



Local Content & Diversity

April 2009

Welcome to NZ On Air's Newsletter

From Jane's Office

Kia Ora,

It was terrific to see and talk to so many of you at our Auckland function last week. The Minister of Broadcasting's announcement of the creation of the contestable **Platinum Fund** was of course the highlight, and we're very grateful to Dr Coleman for securing the funds, especially given the economic climate. It's an exciting chance to make some very special programmes for our audiences.

The criteria are on the website ([click here for full details](#)) and the first deadline is **10 July** for our August Board meeting. The second is 30 October for the December meeting. We may issue another call in the new year if funds remain.

At the function I stressed NZ On Air is looking for aspirational programmes. We're after two concepts that are regarded by some - but not by us - as being mutually exclusive: we're seeking **popular** programmes, those valued by the audience, that are also recognised for their **quality**, namely judged good of their type. Not elitist, not worthy, not dull - programmes that engage, inform, analyse, challenge and, yes, some may even make people smile.

As I say, some will argue that this can't be done but we are convinced that we all - NZ On Air, industry and broadcasters - can rise to the challenge!

We've indicated our genre priorities for the first year - one-off drama or miniseries, long-form single documentaries and research-driven doco series. We'll also look at current affairs (long form interview or investigative) and special event programming, maybe fun, maybe thoughtful. New programmes are a priority, although we haven't entirely ruled out support for highly-valued existing programmes.

We might not be able to do everything in one year - but it's a start. And we'll review the priorities every year to see which areas need attention the most.

All this is underpinned by the principle that these programmes need to **make a difference** to the schedules. Prime time scheduling is strongly preferred, so most people have the chance to see them.

Continued over....

Vol. 6 No. 8

Highlights

NZ Music

Get ready for NZ Music month

Local Content

2008 report released

Screen Talk

Iconic series secured

Regional Television

New programme-based funding

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



Proposals supported by any of the six main national free to air channels are eligible - TV One, TV2, TV3, C4, Prime TV and Maori Television - and the extent of broadcaster support, promotional as well as financial, will be important.

As NZ On Air celebrates its 20th birthday this year, the Platinum Fund is a fitting new challenge. But we're only as good as the proposals before us. We look forward to seeing them and working with programme makers and broadcasters to help create award-winning new content. Cheers!

May is NZ Music Month



May is here again and that means the familiar target logo appears - heralding an enhanced awareness and enthusiasm for all things NZ Music! Towards the end of April all radio stations in NZ received a special NZ Music Month tool kit from NZ On Air and the NZ Music Commission. The box of goodies included NZ Music Month t-shirts, posters, badges, pencils, and a NZ Music Month Artist ID audio disc with voice drops from 25 current NZ musicians for play across the month. NZ On Air has also engaged in co-promotions on air with ZM, The Edge and C4, Juice TV, Classic Hits, More FM and many others for special on-air events to coincide with NZ Music Month.

Community Broadcasting

New manager Keith Collins has been racking up the miles as he continues his mission to visit every Access radio and regional television station in the country. Keith is busy implementing the decisions from the Community Broadcasting review completed recently. Regional television funding is moving to a programme-based scheme and we're expecting applications for the June round (deadline 8 May), a date the broadcasters themselves decided they could meet after we consulted about criteria and timelines. We were pleased to be able to increase regional TV funding - by 68% no less - and look forward to some good proposals for programmes which will be valued by regional audiences.

In 2010 we'll be moving regional TV applications into the correct financial year, meaning applications will be accepted in July 2010 for the August round.

Access radio will also have some extra funding available as we reorganise funding streams to free up additional operational funding for stations (subject to sound reasons being provided for an increase of course!). Keith's been consulting about capital needs planning and has developed criteria for the new capital fund.

Local Content On The Rise Again

The *Local Content Report 2008* will be released shortly and you'll find it on the website next week. We can tell you that total hours are up again, and that the number of first run programmes has increased by 8%. While a good result overall it's simply a quantitative report that illustrates, yet again, that some genres continue to need support and encouragement. Because of our 20th birthday this year, we've also included a few notes from the *Local Content Report 1989*. They show that while it doesn't always feel like things are better, sometimes they are! In 1989, total local content on TV One, TV2 and TV3 (the latter on air for just two months) was 2,804 hours. Twenty years later in 2008, on six channels including Maori Television, Prime and C4, we are reporting hours in five figures again and yet another record.

Site Goes From Strength to Strength

www.nzonscreen.com

The NZ On Screen site has been live now for just six months, and over 110,000 visitors have been able to watch pieces of our screen history online for free. Well known blogger and commentator Paul Reynolds noted on 20 April that NZ On Screen is "turning into one of my 'must check what's going on' places."

New additions

NZ On Screen's debut collection in March was "A Tribute to Kevin Smith", and gave thousands of viewers the opportunity to reacquaint themselves with the much-loved late actor. The collection was coloured by exclusive written tributes from Michael Hurst, Geoffrey Dolan and Simon Prast, as well as excellent collaboration with producers to get full length shows which featured Smith.

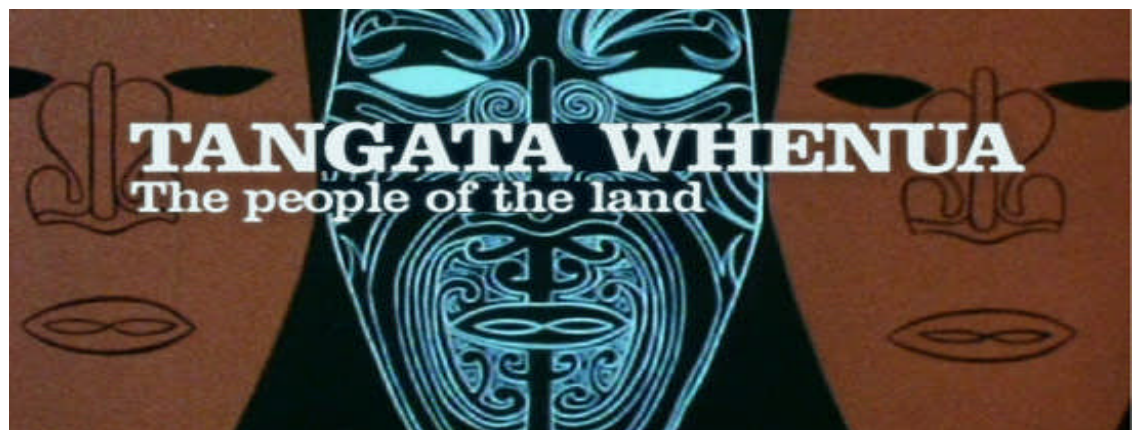


The first episode of landmark 1977 historical drama series *The Governor* was launched on the site in April. This piece of Kiwi screen history has not been seen by general audiences since it was rescreened nearly 25 years ago.

It is the result of a tremendous effort from the NZ On Screen team, along with Archives NZ that this is now available for New Zealanders to enjoy. More episodes will be put online as they are cleared.

For Anzac Day NZ On Screen put together a collection of Anzac-related titles that included full length docs: Tainui Stephen's *Māori Battalion*, *Children of Gallipoli*, and *Our Lost War*; excerpts from Gaylene Preston's *War Stories*; award-winning short films *Tama Tū* (by Taika Waititi) and *Turangawaewae - A Place to Stand*; along with 12 other great titles. Excellent context pieces by veteran broadcaster Ian Johnstone and Gallipoli authority Chris Pugsley underpinned a top quality collection.

And finally, the first episode of Michael King and Barry Barclay's landmark 1970s Māori documentary series *Tangata Whenua – The People of the Land* has just been launched.





Over 20% NZ Music Content on Radio

There has been a great start to the year in terms of the local content figures on NZ Radio. The official all-commercial radio figure for the first quarter (January – March 2009) clocked the NZ music content at 20.79%, the best quarterly result since December 2006. There was a strong showing from most of the commercial radio formats that contribute to the Local Content Code, especially Rock, Adult Contemporary, Hot AC and Urban, each of which topped 20%. April content figures have also tracked strongly – over the 21% mark - which bodes well for a strong NZ Music Month. There have been some big songs by NZ artists which have helped feed the strong local content figures for 2009, including hits by Midnight Youth, Ladyhawke, Smashproof featuring Gin Wigmore, Dane Rumble, Evermore, P-Money, Autozamm, J. Williams and Shihad.

Smashproof Break Chart Record

One of the biggest NZ music stories of the year has been the amazing success of the Smashproof single *Brother* featuring Gin Wigmore. It's the first single from Smashproof's NZ On Air Phase Four-funded album. The song hit the number one single spot on the Official NZ Music Chart after just three weeks in release, and to date has sat untouched at the number one spot for ten straight weeks. Not only has the track racked up platinum single sales, but it has (finally) removed the All Of Us song *Sailing Away* (the 1986 America's Cup 'anthem') from top spot of consecutive weeks at number one for a NZ song. The tenth week proved to be an extra stunning effort as *Brother* kept out the brand new and much-hyped Eminem single to break the record. Brilliant.

Television Production News

Reporting & Invoicing Reminders

- Please ensure that the name of your programme is stated on each invoice and that the wording matches that on the drawdown schedule.
- The second drawdown of your funding agreement has conditions attached. Please read the section of your funding agreement as stated on the drawdown schedule and comply with those conditions when invoicing, as failure to do so can result in a delay in payment.

Staff Movements

Teresa Tito, Executive Assistant, Television, will be on leave overseas from 30 May to 28 June inclusive. While she is away the Legal Affairs Executive, Naomi Wallwork, will manage the processing of television production invoices and reports. We would appreciate your assistance over this period by ensuring that cost reports and invoices are submitted in plenty of time, with all details correct, to ensure payments can be processed on time.

Ethnic forum

Invitations will be issued shortly for the June 4th Ethnic Diversity Broadcasting forum NZ On Air is holding in Auckland in association with the Office of Ethnic Affairs. Organiser: Anna Cottrell anna@nzonair.govt.nz

We're Christchurch bound

NZ On Air's August Board meeting will be in Christchurch. We'll be hosting an industry get-together for Mainlanders early evening Wednesday 12 August. Mark your diaries.

Funding Decisions

From the April 2009 round

TELEVISION FUNDING DECISIONS

Genre	Description	Total Amount Approved	No. Of Episodes	Length of Episodes (minutes)	Production Company	Channel
Arts/Culture	48 HOURS TV	142,952	12.0	30.0	Two Heads	C4
	HIP HOP HIGH	495,925	6.0	30.0	Black Inc Communications	TV 2
Children	JUST THE JOB 4	127,194	10.0	30.0	Dave Mason Productions	TV 2
	SMOKEFREE ROCKQUEST 2009	261,492	6.0	30.0	Visionary Film & TV Ltd	C4
Comedy	7 DAYS	528,581	24.0	30.0	TVWorks	TV3
Documentary	MISSING PIECES 2	607,086	10.0	30.0	Eyeworks Touchdown	TV3
	THE BAND PLAYS ON	133,206	1.0	60.0	Frame Up Films	Prime
Drama	GO GIRLS 2	6,246,000	13.0	60.0	South Pacific Pictures	TV 2

RADIO FUNDING DECISIONS

	Genre	Description	Total Amount Approved	No. Of Episodes	Length of Episodes (minutes)	Production Company	Channel
Radio Programme Production	Comedy	P.R. Rescue	23,175	25.0	2.0	Muller Media	Solid Gold Network
		Pop! Goes The Weasel May - July 09	25,465	12.0	30.0	The Down Low Concept	The Radio Live Network
		Public Address Radio May - July 09	38,470	12.0	60.0	The Down Low Concept	The Radio Live Network
	Youth	Upload July - Sept 09	28,990	12.0	60.0	Base Two	George FM
NZ Music Programmes Radio	NZ Music	NZ Number Ones	25,700	30.0	5.0	Peach Records	Classic Hits

MUSIC FUNDING DECISIONS

Contract Type	Description	Total Amount Approved	Production Company
NZ Music Albums	JON TOOGOOD	50,000	Warner Music NZ Ltd
NZ Music Radio Hits	Anika Moa & Opshop - Beside You	5,000	CRS Records
	Josh Leys - Miracle	5,000	174 East
	Pieter T feat. PNC & Dei Hamo - Business	5,000	Handmade Records
	The Feelers - Whoever Said	5,000	Warner Music NZ Ltd
	Vince Harder - Strobelight	5,000	Dirty Management
NZ Music Videos	Bionic Pixie - Quit Breathing	5,000	Bionic Pixie
	Boh Runga - Evelyn	5,000	CRS Records
	Cobra Khan - Walk Through Fire	5,000	Elevenfiftyseven Records Ltd
	Cut Off Your Hands - Let's Get Out Of Here	5,000	Isaac Promotions
	Dei Hamo - Lyka Teen	5,000	Aviator Music Ltd
	Deja Voodoo - Empire	5,000	Deja Voodoo Ltd
	J Williams feat. Lavina Williams - Stand With You	5,000	Illegal Musik Ltd
	Jonny Love - Take Me Home	5,000	Limelight Records Ltd
	Ladi6 - Give Me The Light	5,000	SLR Limited
	Luke Thompson - Satellites	5,000	Pure Entertainment NZ Ltd
	Lydia Cole - Tonight	5,000	Crs Music Management
	Midnight Youth - Golden Love	5,000	Warner Music NZ Ltd
	Minuit - 25 Bucks	5,000	Tardus Music
	Nathan King - Eyes For You	5,000	Hum Records
	Opensouls - Hold You Close	5,000	Dirty Records
	Pluto - Snake Charmer	5,000	Slow Rodriguez Records
	P-Money - Feel Good	5,000	Dirty Management
	PNC - Tonight	5,000	Dirty Management
	Savage - Hot Like Fire	5,000	Dawn Raid Music Ltd
	Smashproof - Ordinary Life	5,000	Move The Crowd Ltd
	Sweet & Irie - Jenny	5,000	Dawn Raid Music Ltd
	Tha Feelstyle - Sometimes When It Rains	5,000	Border Music
	The Checks - Til The Dance Is Over	5,000	Pie Club Records



MUSIC FUNDING DECISIONS CONTINUED

Contract Type	Description	Total Amount Approved	Production Company
	The Datsuns - Cruel Cruel Fate	5,000	Isaac Promotions
	The Mint Chicks - Hot On Your Heels	5,000	Warner Music NZ Ltd
	These Four Walls - Sweet December	5,000	Isaac Promotions
	Timmy Schumacher feat. Jason Kerrison - Sunrise	5,000	Akrite Records
	Vince Harder - Without You	5,000	Dirty Management

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>

Published by NZ On Air

Copyright 2008 NZ On Air. All rights reserved.

NZ On Air is committed to protecting your privacy. We do not sell, trade, rent or otherwise disclose any personal information about our mailing list in any way.

If you do not wish to receive notification about this newsletter in future, please just let us know by email (info@nzonair.govt.nz) or phone (04 382 9524).