



## Accreditation requirements: NZ On Air/RNZ Innovation Fund 2018/19

It is important that New Zealanders know what their taxpayer dollars have funded – this helps reinforce the cultural value of this funding. The following document sets out the criteria for acknowledging funding provided through the one-off **Innovation Fund** jointly administered by NZ On Air and RNZ.

These requirements form part of the contract for funding.

The visual and audio tools needed to meet these accreditation requirements can be found here ([link to come](#)). These include logos, audio stings and video tags.

These requirements are premised on the principle that producers will use best endeavours to ensure all content made possible by this fund is acknowledged appropriately. They include, but are not limited to:

### Website content

- Website pages must feature the words “Made possible by the RNZ/NZ On Air Innovation Fund” along with an NZ On Air and RNZ logo in a position appropriate to the design and layout of the content, ensuring that website visitors will see this accreditation during their visit.
- When content is shared with other platforms accreditation requirements extend to those platforms.

### Audio-visual content

- Must include the text “Made possible by the RNZ/NZ On Air Innovation Fund” as part of title sequence in a form consistent with the titles.
- If there are no opening credits or titles, the NZ On Air and RNZ logos must appear on the top left of the screen for 3- 5 seconds at the start of online video content.
- If there are no opening credits or titles, video clips must feature an end tag with the NZ On Air and RNZ logos and the text “Made possible by the RNZ/NZ On Air Innovation Fund”.
- All promotional trailers for funded content must feature the static logos for at least 5 seconds. We prefer the logo to appear at the top left of the screen, however this can vary if needed.
- Please see also [All content publicity](#) below.

### Audio content (podcasts)

- Funded content must use the spoken credit tagline “Made possible by the RNZ/NZ On Air Innovation Fund”.
- The webpage the podcast is housed on should carry both logos and include in text the words “Made possible by the RNZ/NZ On Air Innovation Fund” clearly associated with the funded content.

- Please see also [All content publicity](#) below.

### All content publicity

- All media releases or publicity materials provided to media, advertisers and agencies about funded content must include “Made possible by the RNZ/NZ On Air Innovation Fund”. You may also include the static logos.
- Paid advertising for funded content such as billboards, back of bus ads, print and online ads must include the logos. (Please discuss specific cases with us if there is difficulty due to crowding.)
- The words “Made possible by the RNZ/NZ On Air Innovation Fund” or the logos must be used on Facebook pages made for content (for example on the cover image) and posts about the funded content should tag RNZ/ NZ On Air.
- Twitter profiles for funded content should include the words “Made possible by the RNZ/NZ On Air Innovation Fund” in the bio section. You should tag #NZ On Air and #RNZ in Tweets about funded content if space allows and as appropriate to the content.
- Events organised to launch or promote Innovation Fund content should offer RNZ and NZ On Air the opportunity to erect banners/signage to reinforce the support.