



Local Content & Diversity

March 2009

Welcome to NZ On Air's Newsletter

From Jane's Office

Hi all

It seems a long time since we were basking in the sun and worrying only a little about the economy. Being a Pollyanna is getting tricky but it's still worth reflecting on positive events affecting our industry.

First, some of our funded shows are raising the bar yet again. *Until Proven Innocent* had the best reception for a TV one-off drama I can recall for many years, wowing TV One's Sunday Theatre viewers with superb writing and performances. Over on Maori Television *Lost In Translation* is having the same effect, as Mike King fronts an intelligent series on the Treaty. *Go Girls* on TV2 launched with wonderful ratings and a spectacular excoriation from a reviewer well outside the target audience - gotta be a good sign. Doco series *Missing Pieces*, *Beyond The Darklands* and *Million Dollar Catch* are doing really well. And there's more to come.

Second, we know the sobering stuff will be with us for a while. Broadcasters and advertisers are enduring heavy weather, and of course that affects production. But there is hope that NZ On Air's current revenue will be maintained, a terrific vote of confidence from the Government in recognition of the economic as well as cultural flow-on effects from this funding. We're delighted with the Government's focus on value for money as we can't think of a funding model that delivers this better than ours – with the help of a remarkably efficient production sector.

Third, it's possible our production and broadcast sector may not be hit as hard as their international counterparts. Hopefully, our famed cost-effective production, creativity and practical ways will help us rebound faster.

Four, there are some terrific new programmes coming up - check out the funding decisions appended to this newsletter.

So, while none of us can be capering about with joy, there are still good things to be found amongst the grimness. Rest assured the whole NZ On Air team, both Board and staff, remains energetically focused on our purpose - helping you create and deliver valued local content to many different audiences. And naturally we're keeping our own operating costs firmly in check.

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Television

Awards for NZ documentary

Screen Talk

NZ On Screen's hot favourites

NZ Music

NZ Music goes Stateside

Community Broadcasting

Review outcomes

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



We're thinking hard about how to improve measurement of the impact of our funding. Currently there isn't a simple measure of how many jobs are created from our funding. We'll be talking to producers soon about how some base information might be included in production reports.

As we noted in the last newsletter, we undertook a small organisational review during 2008. As a result, we reorganised our radio and regional activities and, in February, welcomed new Community Broadcasting Manager Keith Collins to the team. Read about him overleaf.

Handily for Keith, we've now completed the Community Broadcasting Review. As with most of these things, in some areas there are still more questions than answers and we'll continue to work on policy to ensure we're getting the best services. Keith will be getting around to meet station managers over the next few months and promises to know the answer to the meaning of life shortly.

Finally, NZ On Air turns 20 this year. While, sadly, it's not the time to have wild parties, it is worth reflecting on how the creation of an independent and contestable funding system helped transform the local content landscape.

Twenty years ago a popular nightly local soap was inconceivable; the idea of a variety of local content constantly appearing in the TV Top 20 was laughable; *Country Calendar* and *Fair Go* were schedule stalwarts, and still are (take a bow); the entire independent TV production sector could meet in a lift; TV3 was in nappies and Maori Television was a dream.

NZ music on the radio was less than 2%; Radio New Zealand ran a commercial network; there was one access radio station; and we all had bad haircuts.

One thing is constant though - the joint support of the government of the day, the production sector and the broadcasters will always be vital to ensure we have as much local content as the audience wants and the country can afford.

We at NZ On Air thank you for that support.

Cheers,
Jane

An Invitation to Apply for Digital Content Funding

The Digital Content Partnership Fund is a contestable fund of \$1 million for the creation and transmission of new multi-format audiovisual, New Zealand content. Last year the Fund supported projects aimed at child and youth audiences - from a website encouraging young people to upload user-generated comedy, to a mobile radio recording facility called *The Pod*. This year, however, we will consider proposals aimed at any target audience.

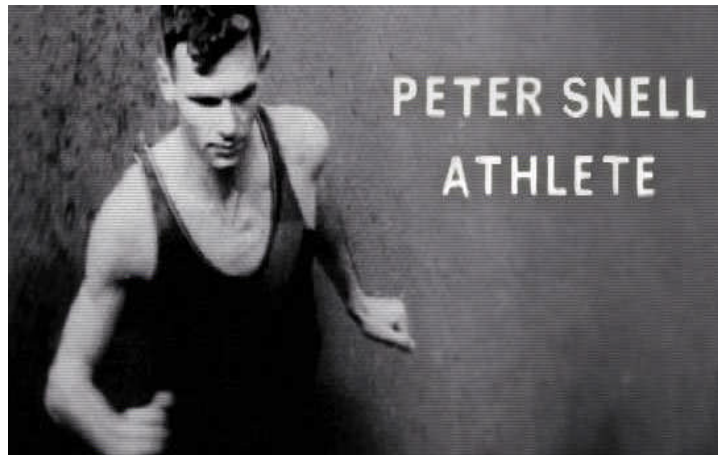
Another change to this year's allocation is the removal of the need for a broadcasting outcome. Although broadcast is no longer a prerequisite, proposals that demonstrate a synergy between traditional broadcasting and new media are nevertheless encouraged.

You'll find the full RPF at the end of this newsletter and on our website. If you have any questions on the Digital Partnership Fund please contact glenn@nzonair.govt.nz

Robert Bruce: In Memoriam

We extend our sympathy to friends and family of the late, great, Robert Bruce. Robert was a fantastic agent, a staunch industry contributor and a funny, generous man. Industry get-togethers will, sadly, be a little less colourful without him. RIP Robert.

New Audiences for NZ Content



NZ On Screen (www.nzonscreen.com) is helping spread an eclectic mix of New Zealand content across the globe. The latest hot favourites on the site are the Taylormade documentary *Britten: Backyard Visionary*, the 1964 NFU short *Peter Snell - Athlete*, the odd but educationally worthy *Such A Stupid Way to Die* and Andrew Bancroft's short film *Planet Man*.

This diversity in what's hot is driven by the international online community - favourites are linked to and spread like wildfire through the blogosphere. It means some old gems are given a new lease of life and also helps to broaden the reach of NZ content through new channels.

New expertise

In January Irene Gardiner joined the NZ On Screen team as the Content Director. A media commentator and ex-TVNZ commissioner and producer, Irene brings her extensive experience in the local television industry to the project.

Focus on Community Broadcasting

NZ On Air is pleased to welcome Keith Collins to the team to take up the newly created role of Community Broadcasting Manager. His aim is to provide extra focus across the full range of community broadcasting arenas – access radio, regional TV, Pacific Island broadcasting, and archiving.

Keith's been in broadcasting for over 25 years and has spent the last seven years managing the regional TV station in Dunedin, Channel 9. This experience has given him a good understanding of the complexities of this unique sector from a "coal face" perspective. He wants to begin by listening and taking stock, to get a more detailed knowledge of the national picture.



"Community broadcasting is complicated, it's hard work for the people involved and is very much an exercise in co-operation. I want people to know that I am a dedicated resource for community broadcasting and here to help."

For now Keith is getting to grips with the role and aims to get out and about over the next few months to meet the people who work hard to make community broadcasting happen.

Community Broadcasting review

We released our second discussion paper on community broadcasting in November 2008, reporting some proposed policy approaches and asking for responses. Responses about access radio suggest that there is still some work to do to achieve a common vision for the



sector. Those on regional television largely supported the proposed approach to focus on programme funding.

A brief summary of responses will be on the website soon. The community broadcasting environment is complex and we now need to consider some of the high level issues in the light of the economic environment. There is more thinking to be done on the contribution of access and community broadcasting to the overall broadcasting environment and how the NZ On Air funding intervention can best contribute. We intend to continue considering these issues over the next year or two.

Meanwhile, as an outcome of the review:

For Access Radio NZ On Air will

- a) abolish the special purpose fund and integrate this money into operating budgets
- b) continue to fund free to air broadcasters, rather than new internet-only access or community stations
- c) continue to require annual funding applications from stations
- d) require, as part of the annual funding application process, that stations seek and report feedback from their communities about the needs of the programme makers and their listeners
- e) improve measurement systems for access radio programme output to assess the extent to which the range of broadcasts provides for the interests of those mentioned in section 36(c) of the Act and enables NZ On Air to deliver on its statutory objectives

For regional television NZ On Air will

- a) change our funding practice to direct funding primarily to programming. Priority will be given to programming made locally to:
 - o provide regional news and information;
 - o provide coverage of local events, regional cultural activities, and sporting events; and
 - o reflect other community special interest groups relevant to their region such as ethnic, linguistic and other minorities, where no similar broadcast service exists.
- b) take into account both the potential size of the target audience and geographic spread
- c) take into account the ability of the broadcaster to generate other revenue from the community and from the broadcast of non-regional programming

We are hopeful of being able to provide a modest funding increase for regional television and will advise budget levels shortly

A proposed programme-based funding policy will be discussed with stations soon.

Television Production News

We'd like to remind all the TV Producers about a few compliance details. Your payments can be delayed if we need to chase these matters.

1) Funding Agreement Compliance

As per our standard Production and Funding Agreement (PFA), producers are required to provide a copy of your licence agreement with the broadcaster and any other funding agreement(s) for third party funding, *before the second drawdown*. We are unable to fund beyond the Execution drawdown until we receive these documents.

Producers receiving Development contracts need to provide a copy of any ancillary agreements such as writers' agreements, at the time they invoice for the Execution drawdown. This is a written condition of the Execution drawdown schedule in all Development contracts and is carefully monitored.

2) Reporting & Invoicing Reminders

- Producer and director fees (above-the-line costs) cannot be increased without approval from the Television Manager.
- Please check your cost reports before sending them to NZ On Air.
- If your programme has been shot in HD, please state this in your delivery or final report.

Continued over....

- The words 'Tax Invoice' must appear prominently on every invoice that has a GST component.
- Please ensure that the name of the programme is stated on each invoice, and that the wording of the drawdown matches that on the drawdown schedule.

Further international recognition for NZ doco



Renowned film-maker Annie Goldson recently scooped the Grand Prix at the 6th Pacific Documentary Film Festival for her acclaimed documentary *An Island Calling*.

The jury commended the film for its ability to interweave numerous complex story strands while retaining clarity and great story telling, as well as for its openness and refusal to pass judgment. The Grand Prix is *An Island Calling's* sixth award.

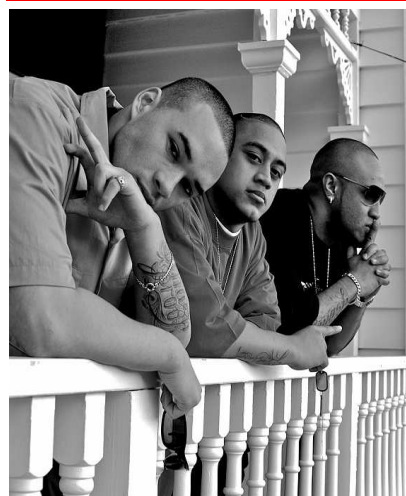
Annie has also just received funds for her new documentary *Brother Number One*, which follows rowing champion Rob Hamill through Cambodia to seek the truth about his brother Kerry murdered by the Khmer Rouge 30 years ago.

Ethnic forum Thursday 4 June, Auckland

Programme makers and broadcasters - television and radio - mark your diaries now.

We're planning a lively day exploring the changing face of New Zealand and what that might mean for audiences, programme schedules – and, yes, funding priorities. SBS's Shaun Brown will speak of the delights and challenges of running multicultural broadcast services, alongside an array of NZ luminaries. Programme makers involved in this sector will be contacted shortly. Contact anna@nzonair.govt.nz if you want to register your interest.

No More 08/09 Album Funds



The 2008/2009 funding year has seen a big increase in the demand for Phase Four album grants. The upside of this is that we've ended up funding a record 32 albums in the 2008/09 financial year. This year's artists include Gin Wigmore, Collapsing Cities, Opensouls, Shihad, Ladi6, Midnight Youth, Sarah Brown, These Four Walls, The Exiles, Devolo, Deja Voodoo, and Smashproof (pictured left) among many others.

But the downside is that with two rounds to go we have run out of money for albums this financial year. So there will be no Phase Four album funding granted at either the April or June board meetings. The next opportunity to apply will be in July (deadline is Friday 10 July) for the August 2009 board meeting.

New Faces and New Babies in The Music Team

As many of you will already know Emily Upston of the Auckland-based plugging team who looks after repertoire is off to give birth to her own little project – her first baby! Emily will be away until July 2009 looking after the new addition to the family, and we wish her and Andre all the very best.

We have brought Dianne Swann (pictured right) into the NZ On Air fold for a few months to cover in Emily's absence. Dianne is known to many through her various musical outputs and incarnations – Everything That Flies, When The Cat's Away, The Julie Dolphin, and currently The Bads. Dianne also has experience in the radio realm with the Kiwi FM network. Dianne's email is dianne@kiwihits.co.nz



NZ Music Showcasing in LA and Texas

The Phase Five campaign hits a busy period in the next month with the annual South By Southwest festival in Austin, Texas. This event attracts bands from all over the world, and a healthy contingent of NZ acts are on their way Stateside.

NZ On Air and the NZ Music Commission, alongside tastemaker international radio show *Passport Approved*, are hosting an LA showcase on 16 March as a warm up. It's a chance to get some industry heavy hitters tuned in to the sounds of Midnight Youth, David Dallas, Bang Bang Eche, and Pistol Youth. Then it's on to Austin, Texas, where Cut Off Your Hands, The Brunettes, Midnight Youth, Bang Bang Eche, and Ladyhawke appear at this year's NZ BBQ party. Look out America you are being invaded with good music this month!

Funding Decisions

From the February 2009 round

TELEVISION FUNDING DECISIONS

Genre	Description	Total Amount Approved	No. Of Episodes	Length of Episodes (minutes)	Production Company	Channel
Arts/Culture	ANZAC 2009: PACIFIC ISLANDS	133,100	1.0	90.0	Maori Television Service	MTS
	PETER PAN	270,850	1.0	120.0	TVNZ	TV One
	SEVEN WORLDS COLLIDE	59,710	1.0	60.0	Republic Films & Automatic Films	TV One
Comedy	IN THE BEGINNING THERE WAS NOTHING	1,751,425	8.0	30.0	Firehorse Films	TV3
	LAUGHING SAMOANS AT LARGE	485,663	4.0	60.0	TVNZ	TV 2
Documentary	BROTHER NUMBER ONE	170,000	1.0	60.0	Pan Pacific Films	TV3
	EXTRAORDINARY KIWIS 3	256,690	10.0	30.0	Execam	Prime
	HIGH COUNTRY RESCUE	520,000	8.0	30.0	South Pacific Pictures	TV One
	THE WARRIORS	93,035	6.0	20.0	TVWorks	TV3
Drama	VOLCANO	1,585,000	1.0	120.0	Gibson Group	TV3
Arts/Culture	ARTSVILLE 2009	1,125,000	9.0	60.0	TBC	TV One
Documentary	TV ONE DOCS 2009	1,900,000	20.0	60.0	TBC	TV One
Digital	LOUIS VUITTON PACIFIC SERIES	118,900	14.0	330.0	Taylormade Media	TVNZ.co.nz

RADIO FUNDING DECISIONS

	Genre	Description	Total Amount Approved	No. Of Episodes	Length of Episodes (minutes)	Production Company	Channel
Access Radio Supplementary Funding		Arrow FM	9,748	0.0	0.0	Wairarapa Access Radio	
		Fresh FM	15,000	0.0	0.0	Tasman Bays Community Bcast	
Radio Programme Production	Special Interest	Easter 2009	13,429	1.0	720.0	Christian Broadcasting	NewstalkZB

MUSIC FUNDING DECISIONS

Contract Type	Description	Total Amount Approved	Production Company
NZ Music Albums	Gin Wigmore - Album 1	50,000	Universal Music
	Katchafire - Album 4	50,000	Katchafire Enterprises
	Sarah Brown - Album 2	50,000	Isaac Promotions
	Shihad - 2009 Album	50,000	Warner Music NZ
	The Checks - Album 2	21,625	Pie Club Records
	Young Sid - Album 2	49,400	Move The Crowd Ltd
NZ Music New Recordings	Black River Drive - Everywhere	10,000	Page One Management
	Dane Rumble - Don't Know What To Do	10,000	Warner Music NZ
	Dictaphone Blues - You Put It In Me	10,000	Isaac Promotions
	Erakah - Infatuated	10,000	Illegal Musik
	I Am Giant - City Limits	10,000	CRS Management
NZ Music Radio Hits	Hollie Smith - Sensitive To A Smile	5,000	Warner Music NZ
	J Williams - Set It Off	5,000	Illegal Musik
	Phil Madsen - Dancing On The Moon	5,000	Enter Ltd
	Pieter T feat. The Truth - Stay With Me	5,000	Kog Mastering
	The Feelers - Beautiful Feeling	5,000	Warner Music NZ
NZ Music Videos	Audio Empire - Paper Soldiers	5,000	Isaac Promotions
	Boh Runga - Names In The Sand	5,000	CRS Music Management
	Bruce Conlon - City That Never Sleeps	5,000	Isaac Promotions
	David Dallas - Little More Time	5,000	Dirty Records
	Deja Voodoo - Girls With Guitars	5,000	Deja Voodoo
	Dimmer - Cold Water	5,000	Warner Music NZ
	Fur Patrol - Little Fists	5,000	Tardus Music
	J Williams feat. Lavina Williams – Stand With You	5,000	Illegal Musik
	Kids In Space - Down Time	5,000	Move The Crowd
	Lawrence Arabia - Apple Pie Bed	5,000	Honorary Bedouin Records
	Luger Boa - I Wanna Girlfriend	5,000	Stuka Records
	Midnight Youth - Start Saving	5,000	Warner Music NZ
	Mumsdollar - Catch Me If You Can	5,000	Pure Entertainment NZ
	Nesian Mystik - R.S.V.P.	5,000	Bounce Records
	P-Money - Angels	5,000	Dirty Records
PNC - Bazooka Kid (Ooh Baby)	5,000	Dirty Records	



	Savage - I Love The Islands	5,000	Dawn Raid Music
	SJD - Baby You're Oh So	5,000	Round Trip Mars
	Sleepy Kid - Summer Skies	5,000	Border Music
	Smashproof - Friday	5,000	Move The Crowd
	Sola Rosa feat. Bajka - Humanised	5,000	Way Up Records
	State Of Mind feat. Tiki - Kinetic	5,000	SOM Music
	Sweet & Irie - Sweet & Irie	5,000	Dawn Raid Music
	The Black Seeds - Come To Me	5,000	The Black Seeds
	The Checks - Disco Thump	5,000	Pie Club
	The Mint Chicks - Don't Sell Your Brain Out	5,000	Warner Music NZ
	The Tutts - Odyssey	5,000	Isaac Promotions
	Vince Harder - Lyrical Love	5,000	Dirty Records
Radio Shows	Radio Shows - As Kiwi As	40,000	Classic Hits
	Radio Shows - Homegrown	33,680	Radio Rhema
	Radio Shows - The Slab	36,000	The Edge
	Radio Shows - The Word	49,400	Pantellia (for ZM)
	Radio Shows - un-chart-ed	55,465	Base2 (for the b.net)

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 8 May	Wednesday/Thursday 10 & 11 June	<i>Regional TV, Documentary, Arts, Culture & Performance</i>
Friday 10 July	Wednesday/Thursday 12 & 13 August	<i>Documentary, Factual, Māori</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</i>
		<i>One-off projects and all Drama and Comedy projects can come to any meeting.</i>

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Request for Proposals Digital Content Partnership Fund 2009

NZ On Air is now seeking applications for the second year of the Digital Content Partnership Fund.

Purpose

A contestable fund for the creation and transmission of new multi-format audio visual New Zealand digital content.

Fund

Up to \$1,000,000 per annum plus GST. This is the second year of the planned four years of the Digital Content Partnership Fund.

Background

In 2008 the inaugural Digital Content Partnership Fund criteria targeted content for children and youth. NZ On Air also required a broadcast outcome because legislation covering the necessary amendments to the Broadcasting Act had not then been enacted.

Funding was provided to the following projects:

<i>Mash Pit</i>	<i>Gibson Group</i>	\$339,595
<i>AEF 360°</i>	<i>Greenstone Pictures</i>	\$399,491
<i>The Pod</i>	<i>Plains FM</i>	\$72,200
<i>Louis Vuitton Pacific Series</i>	<i>Taylormade Productions</i>	\$118,900

Year Two (2009)

NZ On Air is now seeking proposals to mark the next step in creating special New Zealand content for local audiences who actively seek information and entertainment on platforms other than traditional broadcast channels.

This year a free to air broadcast outcome will not be mandatory. However proposals which demonstrate a synergy between traditional broadcast and new media platforms are encouraged and may be preferred.

To encourage the widest range of innovative proposals NZ On Air is not limiting ideas to a particular target audience or genre. We are seeking genuinely original online audio visual content that can engage and build a bridge to new audiences, preferably on more than one platform. The content must reflect and develop New Zealand identity and culture, and a clear understanding of and focus on a particular audience is key.

Submitters will also need to be able to demonstrate how they will promote and market the project in order to reach and attract significant audience levels. Support for applications which only have exposure on one platform is unlikely.

The content must be available without charge to the audience on at least one platform, but some form of subscription or cost-recovery on another may also be permitted. NZ On Air will take its normal investment position in respect of any revenue generated. Funds may be applied to one or more projects. NZ On Air is seeking to generate the widest possible benefit and impact from this Fund.



Eligibility

The content must reflect and develop New Zealand identity and culture and help NZ On Air achieve its Broadcasting Act objectives. The following criteria will also be assessed:

- the strength, creativity and originality of the idea
- the relevance to and probable size of the target audience
- whether innovative cross-media opportunities are being maximised
- NZ On Air funding spans television, radio, NZ music and archiving. Does the project provide any synergies or innovation across this work?
- the cost-effectiveness of the proposal: is it value for money?
- are there opportunities for other sources of funding (ie. does it genuinely need a subsidy from public funds?)
- the level of financial support from any broadcaster or platform provider will be influential
- Inclusion of an effective business plan – will the project be able to continue past its initial funding? What are the proposed measures for success of the project

Who can apply?

Companies or individuals with a successful track record of audio/visual content production with the ability to provide effective project management. Joint ventures between traditional and new media companies are encouraged.

How and when?

Application deadline is **midday, 15 May 2009**. Submissions arriving after this date and time will not be accepted.

The following details must be included in the covering letter and documents accompanying each application:

- A completed Production Funding Application Form
- A completed Budget Summary Sheet including the cost of content creation and publishing/website costs
- A clear explanation of the nature of the content including synopsis, treatment, and proposed formats and platforms
- Written confirmation that any proposed New Zealand broadcaster or platform provider supports the project and agrees to broadcast/publish the content, including intended timeslot or site publication details, and details of the broadcaster's/platform provider's financial contribution
- Names of key personnel involved in the production, with brief CV's
- A full production budget supporting the Budget Summary Sheet
- The extent to which funding or resources have been sought from other sources; including which sources have been approached and the extent of assistance obtained
- A description of how the launch of the content will be publicised so target audience awareness is maximised across all platforms

How will applications be considered by NZ On Air?

Staff will evaluate proposals against the criteria above. Independent assessors may be used. Recommendations will be made to the NZ On Air Board's June 2009 meeting and the Board's decision(s) will be advised as soon as possible thereafter.

NZ On Air: March 2009