



MAINSTREAM MĀORI TELEVISION PROGRAMMES RESEARCH REPORT

REQUEST FOR PROPOSALS

KAUPAPA

Tenā koutou.

Kei ngā mātāwaka, kei ngā karanga maha, he mihi tēnei nā mātou nā Irirangi Te Motu. Tena hoki koutou me nga āhuatanga o te wā. Kia ora mai tātou katoa.

NZ On Air wants to commission a report that examines the state of Māori mainstream television today: how it has arrived to this point; how it serves its audiences; and how it may best develop, now and in the future.

We define mainstream Māori television as **programming that features Māori and Māori perspectives intended for a general audience including Māori. This programming is primarily in the English language.**

NZ On Air's Statement Of Intent maintains a commitment to "continue promoting the inclusion of Māori perspectives in mainstream programmes." This includes a goal that Māori language and culture are visible in mainstream television. NZ On Air's policy is set out in its [Rautaki Māori](#).

Since the very first night of television in New Zealand in 1960, there has been a Māori presence on the small screen. In the beginning it was circumscribed by the attitudes of the times but over the decades, a unique Māori television voice has emerged and is now well established.

It is now 20 years since NZ On Air's inception and it is timely to consider the context of the many advances that have been made in Māori television generally. After just one generation we are able to celebrate what is in effect, a rich whakapapa of Māori television storytelling.

In addition, it is worth considering how NZ On Air can best complement the work of bodies like Te Māngai Paho and the Māori Television Service, both charged (among other things) with the prime responsibility for promoting Māori language on the airwaves.

TERMS OF REFERENCE

The principal aim of this report is to assess the value of Māori mainstream television programming to New Zealand audiences, to broadcasters and to Te Ao Māori and to propose further policy options, consistent with NZ On Air's statutory functions, that might be considered by NZ On Air.

Terms Of Reference

- To prepare an overview and whakapapa of 20 years of Māori television production: an insight into our past, present and future
- To explore the influence of Māori mainstream programming on New Zealand television and society over the years
- To assess the quantity, quality, funding, and broadcast outlets of Māori mainstream programming (say over the last 2-3 years)
- To evaluate what is known about broadcaster, programme maker and viewer (Māori and non- Māori) satisfaction and where there are gaps in information
- To undertake a gap analysis of recent mainstream Māori programming (whether or not funded by NZ On Air) to assess what is not on the schedules that could be
- To offer recommendations for NZ On Air that assist the agency to develop effective funding policy and priorities for Māori mainstream programming.

Other information

Proposals should include information from submitters on:

- Proposed methodology
- Proposed report structure
- Likely information sources
- Their knowledge of television production history (academic and/or practical)

and include a CV detailing academic and/or industry qualifications and knowledge, and equivalent research projects successfully undertaken.

The report will be led by a senior Māori figure who possesses the necessary analysis, cultural insight, mana and written communication skills. He/she will have credibility in both the Māori and broadcasting sectors. A team or joint venture is welcome.

The selection of the report writer will be made by the Board of NZ On Air with advice from the Kaitiaki and Chief Executive.

Budget

Up to \$70,000 plus GST depending on the methodology and personnel numbers proposed.

**Email proposals by 5pm Wednesday 20 January 2010 to Anita Roberts
anita@nzonair.govt.nz**

REPORT TIMELINE

- | | |
|--|------------------------|
| • Release RFP | 15 December 2009 |
| • Deadline for receipt of proposals | 20 January 2010 |
| • Select report writer | 1 February 2010 |
| • Draft report to NZ On Air by | 26 April 2010 |
| • Report finalised and accepted | 17 May 2010 |
| • Report released during Matariki | June 2010 |

COMMENT FROM TAINUI STEPHENS, KAITIAKI, NZ ON AIR:

The rise of Māori television production generally over the last two decades has been phenomenal.

Alongside the success of MTS and its Māori language and bi-lingual programming, the role of Māori mainstream television remains as important as ever. New Zealand has a growing appetite for Māori content in English that addresses general Kiwi audiences.

The commercial imperatives that drive most broadcasters have a profound effect on the type of mainstream programming that is transmitted. This approach to attracting and holding audiences is sometimes seen to conflict with the aims of Māori programme makers.

For example it is assumed that Māori language in prime time will annoy viewers. Yet there is anecdotal evidence to suggest that sub-titles will not deter viewers who are actually interested in the programme. Perhaps more so with the advent of large screen televisions which enable easier reading.

The creative spirit in general is a vital ingredient in the creation of any successful television. Māori creativity is unlike any other and it is perhaps that creative spirit that needs particular nurturing. In a 2006 paper elaborating the creative potential of Māori knowledge, Dr Te Ahukaramu Charles Royal wrote:

We need to recognise that we are fundamentally reorganising and recreating Māori culture and matauranga Māori today. Although we may not feel confident about this, or we may not be conscious of this aspect of our lives today, the fact remains that we are going through a period in which matauranga Māori is being reorganised and reworked – and this is happening in a variety of circumstances, from Māori television to Māori education, from runanga to marae. A key issue is whether this reorganisation is taking place in an organised and planned way or is it haphazard and unplanned?

This report should be a document that will encourage fruitful korero between broadcasters and programme makers. The focus will be Māori mainstream programming, but the broader contexts within which such television is made will also be reflected.

A nation's identity is always a work-in-progress. It is one reason why the often repeated question 'What is a Māori programme?' will continue to be asked. And so it should be. Any individual or group sense of identity grows and develops: along with the people and the spirit of their times.

New Zealand is currently undergoing the 'browning' that many commentators speak of. One result is that the intuitive and practical Māoriness of growing numbers of younger (and not so young) Māori and Pakeha will be fundamental in shaping us in the years to come. It behoves us to plan well in order to be prepared to cater for the expectations of future viewers – whatever their perspective or platform.

NZ On Air's kaupapa to support and enable the Kiwi television storytelling tradition is of inestimable importance. Māori broadcasting is an entity that is quite distinct from Kiwi broadcasting. The resonances and implications of partnership according to the principles of the Treaty of Waitangi are as apparent in broadcasting as for other sectors of 21st century New Zealand.

We have every reason to embrace our new world. This report should enable us to assess our current understanding of Māori mainstream television: its origins, pitfalls and potentials.

Perhaps the 'debate' needs to enter a new philosophical dimension. We have talked much of the general social and technological changes before us. We have not yet debated the expected cultural changes. This report will launch NZ On Air into that forum in a more informed position.

Kāti ra e ngā Rangatira. Koinei hei kai ma tātou.

Tainui Stephens
Kaitiaki