

Local Content and Diversity

December 2005

Useful websites:

www.nzonair.govt.nz

www.mch.govt.nz

www.tvnz.co.nz

www.soundarchives.co.nz

www.filmarchive.org.nz



New Zealand - our stories, our songs, our selves.

Welcome to NZ On Air's Newsletter

You'll find details here of the funding decisions from the October meeting, and other public service broadcasting news. As we head towards the end of 2005, we can also confirm our application deadlines and meeting dates for 2006, so you can plan for the year ahead.

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From the October meeting

From Bernard's Office

This Newsletter has details of the funding decisions made at the most recent NZ On Air meeting, held in October. It was, once again, a busy meeting, and resulted in a number of popular television series being rolled over as well as new exciting projects for television, radio and our NZ music work in the months ahead.

We have just published our annual research on New Zealanders' attitudes to local content on our airwaves, and there are more details about that later in this Newsletter. The *Public Information and Opinion Monitor* is something we commission at the same time every year, and it gives us a good indication of what people are thinking about local content in general, not just that funded by NZ On Air.

We contributed to the first ever Nielsen//NetRatings survey into the behaviour and attitudes of New Zealand children and teenagers towards the Internet and technology. The study sets a benchmark from which to monitor and track future trends for our audiences.

Our Annual Report for 2004/2005 has been tabled in Parliament and is available for download as a PDF on our website.

It is pleasing to be able to report that the 2004/2005 year was a successful one from our perspective, and that some innovative TV projects like *Outrageous Fortune*, *Seven Periods with Mr Gormsby* and NZ's *Top 100 History Makers* have seen the light of day, as well as a popular new radio show *That's The Story* for young people, and the production of 150 music videos, 43 new recording artists and 19 albums.

I hope you find much of interest in this Newsletter. You will get another short Newsletter before Christmas to let you know about the December funding decisions.

Increased Spending in Above-the-Line Costs

We would like to draw your attention once again to the matter of increased expenditure on above-the-line codes on television productions. Even though the issue was raised in the September Newsletter we are still receiving cost reports that have over-runs - in the above-line producer and director codes in particular.

Prior approval must be sought from NZ On Air if producers wish to increase spending in above-the-line items. Clause 5.3 of Schedule 1 of our standard Production Funding Agreement and also our Cost Report Guidelines contain this information and can be downloaded from our website.

A request for approval for increased expenditure can be included in the producer's report, or by e-mail or phone call. We're not fussy about how the request is made, as long as it includes the reason for the increase and how it will be covered within the existing budget.

Changes in the Television Team

As many of you will be aware by now we have had changes in our television team. Simon Philips has resigned as NZ On Air's television manager. Fortunately our former Client Relations Manager, Kathryn Quirk, has agreed to act as television manager, based in Auckland. This will ensure the work continues smoothly over the next few months.

Kathryn will work with our very able and experienced team, Teresa Tito and Alicia Sutton, with additional support provided by Aileen O'Sullivan, who has joined us on contract for the time being.

Annual Report

Our Annual Report for 04/05 highlights the need to manage funding carefully if the achievements of recent years are to be sustained. We reiterated our determination to ensure New Zealanders continue to enjoy locally produced content on radio and television despite rising production costs, and noted that the Government has emphasised the value of our work with an increase in funding.

\$95 million (exc. GST) contributed to more than 1,000 hours of television and thousands of hours of public interest programming on Radio New Zealand and community access stations. It also supported numerous music videos, new recording artists, albums and music television.

The Awards Season

Congratulations to all the winners in this year's **Qantas Television Awards**. We were very happy to see that programmes funded with NZ On Air support featured prominently. They were *Outrageous Fortune*, *Mataku*, *Country Calendar*, *Colin McCahon-I Am*, *Holly's Heroes*, and *bro'Town*.

Holly's Heroes has also won an **AFI Award for Best Children's Drama** in Australia.

... and More Winners

The music industry has also been celebrating its successes. NZ On Air-funded music videos picked up five top places in the **Juice Awards**; the winner of the **APRA Silver Scroll** was Evermore for a song from their Phase Four-funded album, *Dreams*; NZ On Air was presented with the **Industry Champion Award** at the Music Managers' Forum; and NZ Music Awards winners Breaks Co-Op, P-Money, The Checks, Dave Dobbyn, Dei Hamo, Shihad, Scribe and Evermore have all received NZ On Air support.

NZ On Air has been involved with Evermore since they were at school. The *Dreams* album has since delivered another four radio hits and garnered five Australian Recording Industry Award nominations. Evermore are currently in New York working on their second album.

Hui

Two hui have been run in association with Te Mangai Paho and Nga Aho Whakaari. The first, at the end of last month, gave participants an opportunity to share their experiences as location scouts, producers, directors, writers and academics of liaising with iwi.

The second hui was focussed on the director - directing Maori material and talent, working in te reo Maori, satisfying a Maori or a mainstream audience. Experienced and emerging directors talked about what the job means to them.

NZ Music Developments

New Zealand music content on commercial radio in the latest quarter - the July/September quarter - was 21.02%, about the same as the 21.60% achieved in the June quarter and 3.52% ahead of the NZ Music Code target for the 2005 year. The good news is that September's 21.02% was achieved without the benefit of the NZ Music Month booster which helped June get to 21.60%.

Introducing NZ Music to the World

NZ On Air's Phase Five plan to introduce new music from New Zealand to the world is flying. One of the five Phase Five strategies is to partner with key music trade magazines to profile New Zealand music. In the UK, the key trade mag is Music Week (like billboard or R&R is to the US) and late last month a Phase Five sampler featuring 19 NZ songs went to the magazine's 8,500 industry subscribers.

The cover-mount sampler will lead off with Pluto's Long White Cloud and will feature acts as diverse as Anika Moa, savage, the Bleeders, Breaks Co-Op, Ghostplane, Die! Die! Die! and Goldenhorse – all selected by Music Week themselves from a long-list of tracks we put to them.

Calling All Radio programme Producers

This is a reminder to all producers of radio programmes funded by NZ On Air that a requirement of the Funding Agreement is for a compilation tape or CD covering the show is to be deposited with the Sound Archives/Nga Taonga Korero in Christchurch. The show will then join the thousands of titles managed and available for future generations of New Zealanders.

EGeneration Trends

We contributed towards the first Nielsen/NetRatings survey into behaviour and attitudes of New Zealand children and teenagers towards the Internet and technology. One in three respondents aged between 6 and 17 admitted they could not live without television. Just under one in five would not want to be without music or mobile phones, and one in seven considers the Internet essential to their daily lives.

Kids as young as four years old are starting to use the Internet and three quarters of 9 – 17 year olds have been online for more than two years. Apart from using email (70%) and instant messaging (42%), homework is the most common reason for going online followed by playing games and music.

2005 Application Deadlines and Meeting Dates

Meeting dates and application deadlines have now been confirmed for next year. You will be sent a deadline and meeting date sheet in due course, but here they are for putting in your diary:

Application Deadline	New Recordings Deadline	Meeting Date	Springboard Deadline
Fri 20 Jan	Fri 27 Jan	Wed/Thu 22 & 23 Feb	
Thu 24 Mar		Wed/Thu 26 & 27 Apr	
Fri 19 May	Fri 26 May	Wed/Thu 21 & 22 Jun	
Fri 14 Jul	Fri 21 Jul	Wed/Thu 16 & 17 Aug	
Fri 8 Sep		Wed/Thu 11 & 12 Oct	Fri 27 Oct
Fri 10 Nov	Fri 17 Nov	Wed/Thu 13 & 14 Dec	

Christmas and New Year Office Hours

NZ On Air closes on 23 December and reopens on Monday 9 January. Our last direct credit payments for 2005 will be on **Tuesday 20 December** and our first for 2006 will be on **Tuesday 17 January**. If your production company's schedule is likely to need a drawdown payment prior to 17 January, please contact Teresa Tito or Alicia Sutton by Tuesday 20 December to discuss how NZ On Air can accommodate your requirements.

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Funding Decisions

October 2005 Television Funding Decisions			
TV Programmes	Producer	Funding	Broadcaster
<i>Comedy</i>			
Bro'Town 3 7 x ½ hour	Firehorse Films	\$1,800,000	TV 3
Comedy Gala 2006 1 x 1½ hour	Satellite Media	\$108,495	TV 2
<i>Documentary</i>			
Charlotte Turns Five 1 x 1 hour	Greenstone Pictures	\$120,364	TVOne
<i>Arts, Culture & Performance</i>			
The Nutcracker 1 x 1½ hour	TVNZ	\$202,612	TVOne
<i>Special Interest</i>			
Tagata Pasifika 2006 52 x ½ hour	TVNZ	\$1,348,292	TVOne
ASB Polyfest 2006 5 x ½ hour	TVNZ	\$180,521	TV2
Praise Be 2006 43 x ½ hour + 1 x 1 hour	TVNZ	\$597,996	TVOne
Pacific Beat Street 3 12 x 1½ hour	Drum Productions	\$438,873	TV3
Open Door 7 10 x ½ hour	Morningside Productions	\$308,808	TV3
Captioning 2006 (6 mths) 100 + hours per week	TVNZ	\$933,858	Various
<i>Children's</i>			
What Now 2006 40 x 2 hour	What Now Ltd	\$2,500,000	TV2
Squirt 2006 40 x ½ hour	Taylormade Media	\$1,261,167	TV2
Studio 2 2006 208 x ½ hour	Taylormade Media	\$1,735,956	TV2
Mai Time 2006 40 x ½ hour	TVNZ	\$802,488	TV2
Stage Challenge 2006 6 x ½ hour	Whitebait TV	\$256,875	TV2

October 2005 Radio Funding Decisions			
Radio	Producer	Funding	Broadcaster
Radio Programmes			
Christmas Special 2005	Christian Broadcasting Association	\$11,668	Newstalk ZB & Radio Sport
That's The Story	Ronald Mackie and Loudmouth Productions	\$103,480	Classic Hits FM
Radio Station	The Down Low Concept	\$64,330	George FM
Radio Station			
Samoa Capital Radio		\$15,000	
Plains FM		\$15,000	

October 2005 Music Funding Decisions			
Record	Artist	Funding (up to)	Record Company
Music Videos			
Memory Of Me	Kitch	\$5,000	1157 Records
High Noon	High Noon	\$5,000	Arch Dynasty
Gone Did It	Nesian Mystik	\$5,000	Bounce Records
Shyness Will Get You Nowhere	Die! Die! Die!	\$5,000	Capital Recordings
Down Time	Aaradhna	\$5,000	Dawn Raid
Let's Stay Together	Adeaze	\$5,000	Dawn Raid
Spoken	Losing Face	\$5,000	Deadboy Records
So Radiate	Carly Binding	\$5,000	Festival Mushroom
My Only	Goodnight Nurse	\$5,000	Festival Mushroom
Lollipop	King Kapisi	\$5,000	Festival Mushroom
Nestegg	Pheonix Foundation	\$5,000	Festival Mushroom
Badman	Sola Rosa	\$5,000	Festival Mushroom
End Of The World	Shocking Pinks	\$5,000	Flying Nun
Leaves	Gasoline Cowboy	\$5,000	Independent
Flow	Kora	\$5,000	Independent
Mana's Bounce	Reclouse	\$5,000	Loop Recordings
Bathe In The River	Hollie Smith	\$5,000	Mana Music
Spectacular Little Death	Motocade	\$5,000	Independent
Computer Games	North Shore Pony Club	\$5,000	Independent
Brokenhearted	Pluto	\$5,000	Slow Rodriguez Records
Mysterious Vibe	Che Fu	\$5,000	Sony BMG
Kia Mau Ki Te Reo Maori	Dam Native	\$5,000	Sony BMG
Te Atawhai	Sophie Moleta	\$5,000	Independent
Don't Say I'm Easy	Streetwise Scarlet	\$5,000	Independent
French Tickler	The Sneaks	\$5,000	Independent

Radio Hits			
They Don't Know	Savage & Aaradhna	\$5,000	Dawn Raid
Thin Line	Chong Nee	\$5,000	Kog
Settle Down	Breaks Co-Op	\$5,000	EMI Music
Back In The Day	DVN	\$5,000	DVN Productions
Mile High	Rhombus	\$5,000	Sony BMG
Albums			
Opshop	Opshop	\$50,000	Siren Records
Breaks Co-Op	Breaks Co-Op	\$50,000	EMI Music
Rodney Fisher	Rodney Fisher	\$50,000	EMI Music
48May	48May	\$50,000	Festival Mushroom
NZ Music Shows	Producer	Funding	Broadcaster
un-chart-ed	Base Two	\$55,465	b.net Stations
NZOwn	Juice Music Television	\$100,000	Juice Music Television