



PACIFIC CONTENT STRATEGY

INTRODUCTION

Funding principles

Several over-arching principles shape NZ On Air’s funding strategies for our work in supporting local content for television, radio, music and online audiences.

Our values are –

Innovation – encouraging new ideas, creativity and quality production standards

Diversity – (in projects, people and platforms) – promoting difference and competition to support the best ideas for the widest range of New Zealanders

Value for money – making sure cost-effective projects are enjoyed by significant numbers of relevant people

The focus is on professionally-produced material made for specific audiences who can access it through multiple channels and from multiple devices.

Why Pacific audiences?

As part of our ongoing programme of performance improvement actions, NZ On Air is evaluating the provision of content for Pacific audiences in New Zealand. These audiences comprise members of many ethnicities originating from the Pacific Islands. These audiences are a significant part of the special interest audiences that s36(1)(c) of the Broadcasting Act requires NZ On Air to address.¹

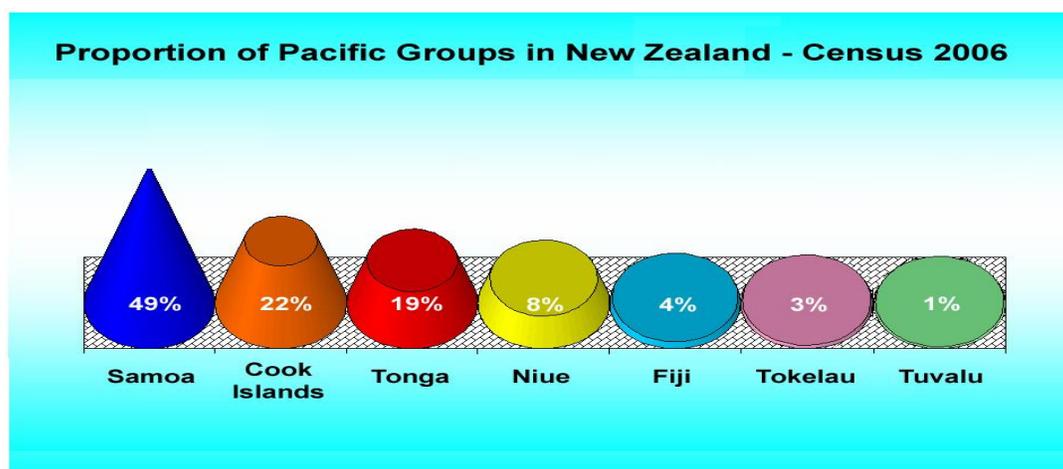
This strategy does not include content featuring Pacific people or issues intended to inform or entertain a *general audience*. We are focusing on content made specifically for *Pacific audiences* (which of course may also interest others).

¹ “The primary functions of the Commission are to ensure that a range of broadcasts is available to provide for the interests of.....minorities in the community including ethnic minorities...” s 36(1)(c) Broadcasting Act 1989

In June 2012 we published a research paper examining the current state of content specifically provided to Pacific audiences.² In its introduction the authors note -

“Overall, the importance of Pacific broadcasting in radio and television is deeply rooted to the connection that Pacific audiences feel with their communities, across the country and the wider Pacific region. Radio has been especially important in providing programming in Pacific languages, a service that is considerably harder to deliver through television programming. Audience feedback has consistently emphasised the importance of radio and television programming in reinforcing cultural identity, connection and the dissemination of information across Pacific communities, and the important role that broadcasting has in supporting, maintaining and sustaining Pacific languages. Feedback about addressing these needs raised issues such as the need for a Pacific broadcasting policy or strategy and programme scheduling, that are outside NZ On Air’s responsibility. There is a growing dissatisfaction in the lack of progress in addressing these issues in a way which Pacific communities see as meaningful i.e. greater presence and visibility in more convenient prime time schedules and access to and management of ‘their own’ broadcasting frequencies.”

The report notes that the Pacific population makes up 6.9% of the New Zealand population. The population is growing rapidly.



It also comments on age differences in a way that is significant for content provision (p22):

“The realities of a growing diasporic community, due to a long history of migration, mean that the cultural and social interests amongst the older (particularly island-born)

² *Broadcast Programming for Pacific Audiences in New Zealand*

http://www.nzonair.govt.nz/media/66907/pacific%20programmes_final%20report_june2012.pdf

and younger Pacific generations are not always in sync..... The numerically larger New Zealand-born youth cohort may have markedly different preferences, at present, to the island-born older generation. Broadcasting services must cater to these divergent interests, while also finding ways to bridge the knowledge bases across age cohorts.”

NZ On Air convened a forum of Pacific broadcast leaders to discuss the research in July 2012.³

What is the current broadcast content available?

Annex One lists current output as at the end of 2011, the first time this information has been collated. It shows there are relatively strong radio services provided, almost all of which are also available online for streaming or podcasting. Many are in various Pacific languages.

Television content is led by the flagship *Tagata Pasifika* on TV One, with a small amount of additional programming for younger audiences, for example *Fresh*. This, too, is available on demand.

The majority of content for Pacific audiences receives full or partial public funding. The content that does not receive public funding is usually heavily supported by church and other charitable sources. There is a degree of advertiser support.

What are the content gaps?

To a degree, content gaps for Pacific audiences are similar for all special interest audiences. The gaps are invariably affected by funding constraints and, often, a limited business case even when content can be culturally and creatively strong. Issues include

- Insufficient content overall; mainstream outlets can rarely prioritise
- Insufficient range and diversity meaning an expectation on programmes to be all things to all people (young and old, urban and rural, every Pacific ethnic group covered, island-born and NZ-born, multiple languages)
- Content on mainstream outlets scheduled at inconvenient times (in part this is being alleviated by on-demand services)
- Very little larger-budget content, such as drama or high-end documentary
- What content there is, is diffuse, and not everyone knows about it

This means

- Content that is not publicly funded should also be considered within this strategy so the widest possible range can be available to audiences and duplication avoided

³ See forum notes here:

[http://www.nzonair.govt.nz/media/71439/pacific%20media%20forum%2019th%20july%202012_fm%20\(2\).pdf](http://www.nzonair.govt.nz/media/71439/pacific%20media%20forum%2019th%20july%202012_fm%20(2).pdf)

- Services funded through other Government sources such as Radio New Zealand International and the TVNZ Pacific Service, should also be considered, in terms of avoiding duplication and extending reach
- Content that is funded through NZ On Air should be differentiated and valued by its audiences as a useful addition
- Content should be considered holistically – ie all sources considered together – so that constrained public funding is applied strategically and services improved overall

These observations, underpinned by our research and consultation, have led NZ On Air to develop a strategy for considering the funding for content aimed at Pacific audiences. The principles are set out below.

CONTENT FOR PACIFIC AUDIENCES: OVERALL AIM

All NZ On Air funding strategies must reinforce the agency's core mission and values. NZ On Air's mission is -

We champion local content through skilful investment in quality New Zealand broadcasting.

The over-arching goal for providing Pacific content is

Diverse content made for Pacific audiences is accessible, enjoyed and valued through multiple channels

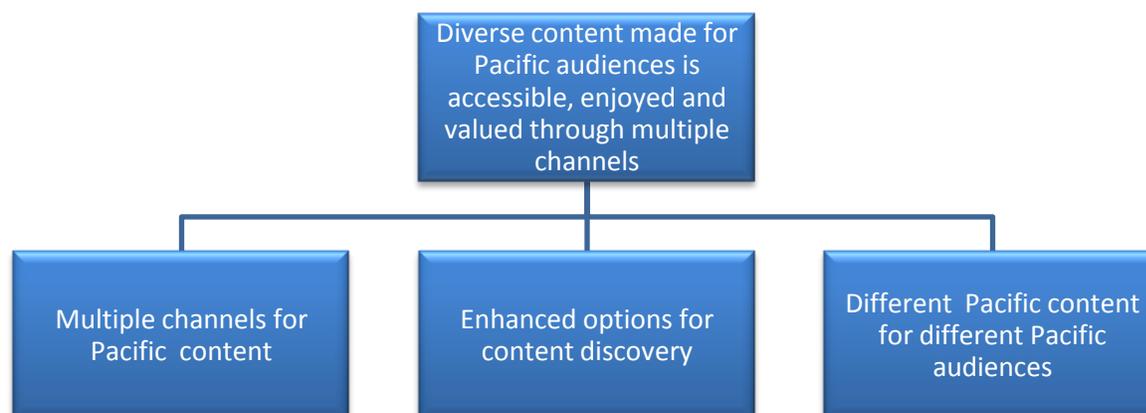
This means targeted content needs to be

- Present where the audiences are, namely on all audio/visual media outlets: television, radio, online
- Easily available on demand
- Available in different languages
- Aimed at different demographics within the community
- Of different genres
- Made by, or with the strong involvement of, content creators who are Pacific people to ensure authenticity

If we achieve this aim

- The amount of authentic Pacific content will increase
- The diversity of Pacific content will increase
- Duplication will be minimised and content sharing improved
- Pacific content will be better measured
- Other audiences, as a collateral benefit, will understand Pacific communities better

STRATEGIC GOALS FOR NZ ON AIR



Goal 1: Multiple channels for Pacific content

Pacific audiences can get Pacific content on all audio/visual platforms: TV, radio, online

Actions	Dovetail with NZOA digital strategy Confirm where the main audiences are Commission focused audience preference research to get clear priorities Facilitate conversations between platform providers to identify collaboration opportunities	Rationale	Increase content diversity for Pacific audiences Content must be available on demand to suit audience needs No geo-blocking so Pacific region audiences can also benefit We need to know more about audience priorities
Measures	Prioritise Pacific content for year one of Digital Media Fund applications Commission audience research to inform funding priorities Identify useful collaborations to increase content options	Outcome	Content persists beyond initial play or screening Greater audience reach Regional collaboration improved: audiences in the Islands also able to access online content where viable internet exists

Goal 2: Enhanced options for Pacific content discovery

Pacific audiences can find different Pacific content easily and whenever they choose

Actions	Consider the business case and possible partners for a content aggregator Investigate options for improved promotion of the current content made for each different Pacific community Consider collaboration opportunities with cultural agencies such as Creative NZ	Rationale	Finding content is hard and needs to be easier Pacific groups will not be aware of all the content about their community available to them from across the country
Measures	Feasibility study completed for aggregator options Awareness of content options improves Identify a useful collaboration project to improve content outcomes	Outcome	Pacific people access more and different Pacific content

Goal 3: Different Pacific content for different Pacific audiences

Pacific audiences have an adequate range of Pacific content from which to choose

Actions	Maintain at least two long-run television series providing information and entertainment to different Pacific audiences. Allocate radio funding to ensure efficient outcomes for national, regional and local audiences. Increase digital media and music opportunities to extend content range Encourage content sharing Provide opportunities for Pacific programme makers to develop content creation businesses	Rationale	Radio is best medium for language content, given the number of languages and cost-effectiveness of the medium TV reaches the biggest audiences Digital content can be innovative, help industry upskilling, dovetail with other sectors and priorities eg education, health, languages Content sharing helps value-for-money Pacific programme makers can make authentic content and leverage public funding
Measures	Funding outcomes consistent with this strategy	Outcome	Improved content options for Pacific audiences Increased numbers of Pacific content businesses

ANNEX ONE: CURRENT CONTENT SERVICES

Below is a stock take by media outlet. The Pacific populations covered by the various stations are indicative census figures only as broadcasting coverage often extends beyond an immediate geographical area.

(Source: NZ On Air research report, op cit, pp 40-43)

Radio		
Station	Est. Pacific Pop. Coverage	Comment
Niu FM (Nationwide)	100%	24/7 FM – different Pacific languages in the evenings from 6pm-6am with an older target audience. Cook Is on Monday, Niue Tuesday, Tonga Wednesday, Samoa Thursday and Sunday, Tuvalu and Kiribati Friday, Fiji on Saturday, and Solomon Islands and Tokelau on Sunday. Programmes in English during day, targeting a younger urban audience
531pi (Auckland)	65%	24/7 AM – Pacific languages in evening, English during day with news bulletins in Pacific languages. Generally targeting an older audience. Crosses to transmit Niu FM's language broadcasts in the evenings.
Radio NZ (Nationwide)	100%	24/7 FM and AM – broadcasts Pacific news stories provided by RNZI in its own news and current affairs programmes and news bulletins
Radio Samoa (Auckland)	65%	24/7 independent Samoan language station. It is part of the Samoa Multimedia Group which publishes a weekly Samoan language newspaper, the <i>Samoa Times</i> .
Radio NZ International (RNZI)	Pacific region	24/7 shortwave – main focus is offshore. <i>Dateline Pacific</i> (20 mins weekly) is RNZI's flagship Pacific programme with <i>Tagata o te Moana</i> (30 mins weekly) another key programme. Other Pacific issues programmes include <i>Pacific Correspondent</i> (15 mins weekly), <i>Pacific News & Sports Report</i> (10 mins daily). Pacific news stories also supplied to RNZ.
Access radio (Regional)	Regional NZ	Twelve not-for-profit regional access community radio stations. Programmes produced by voluntary community broadcasters, Six Access stations have Pacific community groups making their own radio programmes. These are included in this table. The other Access stations rebroadcast <i>Te Puutake</i> Youth Radio Show, a 1 hour Maori and Pacific urban music programme.

Wellington Access Radio	20%	19 Pacific programmes in seven languages – 4 Samoa programmes, 3 Tonga, 4 Cook Is, 2 Niue, 3 Tokelau, 1 Fiji, 1 Tuvalu and 1 pan-Pacific. Approx. 37 hours per week.
Community Radio Hamilton 1206Hz	2%	3 Pacific programmes – 1 Niue and 1 Kiribati and 1 pan-Pacific in English. Approx. 3.5 hours per week
Radio Kidnappers 1431Hz	2%	1 Samoan language programme and <i>Tu Puutake Youth Radio Show</i> .
Otago Access Radio 1575Hz and 105.4FM	1%	1 Pan Pacific education programme. Two new Samoan language and a Cook Island music programme are expected in the first part of 2012.
Access Radio in Taranaki, Wairarapa, Southland, Manawatu, Kapiti Coast and Nelson		Access radio stations re-broadcasting <i>Te Puutake Youth Radio Show</i> , a weekly 1 hour Maori and Pacific urban music programme produced in Auckland. These areas, apart from the Manawatu with 2%, each have around 0.5% or less of New Zealand's Pacific population.
Samoa Capital Radio (Taupo/ChCh)	20%	38 hours per week on Access frequency 783AM – Samoan language station, older audience, one weekly youth programme. Actively aiming to increase youth engagement and listenership.
Iwi radio (Regional)	Regional NZ	Collaboration with Pacific communities in some regions e.g. Awa FM in Wanganui
Planet FM 104.6FM (Auckland)	65%	21 programmes in six Pacific languages – 3 Samoa, 10 Tonga, 1 Cook Is, 4 Niue, 2 Fiji and 1 Kiribati. Approx 40 hours per week.
Plains FM 96.9FM (Christchurch)	4%	17 programmes in three Pacific languages – 13 Samoa, 2 Tonga, 1 Fiji and 1 pan-Pacific programme in English. Approx. 34 hours per week. (5 of the Samoan language programmes are religious programmes.)
Radio Tarana (Auckland)	65%	Independent Indian language station established in 1996. Some Fijian listeners.
Other e.g. Mai FM, Flava	65%	Commercial radio network stations are playing more Hip Hop and R&B music and using Pacific announcers as hosts.
Television		
Channel	Est. Pacific Pop. Coverage	Comment
TVOne	100%	<i>Tagata Pasifika</i> - flagship Pacific programme. <i>Westfield Style Pasifika</i>

Māori TV	100%	Replays <i>Tagata Pasifika</i> . Seen as a 'natural' collaborative partner for Pacific broadcasting and making of Pacific programmes.
TV3	100%	Screened several popular Pacific programmes e.g. <i>bro' Town</i> , <i>Pacific Beat Street</i>
TV2	100%	Aims for a younger audience with programmes such as <i>Mai Time</i> , <i>Fresh</i> , <i>Mai Live Summer Series</i> and <i>ASB PolyFest</i>
Triangle (Auckland)	65%	Facilitates Pacific programming. Has up to five Pacific programmes including <i>T-News</i> (Tongan language) <i>Talanoa and Pasifika Nius</i> (Samoan Language) and <i>Pacific Viewpoint</i> . These are repeated several times a week on Triangle TV.
Prime	100%	National free-to-air channel. Also broadcast on SKY. No specific Pacific programming
Sky	100%	The pre-eminent pay television broadcasting service in NZ. Also broadcast some free-to-air TV channels. No specific Pacific programming
C4	100%	24/7 music channel. Broadcasts some specialty NZ music shows e.g. <i>Homegrown</i> . No specific Pacific programming
Other e.g. regional broadcasters	Varies	CTV repeats of <i>Pacific Beat Street</i> while that series was funded.
Online		
YouTube		Growing use particularly by Pacific young people. Video clips in Pacific languages are accessible through You Tube.
Social media e.g. Facebook, Twitter		Growing trend – facilitates personal selection of music, news, information, entertainment etc via Internet. Pacific community groups are using Facebook to establish and maintain project, social and language connections.
Replay radio programmes, audio streaming, podcasting, On Demand television and videos		Majority of media organisations offer these services via their websites and social media as part of their normal business operations.
Moana TV		Very much in its infancy, Moana TV was recently established as part of Samoa Multimedia Group and based in Auckland. The fledgling Moana TV is aiming to stream video and television programmes online.
Ziln TV		Ziln TV is another young company aiming to stream Pacific video items and television programmes on line.
Print Media		
Pacific magazines e.g. SPASIFIK		There are few Pacific magazines published in English. SPASIFIK magazine is a flagship publication in this area, a Qantas Media award winner, focuses on Pacific issues. It is into its eight year.

Community newspapers	Mainstream community newspapers appear more likely to cover positive Pacific stories.
Pacific language newspapers	Small number of successful Pacific language newspapers. Mainly in Tongan and Samoan languages. e.g. <i>The Taimi 'o Tonga</i> and <i>Talanoa Samoa</i> . There is also a pan-Pacific newspaper the <i>New Zealand Pacific</i> published in English
Major metropolitan newspapers	Number of Pacific stories and features appear to be increasing but seen as tending to focus on negative aspects of Pacific community stories
General magazines	Relatively few specific Pacific stories. Tend to be Pacific celebrity and sports focused stories
Pacific language magazines	Few published in New Zealand. Tend to be based in the Pacific e.g. <i>Matagi Tonga</i>