



## Pacific Media Forum 2012

*A small forum of Pacific broadcasting leaders met on 19 July 2012 at the Pacific Media Network in Manukau. The purpose was to discuss the research paper commissioned by NZ On Air - [Broadcast Programming for Pacific Audiences](#) released in June 2012, and to think about ways that broadcasting services to Pacific people in New Zealand could be improved.*

*Given the difficult economic climate significant new Government funding is unlikely to be available for some time. Suggested improvements were considered within the context of NZ On Air's legislative remit.*

*The document is a brief overview of the discussion and feedback from the forum.*

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### **Discussion about the research:**

- The general view was that it was a valuable piece of research. The desires of the Pacific communities expressed in the surveys were not a surprise to most attendees.
- Some gaps in the research were identified:
  - The Survey Monkey research probably did not reach audiences over age 35. This is the main demographic listening to Pacific language radio.
  - The television survey did not include new youth series *Fresh*.
  - Did not establish if there is a gap in the range of Pacific voices in narrative and drama.
  - It would be helpful to know which Pacific projects have been funded and who are the Pacific production companies.
  - The internet is a very important platform for Pacific youth and some felt it was not adequately covered in the research.
  - Others thought that the 'digital divide' is not as much of a barrier for Pacific audiences as was expressed in the research.

### **Summary:**

- The media environment is changing constantly – the research is a snapshot of the current landscape and should be used as a starting point for an ongoing conversation.
  - It is a broad scan and further work can be done to zero in on who the different audiences are and their preferences.
  - Pacific broadcasting is diverse and ethnic specific; Tongans have a different way of addressing programming and content, as do others. A pan-Pacific approach will not cater to all languages and smaller communities.
  - Other relevant research:
    - [New Zealanders and The Arts 2011](#) published by Creative NZ - Pacific youth have a high engagement with the arts online, distribution is important.
    - Ministry for Pacific Island Affairs research – 25% of new entrants into the work force are Pacific and 20% and of another ethnicity (not Maori).
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***A summary of the group's main suggestions for the future:***

*"Broadcasting is a developmental tool to drive the aspiration of our communities"*

Growing the industry

- Pacific people should be represented in the mainstream media and need to occupy key decision making positions within the broadcasting industry. Industry is Euro-centric. Stories about Pacific people are important but we also need Pacific people producing the stories and determining what is programmed.
- The drivers that get programming made are the writers, directors and producers. They create ideas and make them happen. We need to *"grow the stuff we need"* - more of our stories and more of our people saying them.
- Do we need more training and mentoring opportunities for Pacific people within the industry? If so it needs to be financially sustainable.
- Pacific Island Media Association (PIMA) is 11 year old organisation which can advocate on behalf of the community. The Pacific broadcasting network is small and is spread around a lot of media platforms. We need to ensure we are all joined properly, as that is where the voices gets loud. This organisation is the best to coordinate conversations about Pacific broadcasting.

The industry today

- **Television** – free to air still has large audiences and is affordable entertainment for them.
  - Being on a mainstream channel, even in an off-peak slot, attracts bigger audiences than smaller niche channels.
  - In depth, prime time television documentaries are difficult for all producers, and particularly difficult for Pacific programme makers.
  - On-demand viewing (online) is a significant trend and opportunity.
- **Radio** – has good content and several platforms.
  - Some broadcasters would like less restraint from bureaucracy – they know their communities best.
  - Some access radio stations want a national strategy. After the Canterbury earthquakes their content was sought after by all agencies and translation services were very important.
  - Non-funded radio stations would like to know how they can share resources. They rely on advertising and fundraising from their community. PIMA and the Broadcasting Standard Authority have helped with training for staff. This is the type of collaboration that is helpful.
  - View is that current system, where programme makers raise funds for their own programmes, and NZ On Air funds the station operation, is working.
  - 531pi and NiuFM are still perceived as Auckland-oriented. This may change over time.
  - All access radio stations are on the internet via two websites, one for Planet FM Auckland, and the other a 'rest of New Zealand' site.
- **Some regional television channels** have Pacific content. Funding mostly needs to be raised from the community.

## **New Ventures**

*“There is a lot of content and a lot of creatives but how to contain it and where to put it?”*

- Sharing of resources
  - Radio NZ International (RNZI) share all the content they produce on their [website](#) (67,000 stories from the Pacific fully searchable online). They have 25 journalists based in the region filing stories every day.
  - TVNZ Pacific Service broadcasts to 21 islands; they have permanent lease space of satellite broadcasting to the region which any broadcaster can take advantage of.
  - Could regional broadcasters join together to get 2 to 5 hours a week off-peak air-time on a mainstream channel to broadcast their content? Maori TV does not broadcast 24 hours a day, could there be a focused space for Pacific content on that network?
- Better collaboration...
  - ...across Government agencies
    - Ministry of Pacific Island Affairs is interested mainly in languages and education.
    - Creative New Zealand
    - Others?
  - ...within the industry
    - A Pacific language strategy for broadcasters
    - Formalised training opportunities
    - News service people are able to share Pacific stories
    - Establish a sales hub for Pacific broadcasters to share advertising and generate publicity
- Other platforms
  - Prime time television scheduling is not as big concern as it was before. The big criticism of *Tagata Pasifika*, in itself an excellent programme, has been its scheduling. Increasingly it is being accessed online or recorded and has a good social media presence.
  - In theatre and the visual arts, division between the creator, the presenter and the audience is blurring. The arts are becoming more collaborative and interactive for example, self generated content online. Reaching the audience is the key; we need tools that allow content discovery and engagement.
  - Repurposing content - taking Pacific content and putting it everywhere.
  - The ‘digital divide’ is an issue for some in our community but won’t be forever
  - An online portal – or a centralised place to aggregate existing and maybe new Pacific content? It still needs to find an audience and probably would need a strong brand identity to get traffic to the site. Comedy and personalities (such as sports people) help bring an audience.
  - A centralized online space could also be tied Pacific initiatives across government and community groups such as health and education.
  - Concern that an online environment might not generate in-depth documentary content which is a longer format and takes a lot of work - is online too ‘magazine’?
- More research into Pacific audiences
  - NZ On Air could fund more research to get a better understanding of Pacific audiences and better knowledge of what they want. It would help the industry invest more wisely in services that Pacific people want.

- NZ On Air policy
  - Do we need a formalized policy which commits to supporting a level of Pacific content made by Pacific people, in English for mainstream broadcasters.
  - A ‘cross-platform’ stream within NZ On Air for Pacific audiences.

## Summary

*“We have talent, ideas, desire from the people. Make a business model work around it.”*

- Whether or not Pacific broadcasters are funded with taxpayer money, if they are serving audiences they are important to NZ On Air.
- NZ On Air is platform agnostic and will go where audiences are. Currently the position is that publicly funded content should be free to access.
- Pacific broadcasting needs to stay in the community. NZ On Air can support it, but not run it.
- There is a strong desire for a Pacific television channel – not Government policy, no new money.
- It was good to have everyone in a room together to think about what can be done.
- NZ On Air will work on a Pacific content strategy within the next six months and use PIMA as liaison in the first instance.

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## Attendees:

Petrina George	APRA
Richard Pamatatau	AUT
Fa’amatua’inu Tino Pereira	Broadcaster
Makerita Urale	Creative NZ
Sima Urale	Filmmaker
Leah Johnston	Ministry for Culture & Heritage
Vui Mark Gosche	Ministry of Pacific Island Affairs
Ulu Aiono	National Pacific Radio Trust
Sandra Kailahi	National Pacific Radio Trust
Caren Rangi (in part)	NZ On Air
Miriam Dean (in part)	NZ On Air
Fiona Mulder	NZ On Air
Glenn Usmar	NZ On Air
Jane Wrightson	NZ On Air
Krishna Sharma	Pacific Media Network
Lechu Laksmanan	Pacific Media Network
Patrick Lino	Pacific Media Network
Tom Etuata	Pacific Media Network
Iulia Leilua	PIMA
Gordon Clark	Programme maker
Mario Gaoa	Programme maker
Setita Millar	Programme maker
Stan Wolfgramm	Programme maker
Terisa Tagicakibau	Programme maker
Whetu Fala	Programme maker
Linden Clark	Radio New Zealand
Dan Kauraka	Radio Ivanui
Ane Ponifasio	Radio Samoa
Holona Lui	Researcher
Sai Lealea	Researcher
Afamasaga Tealu Moresi	Samoa Capital Radio
Toleafoa S Tanuvasa	Samoa Capital Radio
Kath Graham	TVNZ
Lisa Taouma	TVNZ
Paora Maxwell	TVNZ
Taualeo’o Stephen Stehlin	TVNZ