



NZ On Air – Funding for Commercial Radio Programmes

Overview

NZ On Air invests in spoken programmes for commercial radio audiences to extend programming diversity and listener experiences. To get value for money by maximising audience reach, we focus on nationwide networks where possible. Our priorities are drama, comedy, youth, ethnic, children's, Maori issues in English, and spiritual spoken features.

Updated Commercial Radio Programme Funding Criteria:

a) Audience Reach & Platform.

Does the show reach an audience of reasonable size via a network, or collection of 20 or more independent radio stations. Radioscope Tier One and Tier Two stations (ie. weekly 10+ cume of 250,000 or more) will take priority for Drama/Comedy and Youth programmes. Other network sizes and/or station groupings may be considered for projects of special merit.

b) NZ On Air Radio Programme Special Interest Priorities.

Does the show fit into the genre/category of: Youth, Children, Drama/Comedy, Spiritual, Ethnic, or Maori Issues in English

c) Producer Track Record or Producer Potential.

Does the producer have a proven track record with making radio programmes for broadcast, or has the producer demonstrated reasonable potential to make radio programmes for broadcast.

d) Commitment to Broadcast the Programme.

The producer must have a letter agreeing to broadcast the finished programme from the Programme Director of the network or from the Programme Directors of the various independent stations agreeing to play the finished programme. The letter should also indicate which timeslot the programme will play in.

To Apply for Funding

Applications should consist of a minimum of the following information:

- A one or two page overview of the proposed radio programme;
- Details on the personnel involved in the making of the programme ;
- Length of episodes and how many episodes in the full series;

- Which radio network or station/s the programme will play on and in what timeslot;
- A letter of intent to broadcast from the Programme Director or the radio network or station/s who will be playing the programme and in what timeslot; and
- A full and detailed schedule of budgeted costs.

Applications can be posted or emailed by any of the application deadlines stated on the funding calendar.

Posted applications should be sent to:

-for **Youth, Drama, Comedy:**

David Ridler (david@nzonair.govt.nz)

OR

-**Ethnic, Children's, Maori Issues in English, Spiritual:**

Keith Collins (keith@nzonair.govt.nz)