www.radionz.co.nz

www.nzmusician.co.nz

www.tvnz.co.nz

www.c4tv.co.nz

www.tv3.co.nz

www.regionaltv.co.nz

www.kiwihits.co.nz

www.soundarchives.co.nz

www.nzmusic.org.nz

www.maoritelevision.com

www.radioscope.co.nz

www.acab.org.nz



Innovation and creativity - encouraging new ideas and quality production standards

Diversity - (in projects, people and platforms) - promoting difference and competition to support the best ideas for the widest range of New Zealanders

Value for money - making sure cost-effective projects are enjoyed by significant numbers of relevant people

You won't always agree with our decisions - and in the current economic environment some tough choices will need to be made. But we will work hard to keep our decisions consistent with this framework.

We were fortunate this year to retain our existing funding from the Government. We will soon be undergoing a full value for money review, required by Government as it deals with wider economic issues. We will be making a strong case, knowing the critical role our funding has in the broadcast sector. We'll also be keeping our overhead costs very, very low.

The June funding decisions follow. It was a difficult and busy round - alongside the 'business as usual' applications we dealt with 49 applications for the Digital Content Partnership Fund, more than 90 for the Regional Television Fund, 327 for the New Recording Artists scheme and 167 for Music Video funding. Alongside the successful applicants we know there was disappointing news for many. We're sorry we can't support all the good ideas that come our way - and we do hope we can invest in some of those applicants and their projects in the future.

I'm looking forward to catching up with the Mainlanders in Christchurch on 12 August.
Stay warm!
Jane

Wiha Te Raki Hawea-Stephens

NZ On Air records with deep sadness the death on 17 June of Wiha Te Raki Hawea-Stephens, beloved wife of our Kaitiaki Tainui Stephens. The NZ On Air team - Board and staff - is indebted to Tainui for his skilful bridging of Maori and Pakeha matters, both in our agency and with our stakeholders, and we know that Wiha was Tainui's rock. She was too young, they were not long married, and we are devastated for Tainui. Kia kaha e hoa.

Aue! te aroha me te mamae.
Maringi noa nga roimata.
Kia kaha, kia maia, kia manawanui.
Arohatinonui.

Review of the NZ Film Archive

The main government funders of the NZ Film Archive are working together to review the services provided by the NZFA and assess the issues facing it. A steering committee comprising the chief executives of NZ On Air, the NZ Film Commission, Te Mangai Paho and a Ministry for Culture and Heritage representative, along with the NZFA's Frank Stark, will be overseeing a small review team led by Dr Roger Horrocks. Roger will be consulting various industry stakeholders during the process. If any industry people have comments to offer on the subject of archiving, we would be pleased to receive them. Please email your thoughts to review administrator, Stephanie Hopkins at sjhopkinsnz@gmail.com by 30 June.

Community Broadcasting Funding

Access radio

Following on from the Community Broadcasting Review completed earlier this year, NZ On Air decided to implement changes to Access radio funding criteria to give us a clear framework for fair, targeted funding. For funding purposes, we have now grouped access stations into tiers to reflect their differing scales of operation, potential audience numbers and potential to deliver a range of s36(c) programming. This approach also seeks to improve parity between similar-sized stations, provided good funding cases continue to be made.

Continued over....



The funding tiers are:

TIER	DESCRIPTION	STATIONS
Tier 1	Large Metro	Auckland
Tier 2	Large Urban	Wellington, Hamilton , Christchurch
Tier 3	Provincial City	Palmerston North , Hawkes Bay, Nelson, Dunedin, Invercargill
Tier 4	Small Regional	Kapiti, Wairarapa

We have approved operational funding levels with reference to this tiered structure. There may be some scope for stations to move within tiers over time. Where possible we have increased the operations grant (achieved within our current funding levels in a difficult economic environment).

Regional television

We have moved to a programme-specific funding system so this funding more clearly complies with Broadcasting Act criteria. The channels put in over 90 applications for more than \$4m of funding. The specified available pool was \$1.5m (increased from last year's \$890k from NZ On Air's internal reallocation).

The shortlist was compiled with consideration for audience size, the capability of the applicant to deliver, and the quality of the ideas proposed. An underlying principle was to fund programmes in as many regions as possible, where suitable proposals were received. Where a programme or an operator had no funding track record a robust proposal was needed.

Other factors in the elimination of proposals from the shortlist were: ideas that were too generic (i.e. not really regional); timeslot problems; and lack of a clearly articulated target audience.

Careful consideration was given to what each programme could provide that was truly different to network programming.

Our stated priority was for regional news, where viable. Five stations provided adequate applications, have a reasonable track record and have a reasonable population to generate stories. These are Triangle Auckland, FTN Rodney, CTV Christchurch, Channel 9 Dunedin, and Cue TV Southland. We assumed certain baseline costs of production and, as we are not in a position to fund the entire production costs, funding of \$150,000 has been allocated for each of these five stations as a contribution to providing a regional news service.

The second priority, for smaller regions, was studio-based current affairs or interview formats. The best such programme proposals were selected but most need more in-depth discussions with the station before contracting.

On this basis we have allocated in principle \$75,000 each to TV Hawkes Bay for *TVHB News*, Tararua TV for *Undercurrent* and Mainland Television for *Local News*. Smaller allocations have also been made to Te Hiku, TV Central, TV Rotorua and East Cost TV. An extra interview series has also been funded for Triangle Auckland.

The full funding list is appended. The next annual regional television funding round will be in August 2010 (deadline July). There is a small amount of funding remaining for this year and Keith Collins will be discussing options with broadcasters shortly.

Photos Please

We're in the process of updating our website, which is due to go live next month. On the new site we would like to feature images of programmes we've funded. We would appreciate it if producers could supply shots of recently delivered, but not yet screened programmes. Images should ideally be no smaller than 72dpi and at least 1000 pixels wide.



NZ ON SCREEN

Awards and new music video content

On June 2nd NZ On Screen kicked off the addition of music videos to the site with the release of the "James Coleman Music Video Collection". Broadcaster James Coleman hand-picked over 100 of the choicest music videos through the ages - from Len Lye's 1939 *Swinging the Lambeth Walk*, through to recent gems from Gin Wigmore, Tiki Taane and Midnight Youth.

It's fantastic to have a whole new set of material to put on the site - and to be able to make new connections between directors of tv and film, and music videos they've worked on during their career.

Content Director Irene Gardiner says: "Music video is an important part of our screen industry. It's the place where a lot of our top directors and other crew members got their start, and many still return to music video from time to time for the creative outlet it provides. As well as a calling card for the band and creative team behind the clip, it's also a sophisticated art-form in its own right."

Check it out - the NZ On Screen music video selection: <http://www.nzonscreen.com/watch/music-video>

Qantas Media Awards



NZ On Screen was thrilled to win "Best Entertainment Website" and be a finalist for "Best Website Design" at the Qantas

Digital Content Partnership Fund

In this second year of the Digital Content Partnership Fund, we received 49 applications compared to 22 last year. Proposals ranged from archiving to sports sites and featured delivery across a variety of platforms. The overall standard of applications was very good and there were many more appealing applications than could be supported.

In assessing the applications the Board looked for proposals that complemented our current local content funding activities, while at the same time providing innovative New Zealand content in the online space for significant audiences. The successful proposals were:

Rattle Ya Dags. This project involves the creation of 365 short clips from over 70 inspirational New Zealanders, accessible via all the most popular social networking sites (YouTube, Vimeo, Facebook, Bebo). This simple, but inspirational idea potentially appeals to a wide range of audiences.

Beth's Mates. This online interactive drama series targets 12 to 16 year olds. Beth has moved to a new school and is recording her thoughts and adventures on a weekly video diary and a daily blog. 'Beth's mates' are the viewers, who can keep in touch and influence the story line via email and text. This well-targeted site makes good use of social networking sites.

My Calendar Project. A multi-platform entertainment, primarily situated on the web, MCP explores the wacky world of Simon Peter. This innovative content, which will be available across multiple platforms such as mobile downloads, music downloads and online games, is aimed towards a contemporary audience.

The-hub.tv. This is the interactive website associated with TV2's weekday afternoon show Studio 2. Funding will allow the continuation of this popular site for the rest of the year.

The Music Year Ahead

We are coming up to the start of a new financial year (1 July). The NZ On Air music budget for the 2009/2010 year will be the same as last year - \$5.42 million. No increase but no reduction either.

It's going to be a batten-down-the-hatches kind of year. Inside the frozen budget however, we have reallocated funding so more can go to some important, high priority areas. The main changes are summarised below. We will:

- * Increase the Phase Four Albums budget to \$1,500,000 (up \$250,000)
- * Increase the New Recording Artist budget to \$235,000 (up \$10,000)
- * Increase the Radio Shows budget to \$1,100,000 (up \$50,000)
- * Cut back the Phase Five international budget to \$750,000 (down \$100,000)
- * Axe the Radio Hits scheme (down \$100,000)

There is a bit of shaving elsewhere in the budget to pay for the increase in the AAA-priority Phase Four Albums scheme, but nothing major. We will still do 170 Music Videos, and make 15 Hit Discs. We'll also continue to fund New Zealand music programmes and promotions on the five b.net student radio stations, and on C4, Juice TV and Kiwi FM.

Gin Wigmore at MUSEXPO in LA



Gin Wigmore has relocated to LA for a few months to record her Phase Four-funded debut album. At the beginning of her LA adventure, Gin was one of the featured artists at the MUSEXPO international music industry conference. Gin played the legendary Viper Room on Sunset Strip, and made a heap of new fans in high places from around the international music industry.

After the show, she was mobbed! She is recording her album at Capitol Studios in LA with Mike Elizondo producing (Eminem, Gwen Stefani, 50 Cent, Fiona Apple) and Ryan Adams' band, The Cardinals, backing her. The record will be released later this year through Universal in New Zealand and Universal Motown in the US.

Television Production News

Television Production Company Overhead (PCO) and Contingencies

During an audit process, we found a production company using unspent contingency funds to increase the PCO.

Please note the PCO may not be increased from the approved budget. Also no costs should be charged against the contingency line item. All expenditure should be coded to the correct expenditure item. The reason why all or part of the contingency was used or is expected to be used must be explained in the production reports.

Interest on NZ On Air Funding - Update

In the December 2008 newsletter we reminded TV producers of the clauses in our Production and Funding Agreement that require interest on NZ On Air funding to only be used to meet the costs of production. This requirement means the amount of interest received needs to be recorded and reported to us in cost reports.

There is a cost to producers for capturing and recording this information. The NZ On Air Board reconsidered this requirement at its June meeting. That means productions with \$1m or less of NZ On Air funding will not need to comply with this requirement. We will change new Production Funding Agreements to reflect this.



Productions receiving **\$1m or more** in NZ On Air funding will need to continue to record and report interest received.

To remind you:

- Interest on NZ On Air funding must only be applied to meet the costs of production (as stated in our Production and Funding Agreement). That means any interest you receive on NZ On Air funding must be credited to the production and reported in your cost reports. Because for most productions interest revenue is a windfall (i.e. not budgeted income), interest received on NZ On Air funding may generate a budget cash surplus which will be distributed as usual between NZ On Air and the producer.

If you have questions about this, email Wayne Verhoeven (wayne@nzonair.govt.nz) or call him on (04) 802-8303.

Ethnic Forum

The forum, which we held in association with the Office of Ethnic Affairs on 4 June in Auckland, focused on how NZ's changing demographics will affect the broadcasting media in 2020 and attracted over 110 participants.

The Minister of Ethnic Affairs, Hon Pansy Wong, opened the forum saying the diverse populations settling in New Zealand represent "a purchasing audience". Professor Richard Bedford from the Population Studies Centre at the University of Waikato then demonstrated the startling changes we will see in 10 to twelve years time.

Keynote speaker Shaun Brown, formerly of TVNZ and now Managing Director of SBS in Australia, said success in reflecting diversity on our screens will be, "...when we no longer need to think about or actively champion the diversity cause, because it has become part of what we do every day, for every programme that we acquire or commission."

Commercial and non-commercial, public and private radio and television broadcasters and programme makers shared ideas, all of whom are catering for different and diverse groups of new New Zealanders.

It was a great day, thanks to all the participants. Visit our website for a full report and other information including Shaun Brown's address and Professor Richard Bedford's population data <http://www.nzonair.govt.nz/ethnic_forum_2009.php>.



Oscar Kightley, Roseanne Liang and Rachel Lang panel discussing TV Drama in 2020. Photo courtesy of Del Abcede, Pacific Media Centre.

Topping Twenty

New Zealand music content on commercial radio is the best it has been for more than three years. The 2009 calendar year-to-date figure is 21.11% (as at the end of May). The last time there was a quarterly figure over 21% was back in December 2005. The biggest song on New Zealand radio at the moment is Midnight Youth's *All On Our Own*. Other tracks that have been big on NZ radio lately include Dane Rumble's *Always Be Here*, J Williams *Ghetto Flower*, Evermore's *Hey Boys and Girls*, Ladyhawke's *My Delirium* and *Brother* by Smashproof.

Going Bananas



Registrations are now open for the **Going Bananas Conference** in Auckland on 18 and 19 July. This year's conference, *Rising Dragons, Soaring Bananas* challenges perceptions of what it means to be Chinese and celebrates the journeys, stories and identities of leading Chinese personalities making an impact in New Zealand and on the global stage.

For more information and to register, please visit www.goingbananas.org.nz

Funding Decisions

From the June 2009 round

TELEVISION FUNDING DECISIONS

Genre	Description	Total Amount Approved	No. Of Episodes	Length of Episodes (minutes)	Production Company	Channel
Arts/Culture	CAROLS IN THE CAVES	57,561	1.0	60.0	Television New Zealand Ltd	TV One
	MONTANA WORLD OF WEARABLE ART AWARDS 2009	140,983	1.0	60.0	Media Inc Ltd	Prime
	PLAY IT STRANGE 2009	134,868	1.0	60.0	Isola Productions Ltd	C4
	STYLE PASIFIKA 2009	144,187	1.0	60.0	Drum Productions Ltd	TV One
Children	LET'S GET INVENTIN 4	378,898	10.0	30.0	Luke Nola Ltd	TV 2
Comedy	AOTEAROA 2009	119,658	1.0	60.0	TVWorks Ltd	TV3
Special Interest	A FESTIVAL OF NINE LESSONS AND CAROLS	159,641	1.0	90.0	Arts & Entertainment Productions Ltd	TV One
Captioning	CAPTIONING 2009-10	1,900,000	0.0	0.0	Television New Zealand Ltd	

RADIO FUNDING DECISIONS

Contract Type	Genre	Description	Total Amount Approved	No. Of Episodes	Length of Episodes (minutes)	Channel
Radio New Zealand		Radio NZ 2009/10	31,816,000	0.0	0.0	
Radio Programme Production	Special Interest	Paakiwaha	75,000	48.0	120.0	Radio Waatea 603AM
		Scrubcutter	70,000	0.0	0.0	NewstalkZB
		Te Hunga Whaitake The Newsmakers	25,000	48.0	30.0	Radio Waatea 603AM



RADIO FUNDING DECISIONS CONTINUED

NZ Music Programmes Radio	95bFM 09/10	180,000	0.0	0.0	95bFM
	Kiwi FM - Radio Shows	300,000	40.0	480.0	Kiwi FM
	Radio Active 09/10	100,000	0.0	0.0	Radio Active
	Radio Control 09/10	55,000	0.0	0.0	Radio Control
	Radio One 09/10	75,000	0.0	0.0	Radio One
	RDU 09/10	90,000	0.0	0.0	RDU

MUSIC FUNDING DECISIONS

Contract Type	Description	Total Amount Approved	Production Company
NZ Music New Recordings	Artisan Guns - Autumn	10,000	EMI Music NZ Ltd
	DJ CXL feat. Temple Jones - Number One	10,000	Illegal Musik Ltd
	Esther Melody - Meet Me At The Water	10,000	Spinnovations
	One-Two - Feels Good	10,000	HeatChild Productionz
	The Earlybirds - Low	10,000	EMI Music NZ Ltd
NZ Music Videos	Boh Runga - Be Careful	5,000	CRS Records
	Charlie Ash - Goodboy	5,000	Loop Media Ltd
	Collapsing Cities - Tazers	5,000	Pastel Pistol Ltd
	Computers Want Me Dead - We Walk In Circles	5,000	Isaac Promotions
	dDub - We Are The Ones	5,000	Vunderchick Records
	Dei Hamo - Hold U Down	5,000	Aviator Music Ltd
	False Start - Veins	5,000	Universal Music
	Falter - Can We Save Yesterday	5,000	Smalltime Records
	Haylee Fisher - Butterflies	5,000	Beaver Studios Ltd
	Inverse Order - Quell	5,000	Isaac Promotions
	J Williams - Why	5,000	Illegal Musik Ltd
	Katchafire - Doesn't Anybody	5,000	EMI Music NZ Ltd
	Kids Of 88 - Sugar Pills	5,000	Dryden Street
	Kidz In Space - Lose My Cool	5,000	Move The Crowd Ltd
	Kirsten Morrell - Cherry Coloured Dreams	5,000	Sony Music Entertainment (Nz) Ltd
	Like You Crazy - Touch Me	5,000	Dryden Street
	Minuit - Aotearoa	5,000	Isaac Promotions



MUSIC FUNDING DECISIONS CONT.

NZ Music Videos			
	Motocade - Commandeering	5,000	Isaac Promotions
	Over The Atlantic - Drama	5,000	A Low Hum
	Recloose - Catch A Leaf	5,000	Loop Media Ltd
	Rhian Sheehan - Part 3	5,000	Loop Media Ltd
	Salmonella Dub - Freak Local	5,000	EMI Music NZ Ltd
	Sarah Brown - Winter With You	5,000	Isaac Promotions
	Solstate - Rise	5,000	Isaac Promotions
	The Checks - Back Of The Restaurant	5,000	Isaac Promotions
	The Earlybirds - Runaway	5,000	EMI Music NZ Ltd
	Trei - Lead Me On	5,000	Samurai Music

DIGITAL FUNDING DECISIONS

Description	Total Amount Approved	No. Of Episodes	Production Company
BETH'S MATES	306,143	16.0	Krafthaus Films Ltd
MY CALENDAR PROJECT	513,000	10.0	Sticky Pictures Ltd
RATTLE YA DAGS	164,997	365.0	Two Heads Ltd
THE-HUB.TV	85,258	0.0	Taylormade Media Ltd

COMMUNITY BROADCASTING FUNDING DECISIONS

Access Radio

Contract Type	Description	Total Amount Approved
Access Radio Stations	Access Manawatu	165,000
	Access Radio Masterton	130,000
	Coast Access Radio Waikanae	130,000
	Community Radio Hamilton	230,000
	Fresh FM Nelson	195,000
	Plains FM (Christchurch)	230,000
	Planet FM (Auckland)	250,000
	Radio 531pi	200,000



ACCESS RADIO FUNDING DECISIONS CONT.

	Radio Kidnappers	170,000
	Radio Southland	159,600
	Samoa Capital Radio	180,000
	Toroa Radio	165,000
	Wellington Access Radio 783AM	210,000
Access Radio Supplementary Funding	Community Radio Hamilton	34,590
	Radio Kidnappers	30,000

Regional Television Programmes

Genre	Description	Total Amount Approved	No. Of Episodes	Length of Episodes (minutes)	Channel
Documentary	Kei Te Aha Country	19,825	15.0	30.0	East Coast Television
News / Current Affairs	9 Local News	150,000	288.0	30.0	Channel 9 Dunedin Television
	Chatroom	75,000	138.0	30.0	Television Hawkes Bay Ltd
	Far North News	34,888	44.0	10.0	Te Hiku Media
	In Depth	43,282	46.0	26.0	TV Central
	Local News	75,000	48.0	30.0	Mainland Television Ltd
	North City News	150,000	208.0	24.0	Visual Appetite / Family Television Netw
	Rotoview	41,138	46.0	26.0	TV Rotorua
	South Today	150,000	220.0	60.0	Cue TV
	The Beatson Interviews	55,967	40.0	30.0	Triangle Television Ltd
	Today in Canterbury	150,000	250.0	24.0	Canterbury Television Ltd
	Triangle News	150,000	230.0	10.0	Triangle Television Ltd
	Under Currents	75,000	52.0	48.0	Tararua Television



ARCHIVE FUNDING DECISIONS

Description	Total Amount Approved	Production Company
NZ Film Archive 09/10	740,000	NZ Film Archive
RNZ Sound Archives 09/10	614,055	Sound Archives Nga Taonga Korero

NZ On Air Board Meeting Dates 2009

Below are the meeting dates for 2009 and the deadlines for applications.

APPLICATION DEADLINES	MEETING DATES	TV GENRE SERIES FUNDING ROUNDS
Friday 10 July	Wednesday/Thursday 12 & 13 August	<i>Documentary, Factual, Māori. Platinum Fund</i>
Friday 4 September	Wednesday/Thursday 7 & 8 October	<i>Children's, Special Interest, Arts, Culture & Performance</i>
Friday 30 October	Thursday/ Friday 3 & 4 December	<i>Documentary, Factual, Māori, Platinum Fund</i>
		<i>One-off projects and all Drama and Comedy projects can come to any meeting.</i>

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