

May 2015



REGIONAL MEDIA CONTENT: SEEKING EXPRESSIONS OF INTEREST

PURPOSE

NZ On Air is seeking ideas to provide regional audiences in New Zealand with engaging, converged regional news or information content. This document sets out what we are looking for and how to submit a proposal.

INTRODUCTION

NZ On Air is seeking Expressions of Interest (EOI) in providing new and innovative ways to provide screen content for regional audiences. We are looking for ideas that will reach a significant audience, be valued by that audience, and will make an impact at community level.

This EOI follows Paul France's [Review of Regional Television](#). This review was undertaken in the context of a shifting media environment, changing audience behaviour, and increasing convergence between different media. New solutions are clearly needed.

A summary of NZ On Air's response to the France review can be read [here](#).

We understand needs and approaches will differ from region to region. We are issuing this EOI because we want to encourage regional media partnerships to propose compelling content ideas backed by tangible provincial or regional support. The aim is not necessarily to serve every region, but to concentrate on those where audiences are most engaged with regional media.

Ultimately, up to \$1.5m total funding may be available from 1 July 2016 for allocation among successful initiatives.

THE BRIEF

We are looking for strands of multiplatform content for regional media audiences that will be:

- Focused on screen-based regional news and information
- Of a type that is not prioritised by mainstream media: stories from, by, for and about regional New Zealand
- Cost-effective
- Highly valued by an engaged regional audience
- Available free of charge on the platforms regional audiences use
- Available online for a lengthy period
- Promoted consistently and well

See Submission Requirements below.

We see this content being delivered by effective media partnerships that are deeply connected to their region. It may be this new content will add audience value to an existing media or information outlet that is clearly well-used by a regional audience.

We hope to see new multimedia/multiplatform alliances (TV, web, digital media, print, radio). Such collaborations should help audiences find funded regional content easily, on the platforms they use, and help maximise audience size.

We expect potential providers will have clear support from important regional leaders: examples are local government, significant local community entities, local business, iwi, other significant organisations in the region.

NZ On Air does not have editorial control over the content it funds. Funded content will be expected to meet broadcast standards.

WHAT IS A REGION?

To be cost-effective, proposals need to serve regions of adequate size – provinces, or a local population of at least 50,000 people. Recognition of diversity within that population will be important.

WHAT WE WILL NOT CONSIDER

- Stand alone initiatives with limited reach
- Unproven platforms
- Niche ideas

PROCESS AND TIMELINE

Submitters need to email their Expression of Interest to Keith Collins keith@nzonair.govt.nz by **midday Friday 21 August 2015**.

Then we will:

- Evaluate all submissions and shortlist any we consider viable by **9 December 2015**.
- Notify all submitters of our interest or otherwise by **10 December 2015**.

Next steps:

- Shortlisted submitters will be asked to provide a full proposal by **29 February 2016**.
- NZ On Air will seek any further required information **by mid-March 2016**.

Decisions:

- Final decisions will be made in **May 2016**.

NOTE: NZ On Air reserves the right not to proceed with submissions, to propose amendments or different partnerships to achieve the best outcome, or not to fund. We emphasise the aim is not necessarily to serve every region, but to concentrate on those where audiences are most engaged with regional media.

SUBMISSION REQUIREMENTS

To submit an Expression Of Interest you need to:

- 1.** *complete* the **Application Form**, and
- 2.** *attach* a **Content Concept** of no more than 10 pages (preferably less) describing the proposed content and how regional audiences will find and value it. Specifically tell us –
 - how the content is innovative and valuable to the region
 - platforms the content will feature on
 - information and evidence about the current or prospective audiences of those platforms
 - ideas for how the content will be integrated into, support, or be shared by other regional or community media services
 - ideas for effective promotion including social media
 - other partners that will support and promote the content
 - approximate duration (or production output)
 - rough cost
 - other likely financial contributors
 - and any other information that shows how this is content that is important for your region, **and**
- 3.** *add* up to six **Letters of Support** from up to six important regional leaders e.g. local government, significant local community entities, local business, iwi, other important organisations in your region.