



REGIONAL TELEVISION PROGRAMME FUND

Overview

1. NZ On Air funds regional programmes which meet specific criteria on a contestable basis.
2. NZ On Air's Regional Television Programme Fund is intended to extend local content choices for regional audiences by providing programming that is rarely or not available on national networks.
3. The Fund is for broadcast programmes which are not commercially viable and of a type that are generally not found on the schedules of national broadcasters.
4. NZ On Air intends to set aside up to \$1.5 million for the Fund for the year beginning 1 July 2011. The final amount will depend on confirmation of annual government funding to NZ On Air.
5. NZ On Air's current programme priorities for the Fund are:
 - a. Regional news and information
 - b. Programmes particular to a region for community special interest audiences such as significant ethnic, linguistic and other minorities.

Principles

6. Regional television, by its very nature, represents the interests of a geographically distinct group of people.
7. Each region may also include diverse communities who together make up that geographic area.
8. The Fund is available for programmes intended for screening on a regional free to air channel, reflecting the special character of the region and its people and telling stories that are rarely seen on the schedules of national broadcasters.
9. NZ On Air will endeavour to provide local content for a range of regions of significant size.
10. If NZ On Air provides more than 80% of the production budget, programmes must be made available immediately after first transmission, upon request, to any other broadcaster or platform for repeat screening. Any dubbing or transfer costs may be met by the requesting broadcaster.

Funding Criteria

11. For the purposes of this Fund, a regional station is defined as a broadcaster which may or may not have other delivery platforms, but which broadcasts free to air to a discrete geographic region within a terrestrial transmission area. National broadcasters, or their programmes, are not eligible to apply to this Fund.
12. Choices will need to be made between competing programme proposals. NZ On Air will make decisions by considering the following criteria:
 - a. The size of the potential audience for the programme

- b. How well the proposed programme serves, or is likely to serve, the interests of audiences within the region (including the strength of the idea, evidence of community support, other sources of funding secured for the programmes)
 - c. The production track record of the funding applicant
 - d. Whether similar programmes are already being broadcast
 - e. The proposed time-slot. Peak time programmes with multiple time slots are preferred.
 - f. The level of funding sought. Does the proposal offer value for money? Is the broadcaster making a contribution?
 - g. Any reliable evidence of recent actual audience for the station or the proposed programme.
 - h. An assessment of programme delivery in the case of returning programmes including such factors as technical quality, audience response, and evidence of promotion by the broadcaster.
13. Eligible regional broadcasters will be well established, self-supporting and competent regional broadcasters which have been broadcasting continuously and successfully for more than two consecutive years.
14. It is assumed most funding applications will be made by regional broadcasters wishing to make their own programmes. If an independent producer intends to submit a proposal to the Fund, it must be accompanied by written evidence of support from a regional television broadcaster which meets the criteria in paragraph 13.
15. The funding is a subsidy toward the production costs of first-play regional programmes. Production budgets will be modest, given the smaller audience reach of regional channels. Additional revenue sources are encouraged.
16. NZ On Air will not fund general station operating costs; nor does it provide retrospective funding.
17. In the event that the regional television fund is oversubscribed, the size of the potential audience for the programme will be an important determinant.

Applications

17. Applications for regional television funding should be sent to Keith Collins, Community Broadcasting Manager, NZ On Air and arrive no later than **Thursday 21 April 2011**. Funding decisions will be made at the June Board meeting.
18. Each programme application should contain:
- a. An application form and a budget top sheet for that programme
 - b. A detailed proposal, formed around the principles and criteria above
 - c. A programme outline and treatment, and details of key personnel. In the case of existing programmes, a sample of the programme should be submitted along with details of any proposed changes of format or personnel from previous series
 - d. A full programme budget which expands on the budget top sheet, clearly separating out station operational costs from direct programme costs
 - e. Details of any other sources of funding available to the programme e.g. grants or sponsorship
 - f. Audited financial statements for the channel for the previous financial year
 - g. Actual audience reach within the region, where available.
19. Successful applications will be contracted using NZ On Air's standard production and funding agreement, a template of which is available on NZ On Air's website.

NZ On Air

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