

**Second report
of the Joint Maori/Crown Working Group on**

**MAORI
BROADCASTING
POLICY**

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Ministers of the Crown and Maori principals:

SECOND REPORT OF THE JOINT MAORI/CROWN WORKING GROUP ON MAORI BROADCASTING POLICY

Introduction

1 This report records discussion in the Joint Maori/Crown Working Group on Maori Broadcasting Policy (referred to from this point as "the Joint Working Group" or "the Group") in October and November 1996. The Group comprised representatives of the New Zealand Maori Council, the Maori Congress, Nga Kaiwhakapumau i Te Reo Maori, the Maori Women's Welfare League, the Department of Prime Minister & Cabinet, the Ministry of Commerce, Te Puni Kokiri, and the Treasury, together with advisers.

2 Ministers and Maori principals will recall that earlier discussions in the Joint Working Group were recorded in a first report, completed on 19 September 1996. Following a meeting between the Ministers of Communications and Maori Affairs and principals on 9 September 1996, the Minister of Communications directed officials to report to him:

- a by 22 November 1996 at the latest on suggested objectives, options, costs and priorities for the development of Maori television, including the issue of recruitment, retention and training for Maori television broadcasters;
- b by 22 November 1996 at the latest on the objectives, options, costs and priorities for mainstreaming Maori language and culture in broadcast media; and
- c on the objectives and priorities of Maori radio, the specific services required to meet those objectives and priorities, the adequacy and effectiveness of existing funding for Maori radio as an agent for promoting Maori language and culture, and the issues of recruitment, retention and training for Maori radio broadcasters.

3 The Minister further directed officials to:

... provide opportunities for contributions to or, as appropriate, involvement in the process of preparation of these reports of the national Maori organisations and such other parties as officials consider may be interested in contributing to the process, *provided* any costs arising from the involvement of the national Maori organisations can be met from the funding provision already made for the Joint Maori/Crown Working Group on Maori Broadcasting Policy.

4 At a meeting on 4 October, officials and representatives of the national Maori organisations agreed in principle that it would be desirable for the reports referred to in paragraph 3 above to be incorporated in a second report of the Joint Working Group, which might then be discussed by Ministers and Maori principals before it was submitted to the Government.

5 A list of those who contributed to the process appears in Annex A.

6 This report reflects the views of the Joint Working Group, except where the views of officials or of the representatives of national Maori organisations are separately identified.

The promotion of Maori language

7 Representatives of the national Maori organisations noted that, from the outset, the aim of the national Maori organisations had been to ensure a secure place for the Maori language in broadcasting.

8 In its first report the Joint Working Group:

... noted that the state of the Maori language was giving rise to serious concern, and that the role of broadcasting in that context was obviously an important one.

9 Officials noted that, in seeking to promote both Maori language and culture, funding agencies had found that the outcome had been an increasingly disproportionate focus on "cultural programming", at the expense of Maori language programming. It had for instance been argued in some instances that imported rap or other popular music should be classified as "Maori culture" for the purpose of public funding support because it was popular with Maori listeners. Monitoring anything other than Maori language performance was impracticable because it

was a matter of opinion as to what constituted "cultural" programming. The practical effect had been that it was difficult to concentrate public funding on relevant programme performance.

10 Officials said that it was not their view that only programming which was 100 percent in the Maori language should be eligible for public funding support. On the contrary, as the Joint Working Group had stated in its first report, in relation to Maori radio:

Promotion of Maori language and culture should continue to be the primary objective of public funding and other support for Maori radio. The Joint Working Group noted that this did not imply that Maori radio broadcasting must be wholly in the Maori language before it was eligible for public funding and other support, although a significant proportion of the programming broadcast should be in the Maori language before radio stations are eligible for public funding and other support.

11 Representatives of the national Maori organisations responded that difficulties in monitoring performance were a technical issue, and should not be permitted to determine how or whether the Government would meet its obligations to promote Maori language and culture. The Joint Working Group's first report put the position clearly. The Treaty obligation is to both the language and the culture.

12 The national Maori organisations did not accept that the language/culture division is the cause of the problem. They noted reports that stations were inadequately funded to secure and retain key staff to provide appropriate Maori language broadcasting services. The promotion of Maori language was a primary objective of Maori broadcasting. To ensure its substantial presence was an issue which should be addressed, and there should accordingly be discussion of:

- i a process by which standards for Maori language content might be established; and
- ii the resources required to enable broadcasters to meet such standards.

Maori language strategic plan

13 Officials noted that a consultative document about the possible development of a Maori language strategic plan had been agreed to by the Government and is to be the subject of public discussions with Maori in February/March 1997. The objective would be to define a strategic direction for public policy, aimed at revitalisation of the language. The Government's view is likely to be that promotion of the Maori language in broadcasting is seen as an important, but nevertheless far from the only,

means of promoting the language (other obvious means being through the family, the community and education).

14 Representatives of the national Maori organisations noted that they had not seen the consultative document relating to a Maori language strategic plan. They expected that, if this document was relevant, it would be discussed by the Joint Working Group. Maori language and culture broadcasting had its own kaupapa, and was being addressed independently of the Maori language strategic plan.

Maori television services

15 In its first report the Joint Working Group suggested that, for the purposes of Government policy development, "Maori television" be defined as:

... a television service or services separate from other television services whose primary but not sole purpose is the promotion of Maori language and culture, and a Maori perspective, to Maori people, including those fluent in the Maori language.

16 The Group agreed that the role of the Government in Maori television services, irrespective of how they were broadcast, should be considered under three headings:

- i "governance" issues (ownership/control/management);
- ii the specification and purchase of programming outputs; and
- iii establishment and transitional issues.

17 Representatives of the national Maori organisations considered that there was very significant work, including consultation, to be done in respect of these issues prior to reaching conclusion. It was also critical that decisions made at this point did not preclude various future options and potential developments. Adherence to Treaty principles was of critical importance to obtaining a sustainable resolution of these issues.

18 The three issues referred to in paragraph 16 are discussed in the following three sections of the report.

"Governance" issues

19 Matters at issue under this heading are discussed in the papers attached as Annex B and C. In summary, the main functions/roles in the provision of Maori broadcasting services, including Maori television services, are:

- i *funding* (public funding and other sources for the purpose of promoting Maori language and culture in broadcasting);
- ii *purchasing* (setting specific policy goals to promote the Maori language in broadcasting, and buying broadcasting services to meet those goals);
- iii *providing* (radio and/or television broadcasting services);
- iv *consuming* (radio and television audiences); and
- v *duty* (the Crown has a duty to promote Maori language and culture through broadcasting, education and elsewhere).

20 Representatives of the national Maori organisations considered that, in addition to having a duty in this policy area, the Government should have *aspirations* in this area as well.

21 These functions/roles could be organised in a variety of ways. The main issues to be considered in assessing such options are:

- i effectiveness;
- ii flexibility;
- iii consistency;
- iv efficiency;
- v value for money; and
- vi robustness.

22 Examples of the kind of questions which this framework raises are listed in Annex C.

23 Representatives of the national Maori organisations considered that ownership/control/management should be by Maori having regard to

the Treaty. This would be likely to involve the "handing over" of residual control to Maori so that significant elements of self determination in broadcasting are available, in line with the Treaty.

24 At the same time, representatives of the national Maori organisations acknowledged that because public funds would be involved there were material issues of accountability which would have to be observed.

25 Officials said that the Government might take a similar view.

26 The Group agreed that the Government and the national Maori organisations should be invited to express a view on governance issues, both in relation to Maori television and to Maori broadcasting services generally, including the process of purchasing such services.

Specification of programming outputs

27 In its first report the Group concluded that:

To the extent that public funds or other scarce resources (such as radio frequencies) are involved, the Government could be expected to have a direct interest in how Maori television could be expected to contribute to the promotion of Maori language and culture. The Government had not at any point indicated a desire to own Maori television assets, however.

28 Officials said that, in their view, Maori television services were not an end in themselves, therefore, justifying the provision of public funding and other support merely by the fact of their existence. The primary purpose of the Government in providing such support would be to provide further means of promoting the Maori language.

29 Representatives of the national Maori organisations noted that while they regarded the promotion and protection of the language as the primary purpose of Maori broadcasting, there were other means of achieving language presence rather than artificially separating language from culture; for example, by setting measurable and substantial standards of performance. The Treaty duty was to protect and promote Maori language and culture whether or not their survival was imperilled. The failure to meet that obligation earlier explained why the language is in danger. The Treaty obligation required maintenance as well as emergency action in relation to language and culture.

30 Representatives of the national Maori organisations noted that the Waitangi Tribunal had said in the Radio Spectrum Case (WAI 26 and WAI 150):

We are convinced that the broadcasting media, radio and television, plays a key role in the maintenance or loss, development or stagnation of language and culture, not only by what they do, but by what they do not do. The virtual absence of Maori language in radio and television has been a potent factor in the decline in the number of fluent speakers of Maori over the last 40 years, to the point where its survival is problematic. This must be rectified.

31 Officials noted that, in their view, adoption of an objective as broad as the promotion of Maori language *and* culture was likely to produce a significantly inferior level of language performance to that which would be achieved under a tightly focused objective. Given that promotion of the language was being proposed as the *primary* focus of policy, rather than its *sole* focus, officials could not support the view of the representatives of the national Maori organisations.

32 Officials noted that evidence and argument presented by Maori in legal proceedings and Waitangi Tribunal hearings from the Te Reo Case, through the Broadcasting Assets Case to the Radio New Zealand proceedings had focused on the language, on the grounds that it was at risk. It had not been suggested at any point that "Maori culture" was similarly imperilled, and therefore needed to be given a status - apparently equal to that of the language - as an objective of public funding policy.

33 Officials acknowledged that, in addition to Maori language programming, there would obviously be a role for Maori cultural programming (in Maori and in English, or even in English only) in Maori television services, and for other programming altogether, especially programming which was compatible with the language and cultural kaupapa. Such programming may also be eligible for funding support from New Zealand on Air, and possibly other agencies, as well. Its presence would help to attract and maintain audiences, which would have benefits in terms of establishing viewer loyalty and attracting commercial income.

34 Representatives of the national Maori organisations noted that the Government had significant experience and history in the specification and purchase of programming outputs. It would therefore seem that the purchase of particular outputs in respect of such issues was a role for the Government with which it was both familiar and comfortable. Representatives of the national Maori organisations could see no reason why the same logic should not be applied in respect of Maori broadcasting and promotion of the language.

35 Officials said that, once again, it was possible that the Government might take a similar view. Given the complexity of the

issues involved, however, this should be the subject of further discussion.

Establishment and transitional issues

36 A further possible role for the Government in the development of Maori television was as a provider of funding to facilitate the establishment of services, including transitional services.

37 Representatives of the national Maori organisations noted that establishment issues were of particular concern in respect of stand alone Maori television. Stand alone Maori television had been taken as "given" and, therefore, the issue was not so much "whether" as "how". The national Maori organisations were aware of the significant capital costs in establishment. The question would therefore seem to be one for the Crown rather than Maori in respect of the commitment to the establishment of Maori television. There might also be transition issues, along with "means of financing" issues, to be dealt with.

38 Officials said that it was difficult to see how discussion of establishment and transitional issues could precede discussion of implementation options.

Stand alone Maori television

39 Representatives of the national Maori organisations said that in the view of the national Maori organisations, the establishment of stand alone Maori television was a given.

40 In discussing the issue of stand alone Maori television, the Group focused on the following definition:

Stand alone Maori television means a separate television channel, whose assets are owned and managed by Maori and whose programming is determined by Maori, subject to appropriate accountability arrangements both to Maori and to the Crown.

41 Examples of some of the issues inside this working definition were:

- i Who governs the channel?
- ii Who manages it?
- iii What decisions does it control (for example, in relation to programming and broadcast media)?

- iv What key assets does it need to own or manage (including the issue of assets which might need to be reserved to ensure that they continued to be available for the use of Maori broadcasting)?
- v Who produces the programmes it broadcasts (in other words, does it do all of its own production, some of it, or none of it)?
- vi Possible legislative implications.

The geographic coverage of Maori television services

42 The major cost areas in television services are programme production and transmission, with production costs generally being the larger of these. Discussion of programme costs had to be deferred because of a lack of time to address the issue, but in order to facilitate discussion of coverage options and their costs, the Group sought the advice of a firm of consulting engineers on the cost of establishing and maintaining transmission of Maori television to 18 major centres of Maori population, as an example of how a national Maori television network might initially be organised.

43 This advice was that:

- i the cost of establishment of transmission to these centres would be just under \$5 million, and the annual cost of maintaining transmission would be just over \$4 million a year (these figures are indicative only, and highly dependent on estimates of site rentals for key sites);
- ii such a distribution network could be established in approximately 18 months; and
- iii because national Maori television services would need to be transmitted using satellite, towns and smaller centres outside the initial group could if they wished establish access to such services more or less from the outset.

44 The 18 major centres of Maori population involved in this indicative costing were (in descending order of the numbers of Maori residents in each case):

Auckland (103,212)
Wellington (33,891)
Napier/Hastings (20,634)
Rotorua (19,104)

Tauranga (8874)
Taupo (8196)
Wanganui (7401)
New Plymouth (7212)

Gisborne (17,775)	Palmerston North (7170)
Christchurch (15,300)	Invercargill (6081)
Hamilton (14,577)	Wairoa (5310)
Whangarei (12,849)	Dunedin (4590)
Whakatane (12,285)	Masterton (3270)

45 Approximately 71 percent of Maori reside in these centres of population. Other significant centres of Maori population include Matamata (2958), Otorohanga (2127), Nelson (1701) and Timaru (1644). Coverage could obviously be established in these and smaller centres as well.

46 The Group agreed that it might be desirable for a separate programme of coverage extensions to be established under which access for remote communities was facilitated.

47 Representatives of the national Maori organisations said that they did not wish to have the objective of national coverage by Maori television precluded on technical or other grounds, and considered that national coverage should be the ultimate objective of Government policy.

Issues for further discussion

48 The Group agreed that it would be desirable for discussion of Maori television services to continue. Issues to be discussed included:

- i issues relating to the operation of Maori television services, such as "governance" and the specification and purchase of programming outputs;
- ii establishment and transitional issues;
- iii legislation; and
- iv funding.

49 In the view of the Group, a suitable deadline for reporting on such discussion would be 31 May 1997.

Mainstreaming

50 The Joint Working Group noted that representatives of the national Maori organisations had tabled a paper on this issue during the first round of its discussions.

51 Representatives of the national Maori organisations said that in the view of the national Maori organisations, mainstreaming as a policy was a given.

52 The Group considered that the definition of "mainstreaming" arrived at in its first report required modification in the following respects:

- i the concept of incorporating sufficient programme material, involving adequate use of the Maori language (rather than, for example, the occasional greeting or other phrase in the Maori language) in order to have a worthwhile impact needed to be added to the definition; and
- ii it needed to be made clearer that the carrier was in the "main stream", and that the programming would in most cases need to be broadcast in prime time.

53 The Group accordingly adopted the following amended working definition:

"Mainstreaming" of Maori language and culture is broadcasting:

- i on "main stream" media (that is, radio stations, radio networks or television channels whose audience shares are of significant size);
- ii generally but not invariably in prime time (meaning between 6pm and 10pm in the case of television, "drive time" in the case of radio, and such other times as those when target audiences such as children are watching or listening), and in an adequate amount;
- iii for reasonable periods at any one time (ranging from Maori language and cultural material inside and as an integral part of programmes predominantly in the English language to programmes wholly in the Maori language); and
- iv which is intended to have the effect of:

- a raising the profile/status/mana of Maori language and culture and enhancing their recognition as a part of everyday life;
- b presenting the Maori language as one which has relevance, is significant, and is worth learning; and
- c providing a Maori view of the world, in its full complexity.

54 Attached as Annex D is a summary prepared by New Zealand on Air of current public funding for Maori language and cultural programming, broadcast on mainstream media.

55 Representatives of the national Maori organisations noted that the New Zealand on Air annual survey of local programmes indicates that little or none of this broadcasting occurs in prime time, and that it constitutes a small proportion of broadcast programmes and has increased relatively less than other categories as a proportion of local programming. There is almost no Maori language in prime time.

56 The Group noted the concerns expressed by, among others, the Courts about the potential for Maori language programmes broadcast on mainstream media to lead to a loss of audience. Care needed to be exercised in the way mainstreaming was implemented.

57 Representatives of the national Maori organisations considered that audience issues (both as to content and gradual introduction) should not limit the policy but would in fact encourage the creative use of broadcasting and other skills to achieve it.

58 Officials considered that the Government would wish to have regard to the fact that broadcasters compete for audiences. Maori language programming broadcast on "main stream" media would therefore need to be made accessible to general audiences, and to potential commercial sponsors.

59 A number of approaches to mainstreaming were discussed, ranging from use of existing structures through to mandatory quotas. The Group agreed that the advantages and disadvantages of such options needed to be thoroughly analysed, and sources of funds (including public funds) identified. The Government should be invited to consider formally adopting mainstreaming of Maori language and culture as an objective of Government broadcasting policy.

Issues for further discussion

60 The Group agreed that it would be desirable for discussion of mainstreaming to continue, focusing on options, costs, timelines and

monitoring issues. In the view of the Group, a suitable deadline for reporting on such discussion would be 31 May 1997.

Maori radio

61 The Joint Working Group noted that there was a widely held view that Maori radio was not meeting its full potential as a promoter of the Maori language. The Chairman of the Maori Language Commission, Professor Timoti Karetu, for example, had stated in an affidavit in the context of the Radio New Zealand proceedings that the:

... Maori language being broadcast by these stations is variable in terms of quantity and quality. I am concerned to improve the quality of Maori language broadcast in order to ensure the language that survives into the next century is distinctively Maori.

62 Professor Karetu and others, including representatives of the national Maori organisations, considered that the provision of additional funding for Maori radio stations would lead to an improvement in their language programming.

Maori language support: impediments within Maori radio stations

63 In September, the Joint Working Group sent a questionnaire to all radio station managers asking (among other things):

What specific action or actions, taken by your station in the 1996/97 financial year, would in your view lead to the greatest permanent increase in the quality and quantity of Maori language programming broadcast?

64 Nine of the twelve station managers who responded to this questionnaire advised that a key requirement was more staff with specialist language skills. Kaumatua and kuia were seen as a valuable source of expertise, but are as yet little used by Maori radio, partly because of funding issues. Station managers also identified the need for language training for their staff.

65 The Group noted the recommendations of Piripi Walker, in a paper discussed earlier by the Group, that:

The greater part of any increase in funding for iwi radio should go initially to ... funding for wages and salaries of manager, news editor, senior producer, senior technical operator and financial services personnel ... tagged for salaries only, and other employment expenses eg accommodation/equipment/training directly associated with these persons.

66 Mr Walker had argued that the staff of each station must include:

... a team of multi-functional announcers, programme producers [and] community broadcasters [which] need to be not only trained as producers but they must have a solid grounding in tikanga Maori and a commitment to the promotion of tikanga and the language. There are a number of iwi radio where there are professional programme people but they have long ago adopted the laissez faire approach to cultural identity and language advancement. So they should be ideally bilingual - very good producers and broadcasters/announcers in both English and Maori. Some could be excellent in English only. Generally, given the size of iwi radio stations, the most senior producer would be the de facto programme director on the station.

67 The Group noted that, as in the case of most non Maori radio stations, provision of local news services were an essential element of the programming of Maori radio stations. Other key programming strands included Maori language, including Maori language education; cultural programming; Maori music; Maori drama; and sport.

68 Skills or functions which were critical to the provision of such programming included, in addition to management/administration:

- i news gathering;
- ii production;
- iii technical operation; and
- iv announcing.

69 The Joint Working Group was advised as follows:

- In some instances, Maori radio stations were dependent for the provision of production, announcing, technical and news services upon people who were both inadequately trained and paid at low levels, if at all. Dependence on voluntary or poorly paid labour for the provision of services which the Crown had invited Maori to provide on its behalf was neither appropriate in terms of the Treaty, nor was it efficient.

- The incentives on unpaid or lowly paid workers to acquire or increase their skill levels were generally weak. Where such employees did acquire a high level of skill over time, the attraction of better paid work tended to draw them away. If the quality and quantity of Maori language services in particular were to be improved, key staff needed to be appropriately skilled and adequately paid.
- Up to this point, almost all public funding for Maori radio has been directed (in the form of grants towards establishment or operating costs) at the overall broadcasting activity of Maori radio stations, rather than their programming outputs. If there was a need to increase the quantity and improve the quality of Maori language programming, the production of such programming for broadcast would need to be made the primary focus of public funding.

70 In his paper, Mr Walker had argued that:

It seems to me that an increasing proportion of [public] funding to stations should be made conditional on Maori language content and performance. Any increase in funding ... should be tied to the appointment and training of quality staff, in key positions. Stations and iwi which consider that they do not wish to broadcast within tikanga Maori could prepare to seek their funding from:

- 1 commercial revenue from the larger listenership available to tikanga Pakeha radio;
- 2 other sources;
- 3 NZ On Air under its provision for funding programmes reflecting NZ culture, language etc.

Funding support for Maori radio: infrastructural support

71 The Joint Working Group considered that one means of focusing an increased proportion of public funding on the provision of Maori language services would be to combine (a) use of a basic grant towards operating costs (as at present) with (b) a new incentive solely related to Maori language programming.

72 The Joint Working Group agreed that, in the interests of increasing certainty about future levels of funding, it seemed to be desirable for the level of basic grants to be fixed over a longer term than one year, as at present. The funding agency would obviously wish to include a proviso that such longer term commitments were conditional on its own funding being maintained.

73 The basic level of the basic grant might be fixed or, in the interests of equity between stations, adjusted to take account of categories of costs which varied widely among stations for reasons which were largely outside the control of stations. (The only immediately obvious example of these was the cost of transmission services.)

74 Basic grants would therefore be intended to compensate stations for their:

- i operating costs such as salaries, provision for depreciation, rent and communications;
- ii actual cost of transmission;
- iii Maori cultural programming; and
- iv other programming services (apart from locally produced Maori language programming, which would attract additional funding support: see paragraph 80).

75 The Group noted that funding for the establishment of new broadcasting services, or significant extensions to existing services, would be a separate issue.

76 Before stations were eligible for a basic grant, however, they would have to be broadcasting a minimum quantity of Maori language programming. This requirement might be met by:

- i producing Maori language programming locally; *or*
- ii broadcasting programming generated by another provider (which might, for example, be a national Maori language radio service) *or*
- iii both.

77 The Group acknowledged that establishment of a minimum level of Maori language performance - applicable to all stations - before they became eligible for public funding assistance would require the support of iwi licence holders, station management and staff, and others with an interest in the potential of Maori radio stations to contribute to the revitalisation of the language.

78 The minimum standard would have to be set high enough to make public funding for Maori radio worthwhile, in terms of the quality and quantity of Maori language programming broadcast. On the other hand, it should not be set at so high a level that it proved to be difficult or even

impossible for stations to achieve it within a reasonable period and at reasonable cost, even if their own efforts were being supplemented by Maori language programming provided through (for example) a national Maori radio service.

79 Such a standard might be expressed in terms of an agreement involving all Maori radio stations that, if they were to continue to be eligible for the provision of public funding for the promotion of Maori language, they must broadcast between the hours of [*specify hours in the day during which broadcasting of Maori language programming is sought; for example, between 6am and 10am, and 6pm and 10pm*] a minimum of [*specify number*] of hours of Maori language programming.

Funding support for Maori radio: language incentives

80 Where stations produced their own Maori language programming they would be eligible for public funding support on that account, over and above their basic grant. In providing funding support for the broadcasting of such programming, it would be desirable for the funding agency to ensure that its funding policies:

- i took account of the effectiveness of the broadcasting involved, as well as the quantity and quality of the Maori language;
- ii did not have the effect of limiting the level of individual stations' performance to the minimum standard specified for eligibility for payment of a basic grant, or dragging higher standards of performance down to that standard; and
- iii rewarded stations which sought to improve their language performance.

81 Representatives of the national Maori organisations considered that stations would need to produce some of their own Maori language programming if they were to be effective in promoting the language. The objective was to achieve effective broadcasting of Maori language and culture. Any danger that such a structure would limit locally-produced Maori language programming would need to be addressed and an assessment of what is reasonably needed to achieve an appropriate level of such programming obtained.

Conclusions of the Hui Taumata

82 The Joint Working Group noted that some elements of the

approach discussed reflected the conclusions of the Hui Taumata (Maori Language Summit) in December 1995, which agreed that:

- The Maori language is the *raison d'etre* of Maori radio stations. Maori radio stations must heed this.
- Funding to Maori radio stations broadcasting 50% Maori language content (or more) should be increased (to \$400,000 or more), to enable these stations to offer appropriate remuneration to native speakers. Funding of Maori radio stations that broadcast through the medium of English should cease.
- Appropriate Maori language content levels are as follows:

1996	50%
1997	60%
1998	70%
1999	80%
2000	100%
- A national Maori radio service should be established. Maori should be the sole language of broadcast. Funding should be equivalent to that provided for National Radio.

Iwi radio: coverage

83 The Joint Working Group agreed that, as a general principle, Maori listeners should have access to the programmes of at least one Maori radio station. The Group noted that there were several significant gaps in the coverage of Maori radio stations, but Te Mangai Paho had recently invited Maori broadcasters to submit proposals for funding to support increases in coverage by Maori radio stations in the South Island and elsewhere.

National Maori radio services

84 The Group noted that the function of national Maori radio services ranged from the provision of an alternative programme for Maori listeners, broadcast independently of iwi stations, through to the provision of supplementary services to iwi stations where it made sense to pool resources in the interests of efficiency and the production of higher quality programmes.

85 The most obvious way in which national Maori radio services might supplement the services of iwi stations was in the provision of Maori language programming and national news and current affairs, both of which required highly skilled staff which few if any individual stations would be able to employ. In addition, national Maori radio services might also develop programming of the following kinds:

- i Maori language services, including Maori language education;
- ii Maori cultural programming;
- iii Maori drama;
- v Maori music; and
- iv sport.

Issues for further discussion

86 The Group agreed that it would be desirable for discussion of Maori radio services to continue, including the following issues:

- i minimum standards for eligibility for a basic grant of public funds;
- ii the costs of Maori radio stations, and the implications of these for the level of such a basic grant;
- iii how funding policies might be developed which would:
 - a take account of the effectiveness of the broadcasting involved, as well as the quantity and quality of the Maori language;
 - b not have the effect of limiting the level of individual stations' performance to the minimum standard specified for eligibility for payment of a basic grant, or dragging higher standards of performance down to that standard; and
 - c reward stations which sought to improve their language performance;
- iv ensure that the provision of public funding for Maori radio was sufficient to ensure that stations could deliver Maori language services effectively.

Funding for Maori broadcasting

87 In December 1995, the Cabinet agreed that the adequacy of the present level of funding for Maori broadcasting in 1997/98 and beyond should be reviewed during the 1996/97 financial year. Currently, public funding for broadcasting primarily directed at Maori audiences comprises:

- i 14.4 percent of net Public Broadcasting Fee income (this funding is transferred from New Zealand on Air to Te Mangai Paho at the direction of the Minister of Communications, pursuant to section 44 of the Broadcasting Act);
- ii \$4 million inclusive of GST (which is provided through Vote: Communications); and
- iii the cost to New Zealand on Air of funding support for Maori programming broadcast on National Radio.

88 Such funding is, of course, supplemented from a number of other sources, including commercial income from advertising.

89 The Group agreed that it would be desirable for Maori to be involved in discussion of the overall funding provision for Maori broadcasting.

Issues for further discussion

90 The Joint Working Group considered that useful progress had been made since its first report was completed on 19 September 1996. Further discussion of the following issues, among others, would be desirable, however.

Maori television services

91 Issues for further discussion:

- i issues relating to the operation of Maori television services, such as "governance" and the specification and purchase of programming outputs;
- ii establishment and transitional issues;
- iii legislation; and
- iv funding.

92 In the view of the Group, a suitable deadline for reporting on such discussion would be 31 May 1997.

Mainstreaming

93 Issues for further discussion include options, costs, timelines and monitoring issues.

94 In the view of the Group, a suitable deadline for reporting on such discussion would be 31 May 1997.

Maori radio

95 Issues for further discussion:

- i minimum standards for eligibility for a basic grant of public funds;
- ii the costs of Maori radio stations, and the implications of these for the level of such a basic grant;
- iii how funding policies might be developed which would:
 - a take account of the effectiveness of the broadcasting involved, as well as the quantity and quality of the Maori language;
 - b not have the effect of limiting the level of individual stations' performance to the minimum standard specified for eligibility for payment of a basic grant, or dragging

- higher standards of performance down to that standard;
and
- c reward stations which sought to improve their language performance;
- iv ensure that the provision of public funding for Maori radio was sufficient to ensure that stations could deliver Maori language services effectively.

Funding for Maori broadcasting

96 The Group agreed that it would be desirable for Maori to be involved in discussion of the overall funding provision for Maori broadcasting.

Issues for Ministers and Maori principals

97 As discussed in this report, in the course of its discussions in October and November the Joint Maori/Crown Working Group on Maori Broadcasting Policy agreed that:

- i the Government and the national Maori organisations should be invited to express a view on governance issues, both in relation to Maori television and to Maori broadcasting services generally, including the process of purchasing such services;
- ii discussion of the issues identified in paragraphs 92-96 above would be desirable and, should the Government agree with this view, a Cabinet paper will be prepared seeking an additional appropriation for the cost of such processes; and
- iii the Government should be invited to consider formally adopting mainstreaming of Maori language and culture as an objective of Government broadcasting policy.

ANNEX A

Participants during September, October and November 1996 in the Joint Maori/Crown Working Group on Maori Broadcasting Policy

Carl Bakker, The Treasury
Dennis Cole, Ministry of Commerce
Miriam Evans, Office of Prime Minister & Cabinet
David Harcourt, Ministry of Commerce
David Harper, The Treasury
Sonia Hawea, Te Puni Kokiri
Michelle Hippolite, Te Puni Kokiri
Mike Hollings, Te Mangai Paho
Mark Holman, Ministry of Commerce
Michael James, The Treasury
Sharon Kerry, The Treasury
Peter Macintyre, The Treasury
Phil Matthews, Te Puni Kokiri
Eruera Nia, television producer
Juliet Robinson, Te Mangai Paho
Waihoroi Shortland, television producer
Piripi Walker, Nga Kaiwhakapumau i te reo Maori
Brent Wheeler, Brent Wheeler & Co
Tuwhakairiora Williams, National Maori Congress

Legal advisers

Helen Aikman, Crown Counsel
Martin Dawson, Luckie Hain
Annsley Kerr, Crown Counsel
Tania Tetitaha, Luckie Hain
Leah Whiu, Luckie Hain

Others who contributed to discussions

Paul Aked, Johnston Dick & Associates
Allan Bell
Darryl Biggar, Ministry of Commerce
Hunter Donaldson, Ministry of Commerce
David Galt, Ministry of Commerce
Michael Hyndman, The Treasury
Ben Paki, Te Puni Kokiri
Hugh Railton, Ministry of Commerce
Joe Te Rito, Radio Ngati Kahungunu

Brent Wheeler & Co Limited
Economists & Investment Bankers

MEMORANDUM

TO: Officials/Maori Representatives - Maori Broadcasting Policy
FROM: Brent Wheeler, Director
DATE: 1 November 1996
SUBJECT: **TRUST OWNERSHIP MODEL**

Introduction

The following are a number of brief, bullet point style notes on the "Trust" model which I have been advocating in recent meetings as a means for dealing with Maori Broadcasting issues.

I note that while I am (as ever) in search of generic solutions (on efficiency grounds), I have developed these thoughts primarily with the establishment of Maori TV in mind.

Objectives

In advocating the Trust model I have assumed that the following are the objectives:

- Maori wish to see a Treaty based model which acknowledges "ownership" of Maori Broadcasting and whatever resources are applied to that in some reasonably meaningful fashion, and,
- The Crown is constitutionally constrained and must apply orthodox standards of accountability, transparency and responsibility for taxpayer funds which it applies to this area of policy, much as in any other area.

I have further assumed that both parties are bound by the Treaty to operate under a partnership which delivers upon their joint and several obligations to their constituencies in one form or another. This partnership should be operated so as to maximise net benefit for all involved.

While it may be somewhat pedantic to set this out in detail it seems to me fundamental that we agree upon the point of departure for these discussions. The Trust model I have in mind is based upon these objectives.

Ownership

My concept of the Trust is that it would be, like any other Trust, established under existing Trustee legislation (including all the rights and obligations inherent in that) and would therefore have a group of Maori beneficiaries. There are a number of options for identifying those beneficiaries. These include:

- iwi as beneficiaries.
- Maori on some kind of roll (for example the electoral roll),
- Agreed representative national organisations for (example Congress) or similar, and,
- Some other form of quantifiable grouping.

The general point is to ensure that Maori seen as beneficiaries (in the Trust rather than the welfare sense of the term) of the policy and that any governance structure dealing with Maori Broadcasting and such funds as the Crown might, from time to time allocate to it, are responsible to those beneficiaries for delivery and performance.

From the Crown point of view, since public funds are at issue, it would seem to me also important that given whatever monitoring regime is put in place, that there is accountability to Parliament. I note that Maori have an interest in this as well. I discuss this below.

Charter

In order to hold Trustees responsible to beneficiaries it would be necessary to develop a charter or agreed set of objectives of some kind which sets out, in the most explicit terms possible, the objectives of the Trust and the types of output which they are expected to deliver to the beneficiaries. I would suggest that, given a Trust established within legislation, that an appropriate means for doing that would be through the development of a charter.

Such a charter would set out the objectives of Maori Broadcasting Policy and in the particular instance under discussion, the objectives of Maori Television

as a negotiated matter between The Crown (presumably represented by Ministers) and Maori.

The model is very little different to that currently operated under the SOE legislation (the business plan is the SOE's equivalent of the charter) - a model which has operated successfully since 1987. In other words the aspirations of Maori would be discussed with Ministers Ministers aspirations discussed with Maori details of varying kinds would also be assessed, and a charter agreed to.

The charter would provide a "measuring stick" for both Maori and Crown in terms of delivery to their respective constituencies. I note that this probably differs little from a "trust deed".

Assets and Security

It is in the interests of both The Crown and Maori that certain assets be preserved in respect of broadcasting such that, regardless of interim performance or outcomes, the opportunity to deliver Maori Broadcasting is preserved for the future. Those assets include:

- Various frequencies currently set aside for Maori Broadcasting,
- Certain capital assets associated with transmission, and,
- Copy right in respect of certain programmes and programming content.

It would seem to me appropriate, at least from the Maori perspective, that those assets be preserved by creating title for them and vesting the assets in an eponymous ancestor. This is the approach which was adopted in respect of land which is not to be alienated under the Tainui Settlement. The assets would therefore be preserved thus meeting the Crown's objective in respect of asset preservation while at the same time achieving this objective in a manner appropriate for Maori.

It would obviously be necessary to consult Maori as to the appropriate identity of a suitable eponymous ancestor. There may well be transitional issues to be dealt with in getting to this point. Ie Tainui (and tohea) legislation provides a model.

Funding

A key concern for Maori (and Officials as I understand it) is the need to provide certainty of funding, at least to a reasonable degree, in a manner which

is consistent with the other Crown obligations in terms of monies appropriated from taxpayers. It is therefore necessary to address funding issues in one or another form.

I would suggest that term contracts be used in order to achieve a given level of certainty and that from the Crown's perspective, the monitoring and transparency provisions set out in the Public Finance Act be used in the orthodox fashion in order to achieve transparency and accountability to Parliament. From the Maori point of view it would seem that obligations to beneficiaries under the Trustee legislation would be a suitable means for ensuring accountability in respect of those parties.

Appointments

A key issue is obviously the means by which Trustees are appointed. A number of options are open in respect of this process. Electricity Distribution Trusts, for example, have trustees elected through a voting "at large" process. That might or might not in this case be appropriate.

An alternative, which is probably more appropriate in this case, would be for the Crown to advance two representatives as Trustees and Maori (through some process appropriate to them) to advance two Trustees. It might also be helpful to have some independently appointed person having broadcasting "wisdom" appointed jointly by the Crown and Maori so as to provide experience.

The point in respect of appointments is that there are numerous models already in existence which can be drawn upon and which could be adopted. It is also possible to meet the requirements of both Maori and the Crown

Establishment Versus Ongoing

It should be noted that the issues involved in establishing, say, Maori Television, and operating Maori Television on an ongoing basis are quite different. Similarly the risks to both Crown and Maori are quite different in an establishment phase compared with an operating phase. Essentially, once Maori Television is "up and running" the risks involved in ongoing operation are much less than those involved in establishment.

This is not necessarily a new problem to the Crown. I note for example that establishing SOE's was a risky business and that once SOE's were established the ongoing performance of those corporations involved less risk to the Government and greater chances of commercial success. Very similar remarks apply in respect of Maori Television (and Maori Broadcasting more generally).

It may therefore be worth distinguishing between a Trust which seeks to "establish" Maori Television and one which seeks to "run" Maori Television once it is established. In terms of managing risks (both for Maori and the Crown) it may well be worth setting up an "Establishment Board" then "handing over" the ongoing operation to a Trust comprising

predominately Maori interests with Crown representation purely to reflect the quantum of funding devoted to Maori Broadcasting by the Crown.

Conclusion

The notions described above are at this point tentative. They represent a personal view rather than those of the NMO's or any other party. At the same time, I believe that the Treaty obligations of the Crown and the Treaty rights of Maori can be met through this model in a fashion which would represent a genuine partnership. I would therefore commend the ideas, at least at an analytical level, for your thoughts.

Kia ora

Maori broadcasting and language goals: governance issues

The Crown has a duty stemming from the Treaty of Waitangi to promote the Maori language. The Government, in consultation with Maori, is considering what arrangements with regard to Maori broadcasting - in concert with other policy measures - will enable the Crown to fulfil this duty most effectively and efficiently. This note outlines the main governance issues that need to be taken into account in deciding what is the best way to organise Maori broadcasting to meet the Crown's duty to promote the Maori language and Maori aspirations for it.

Governance arrangements

Definition

Governance arrangements are the set of rules and conventions that govern how activities may be organised. Their importance stems from how they influence or constrain the behaviour of those contracted to supply an activity - and thereby affect both its effectiveness and the cost of providing it. The challenge is to find a set of governance arrangements that is most likely to result in the Maori broadcasting and language goals being met effectively and efficiently.

Main roles

The main functional roles and players involved in Maori broadcasting and the Crown's duty to promote the Maori language can be simplified as in Figure 1. These functional roles and players are:

- **funding:** The Crown has the role of providing funds to finance Maori broadcasting, although other sources of funding would be expected.
- **purchasing:** Somebody has the role of buying Maori broadcasting services which crucially would involve:
 - i setting Maori broadcasting policy goals to most effectively meet the Crown's duty to promote the Maori language, and reasonably meet Maori needs;

- ii buying Maori broadcasting services to meet these goals.

For example, this role could be done either by a special body set up to act on behalf of the Crown and Maori, or by the Crown acting both on its own behalf and for Maori, or by the Crown and Maori acting jointly.

- providing:** Broadcasting services could be supplied by various independent suppliers via arms-length market contracts with the purchasing body, and/or supplied by the purchasing body as an integral part of its operations.
- consuming:** Maori and non-Maori consumers will have the role of choosing the extent to which they receive broadcasts aimed to promote the Maori language and culture, and providing feedback to the parties responsible for these broadcasts.
- duty to promote the Maori language:** The Crown has a duty to promote the Maori language and culture via broadcasting and other policy measures (eg education).

Criteria for choosing arrangements

The foregoing roles or functions could be organised in a variety of ways, as already indicated.

For example, the purchasing role could be organised via a trust, a company or a non-company Crown entity. Similarly, the purchasing entity could buy broadcasting services from independent suppliers via a competitive market process. Alternatively, the purchasing entity could organise and supply these services from units within it - with choices based on administrative criteria rather than market information.

At issue is what particular arrangement (including organisational form and other governance rules) is likely to be best suited to providing each function and meeting the Maori broadcasting and language/culture goals within the context of the Treaty. The following are the main issues that need to be weighed up in assessing the various options:

- effectiveness:** Ability to ensure the Crown meets its Treaty of Waitangi duty to promote the Maori language and culture. This depends partly on:

- i the Maori broadcasting strategy, and the way it is implemented, being accepted by Maori; and
 - ii the Crown being able to show that it has acted reasonably and in good faith to fulfil its duty (which amongst other things, will require it to consult with Maori about the strategy and its implementation) and thereby minimise its litigation risk.
- flexibility:** The ability to accommodate changes in the levels of operation or other aspects of the arrangements (eg structural changes).
- consistency:** Consistency and compatibility with other related policy measures (eg education policy).
- efficiency:** The ability to ensure that the funding, purchase and supply of Maori broadcasting - which meets the government's strategy - are undertaken at least cost to the economy. Major determinants of efficiency are governance factors such as:
 - i clear goals, roles, assigned powers and responsibilities for all the key participants;
 - ii performance measurability - ie the ease and cost of specifying and measuring performance desired;
 - iii the contestability of roles, or functions, which can provide strong incentives for parties to perform efficiently lest they lose the contract to supply a good or service;
 - iv other incentives to perform such as transparent accountability arrangements with reputational effects for poor or good performance, or financial incentives;
 - v efficient relationships between contractual parties - that is, the ease and cost of aligning interests of the parties in a contractual relationship;
 - vi avoidance of capture - that is, the avoidance of inappropriate "capture" by one or more particular interest groups;

- vii contract enforcement - that is, the ease and cost of enforcing contracts and the availability of appropriate and efficient remedies for any disputes that may arise; and
 - viii transitional arrangements - that is, any transitional measures that might enhance the prospects of the strategy and its implementation being effective and efficient in achieving its goals.
- value for money:** The cost to the Crown and Maori of a particular arrangement or combination of arrangements. This will depend partly on the efficiency of the arrangements, and partly on their effectiveness in meeting the Crown's duty and Maori needs and aspirations. Arrangements that give value for money will minimise the risk of any backlash from the non-Maori and/or Maori public, and also the risk of litigation.
- robustness:** The likelihood that a particular arrangement, or set of arrangements, will be acceptable over time - which will depend on good initial design, proper consultation with Maori, an ongoing effective relationship between the Crown and Maori to maintain feedback on the impact of the arrangements, and value for money for both Maori and the Crown.

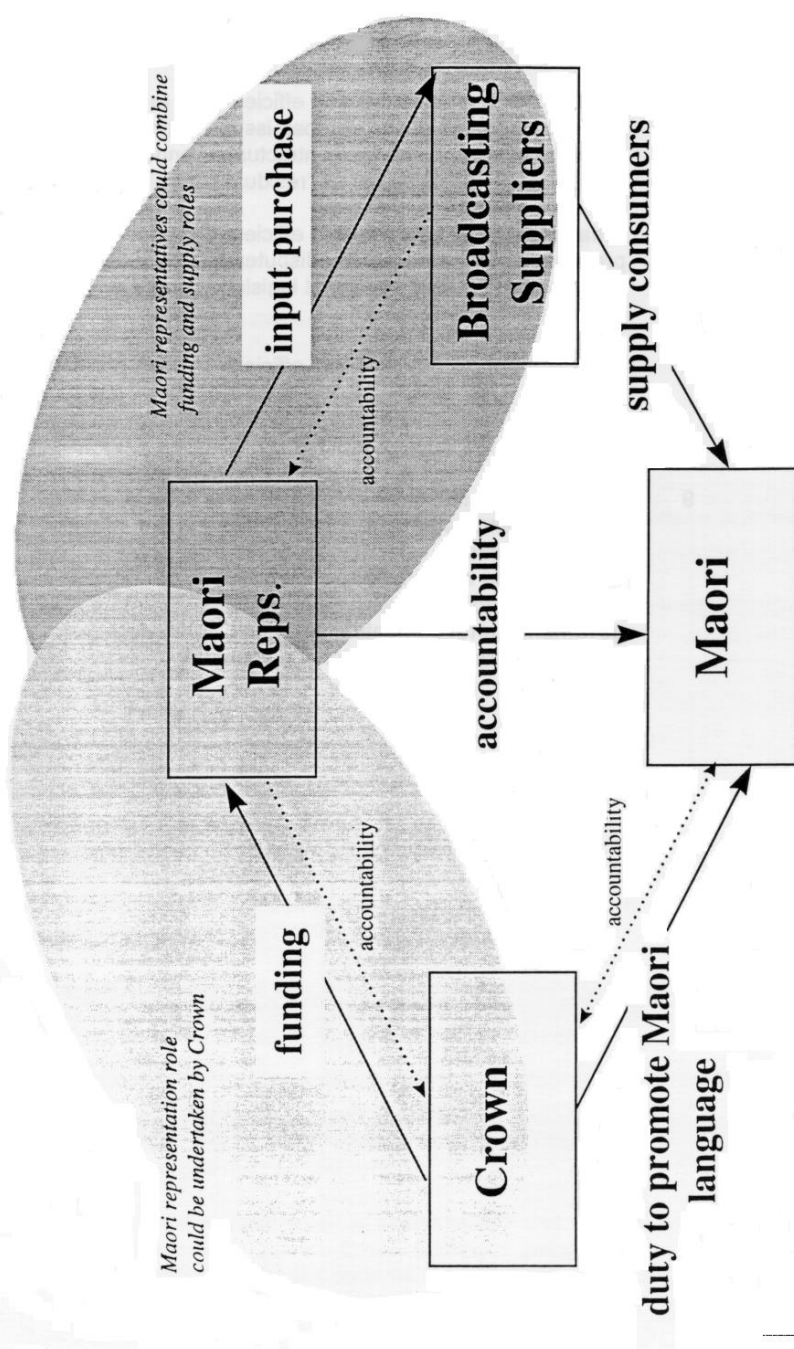
Particular governance questions

- 1 What organisational form (eg. trust, company, or Crown entity) is best suited to the purchase role?
- 2 Is it more efficient - to meet the goals of both the Crown and Maori - for the purchase entity to buy broadcasting services from independent suppliers via competitive market tenders, or from suppliers organised as part of its own operations?
- 3 What is the most effective way to structure the purchasing entity so as to ensure it effectively acts to meet the joint goals of the Crown and Maori for broadcasting and the promotion of the Maori language and culture?
- 4 What is the best way for the Crown and Maori to ascertain whether the Maori broadcasting strategy is working effectively and/or what changes may be warranted?

- 5 What are the most suitable financial accountability and control arrangements to ensure that the Crown funding is being used effectively and efficiently for the purpose it was intended?
- 6 What is the most effective and efficient way to assign the rights to make decisions about all those issues not contracted for explicitly in advance in any contractual arrangements? (These rights are often referred to as “residual control rights”.)
- 7 What is the most effective and efficient process - or set of processes - for resolving any disputes that may arise? To what extent would specific additional legislative provisions be of assistance in this respect?
- 8 What is the most effective and efficient process - or set of processes - for, ensuring adequate accountability by various contracting parties, with respect to different roles involved in Maori broadcasting and its funding?
- 9 What, if any, initial problems are likely to arise in implementing the governance arrangements envisaged in the strategy? Could these problems be alleviated by some form of transitional arrangements applying for an interim initial period, with a commitment to a definite time frame for shifting to the full set of governance arrangements envisaged? What risks may be involved in adopting transitional measures?

Figure 1

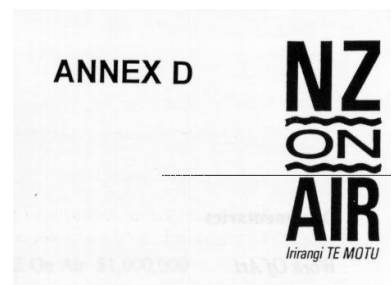
Maori Broadcasting & Language Goals: Governance Issues



1 May 1996

Peter MacIntyre
Analyst
The Treasury
P O Box 3724
WELLINGTON

Fax: 499-0437



Dear Peter

Re: NZ On Air support for the promotion of Maori language and Maori culture

In response to your request for information about NZ On Air funding of Maori language and Maori culture in broadcasting, I can advise that this is achieved in two ways; first, by paying a proportion of the Public Broadcasting Fee to Te Mangal Paho (\$11.6 million for the current year); and second, by directly funding programmes for mainstream audiences featuring Maori and Maori interests.

Below are areas of broadcasting that NZ On Air currently funds directly which feature Maori and Maori interests.

Television programmes featuring Maori and Maori interest for mainstream audiences

Children's & Young Person's

Mai Time 44 x 1 hour NZ On Air \$879,676

Screening TV2 11am Saturdays, this is a funky youth magazine and entertainment series using te reo as a matter of course and celebrating Maori and Pacific Island culture. All-Maori presenters.

What Now? 44 x 2 hours NZ On Air \$1,760,807

Screening TV2 8am Sundays, this series for primary age school children regularly refers, without preaching, to the bicultural nature of New Zealand. One Maori presenter (out of two).

You & Me 306 x 1/2 hours NZ On Air \$754,124

Screening weekdays TV3 7am and 3 pm, this preschool learning programme regularly includes te reo.

54-56 Cambridge Terrace,
PO Box 9744, Wellington, NZ
Tel 04 382 9524, Fax 04 382 9546

Home grown television and radio programmes made possible with the help of your Broadcasting Fee.

Arts / Culture

Sunday 28 x 1 hour NZ On Air \$1,000,000

Arts magazine series, 9am Sundays on TV3, regularly features work by Maori performers, artists and entertainers.

For Arts Sake 15 x 1 hour NZ On Air \$1,000,000

Arts documentary series, 12pm Sundays on TVNZ, regularly features the work of Maori artists.

Pio's Place 4 x 1 hour NZ On Air \$552,206

Variety series featuring Maori comedian and performer Pio Terei.

Drama / Comedy

Nga Puna 2 x 1/2 hour NZ On Air \$640,000

Two further one-off Maori dramas for late prime time screening on TV One. Four screened in 1995.

Broken English 1 x 1 1/2 hour NZ On Air \$400,000

Feature film for TV One prime time about a cross-cultural romance between a Maori man and a Croatian woman.

Pulp Comedy 13 x 1/2 hours NZ On Air \$258,545

Late night stand-up comedy, TV3 Fridays, featuring (among others) Maori comedian Mike King.

Cover Story 9 x 1 hours NZ On Air \$2,725,000

Drama series set in a television news room, prime time TV One, which will feature some stories about Maori issues.

Other programmes, while not specifically about Maori issues, occasionally feature Maori topics (*eg Country Calendar*).

Radio & New Zealand music featuring Maori and Maori interest for mainstream audiences

Radio

NZ On Air contract with New Zealand Public Radio for the funding of National Radio provides for at least 250 hours per annum of programming dealing with Maori issues and music. This programming includes the use of te reo Maori.

This also includes the weekday morning *News In Maori* (6.08am) and *Mana News* (6.38am) and the two-hour magazine programme *Whetzua!* on Sunday afternoons (4.06pm) and the half-hour Maori language current affairs programme *Mauri!* on Sunday evenings (7.02pm).

National Radio's main investment in Maori language and Maori issues programming is its Te Reo 0 Aotearoa unit in Auckland, its Nga Taonga Korero Maori programme archive, also in Auckland, and its contract with Mana Maori Media for the production of the *Mana News* programme.

In addition to funding National Radio, Nga Taonga Korero will receive \$112,123 in 1995/96 from NZ On Air.

New Zealand Music

NZ On Air currently spends \$1.9 million a year on strategies aimed at getting more New Zealand music played on mainstream radio and television. The funding covers -

■	Music videos	\$ 450,000
■	Syndicated radio programmes	\$1,079,100
■	Radio Hits airplay funding	\$ 200,000
■	Hit Discs	\$ 158,000

Since mid-1991 NZ On Air has funded 371 New Zealand music videos (at \$5,000 apiece), of which 57 (15%) have been by Maori artists like Moana & The Moahunters, Emma Paki, Maree Sheehan, Southside Of Bombay. Of the top ten most-played videos, two are by Maori artists *Kia Tu Mahea* by Maree Sheehan which has played 454 times on television at last count and *System Virtue* by Emma Paki which has played 432 times.

The NZ On Air-funded syndicated New Zealand music shows which play on commercial radio stations around the country and on the six student radio stations - shows like *Counting The Beat*, *Rock Your Radio*, *un-chart-ed*, etc - also feature music by Maori artists. One show - *Mana Tagata*, a weekly 15-minute programme which plays on all six student radio stations - features exclusively Maori and Pacific Island artists.

The Radio Hits scheme rewards significant airplay on mainstream commercial radio.

Since mid 1993, 125 records have qualified for funding (at \$5,000 apiece), of which 23 (18%) have been by Maori artists. Examples are *Beaifulitl* People by Teremoana Rapley, *Umbadada* by Southside Of Bombay, *Greenstone* by Emma Paki, *Peace, Love & Faniily* by Moana & The Moahunters, etc.

Since mid- 1993, 19 volumes of *Kiwi Hit Disc* have been delivered to every radio station in the country - commercial radio, maori radio, student radio, etc. Of the 302 tracks on *Kiwi Hit Disc*, 48 (16%) have been by Maori artists.

In 1995 NZ On Air started work on a new series of hit discs featuring exclusively Maori language and Maori kaupapa music - the *Iwi Hit Disc*. The job of *Iwi Hit*

Disc, like *Kiwi Hit Disc*, is to infiltrate the commercial radio playlist with Maori music. Like *Kiwi Hit Disc*, *Iwi Hit Disc* will be delivered to every radio station in the country without exception. The inaugural *Iwi Hit Disc* will be a collection of the best of Maori language and kaupapa music released since 1990 and will come with a companion disc of Maori language "vignettes" - Maori sayings, tikanga, placenames, etc - suitable for commercial radio airplay - the *Kool To Korero* disc. The inaugural Iwi Hit Disc/ Kool To Korero disc will be released later this year.

If you have any queries about the above, please do not hesitate to give me a call.

Yours sincerely

(signed)

Chris Prowse

CHIEF EXECUTIVE