

Paul Thompson

From: Paul Thompson
Sent: Wednesday, 5 February 2020 8:07 AM
To: Olivia Cross; Bernadette Cavanagh; 'Juston.Anderson@s9(2)(a)
Cc: John Barr
Subject: RNZ Music Strategy Update
Attachments: RNZ Music Strategy Communications FAQ & A.docx

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Kia ora Bernadette, Juston and Olivia

As discussed last week, at 10am today we will begin consulting staff about the implementation of the new Music Strategy.

See below a stakeholder update that provides the background. This will go out before 11am.

I have also attached a set of FAQs to provide you with further context.

Please call if you have questions.

Cheers

Paul

Stakeholder Update

Over the past twelve months RNZ has carried out a review of our music services, exploring opportunities for music to engage with younger and more diverse audiences in line with RNZ's Charter obligations.

Today RNZ began implementing the new music strategy that will expand our range of services to New Zealanders.

The objective of the strategy is to diversify and grow audiences by developing an innovative new music brand aimed at young people. The new commercial-free brand will showcase New Zealand artists and their music in line with our Charter.

The new multimedia brand will be based in Auckland. It will be launched in the second half of 2020 and will be available online, on-demand, on streaming platforms and will be broadcast on FM nationwide.

As part of the strategy, the RNZ Concert service will continue and will undergo some changes in the next few months. It will be focused on playing classical music 24/7. RNZ will continue recording and broadcasting concerts alongside orchestras and other established music industry partners.

From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services.

RNZ Concert listeners will continue to access the content on Freeview channel 51 and Sky Digital channel 422, reaching 86% of homes in New Zealand. It will be available on mobile devices through the RNZ app and our streaming partners like iHeart Radio, and Spotify, and through any other internet connected device.

RNZ Concert will also now be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

RNZ has begun consulting staff affected by this plan.

We will be able to provide an update and more detailed information on the new strategy in April once staff consultation is completed and the implementation plan for the strategy is confirmed.

Please email me or call me on s 9(2)(a) if you have questions.

Ngā mihi nui

Paul Thompson

RNZ Music Strategy 2020. FA Q & A Sheet

Public / Listener Feedback and Media Enquiries

- **RNZ Music Strategy General Q&A**

- **RNZ Concert Specific Q&A**

RNZ Music Strategy General Q&A

What is happening?

Over the past twelve months RNZ has carried out a full review of its music services.

The purpose of the review was to evaluate current music content, audience needs, work-flows and resourcing and to explore any opportunities for RNZ Music to play a lead role in reaching new, younger, and more diverse audiences.

As a public service broadcaster RNZ has a duty to engage with ALL New Zealanders and RNZ cannot meet its Charter obligations without broadening the diversity of its audiences.

For RNZ to achieve this goal, it will have to attract completely new and different sectors of the New Zealand population.

A new music strategy has been developed to achieve this and it has been approved by the RNZ Board. The strategy includes an initiative to develop an entirely new RNZ Music brand.

Why is RNZ making changes?

- As a public service broadcaster RNZ has a duty to engage with ALL New Zealanders.
- This is a critical time for RNZ. Audiences are changing and New Zealand as a society is changing. RNZ must adapt its service delivery to meet changing audience demands.
- It is vital that RNZ continues to innovate and deliver content that resonates beyond its traditional audience base.
- RNZ is not yet relevant to people in all their life stages and it fails to connect with some groups, including Maori, Pacific, and Asian people and younger audiences.
- RNZ is not currently connecting to all New Zealanders.
 - It needs to reach younger audiences especially those 18 - 35
 - It needs to reach more diverse audiences
 - It needs to reach Auckland audiences

- Music provides an ideal way of reaching those audiences that do not currently engage with RNZ.

How does this fit with RNZ's strategic plan?

As a public service broadcaster RNZ has a duty to engage with ALL New Zealanders. Research shows that RNZ has been unable to reach a significant number of New Zealanders with its current programming and services. RNZ cannot meet its Charter obligations without broadening the diversity of its audience.

When will these changes happen?

We don't know for certain but it is proposed that the new music brand will be launched later this year. Now the music strategy has been approved by the Board detailed planning will start.

Will there be job losses? How many jobs are going? Will there be redundancies?

We need to work through a level of detail before we can confirm any changes to jobs or roles.

What will this cost?

Costs for the new service will be met through existing RNZ funding.

What does the RNZ Charter say about music?

The Charter says RNZ: "must endeavour to provide services of the highest quality stimulate, support, and reflect a wide range of music, including New Zealand composition and performance."

RNZ cannot meet its wider Charter obligations without broadening the diversity of its audiences.

The RNZ Charter can be found online here: <https://www.rnz.co.nz/about/charter>

Doesn't the Charter say RNZ has to take account of services provided by other broadcasters?

Yes, it does, and this has been taken into account with the new strategy. RNZ cannot meet its wider Charter obligations without broadening the diversity of its audiences.

The RNZ Charter can be found online here: <https://www.rnz.co.nz/about/charter>

Will RNZ still record live performances?

Yes

What about festivals like WOMAD?

RNZ will maintain proactive engagement with a range of long established music industry partners and will continue recording live performances.

How will this affect the amount of New Zealand music played on RNZ?

RNZ expects to substantially increase its levels of New Zealand music played across its services.

How much New Zealand music will you play?

We don't know until planning is completed, but it will be significantly more than RNZ currently broadcasts.

How much New Zealand music does RNZ currently play on RNZ Concert and RNZ National?

New Zealand music and composition played on RNZ Concert is currently 5.9%
New Zealand music played on RNZ National is 36%

Aren't you prioritising younger listeners over the needs of older listeners?

We are looking to grow new audiences and maintain existing audiences. Older listeners will still be serviced by the current RNZ radio brands – RNZ National and RNZ Concert together with a range of online and digital services.

How are you going to get new audiences?

RNZ is not currently engaged musically with younger audiences. The Music Strategy is designed to increase engagement with new audiences.

The new music brand will be radically different to anything RNZ has delivered before. The platforms, content, and the team appointed to develop the new brand will reflect the needs of the diverse audiences we aim to reach.

Why are you going to share your music content?

Sharing our music content is a key part of the strategy to connect with young New Zealanders.

What will the new music channel be called?

That is not known and will be part of the planning process.

What platforms will it be on?

That won't be fully known until completion of planning, and assessment of options but the new brand will use all the platforms the target audiences use.

Is Auckland the focus of this strategy? Why is this?

The strategy does focus on Auckland not only because it's the biggest and most diverse market, but because Auckland is the main centre for music and entertainment in New Zealand.

RNZ Concert Q&A

Are you closing RNZ Concert?

No, RNZ Concert is not closing down, however, it has been reviewed as part of new music strategy. Some changes will be made to the way listeners access RNZ Concert content.

Young people don't listen to the radio but older people do so why are you taking away our FM frequencies?

73% of people aged under 35 listen to New Zealand radio. For the quarter of New Zealanders that don't listen it doesn't mean they don't want to listen, it is more a comment about the content they are currently being offered. RNZ plans to change that.

Isn't RNZ obliged under the Charter to broadcast RNZ Concert?

The RNZ Charter makes no specific mention of RNZ Concert but it does require RNZ to: "provide services of the highest quality stimulate, support, and reflect a wide range of music, including New Zealand composition and performance."

One of the reasons for RNZ introducing a new music strategy is to ensure it meets Charter obligations to all New Zealanders. RNZ cannot meet its Charter obligations without broadening the diversity of its audiences.

The RNZ Charter can be found online here: <https://www.rnz.co.nz/about/charter>

What this means for the current RNZ Concert service and audience

RNZ Concert continues to be broadcast.

RNZ Concert will continue to offer New Zealand listeners a 24/7 classical music service.

How will I hear RNZ Concert in future?

RNZ Concert continues on all existing platforms for now. The distribution channels for the new RNZ music service won't be known until planning is completed but RNZ Concert will ultimately become a fully automated music service available on the AM Network and digital channels.

RNZ Concert listeners will continue to access the content on Freeview channel 51, Sky Digital channel 422, on their mobile through the RNZ app and our streaming partners like iHeart Radio, Rova & Spotify, and through any other internet connected device.

From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services. It will be available on Sky TV and Freeview, reaching 86% of homes in New Zealand.

RNZ Concert will also be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

What will happen to New Zealand music organisations that depend on RNZ Concert to support them?

RNZ will continue to support New Zealand music organisations and it will continue to record selected live concerts with specialist engineering staff for both RNZ Concert and RNZ National.

Will RNZ still record live performances?

Yes

What about festivals like WOMAD?

RNZ will maintain proactive engagement with a range of long-established music industry partners and will continue recording live performances.

How much New Zealand music does RNZ currently play on RNZ Concert and RNZ National?

New Zealand music and composition played on RNZ Concert is currently 5.9%
New Zealand music played on RNZ National is 36%

What has happened to the news on RNZ Concert?

RNZ Concert's summer schedule included news bulletins at 7, 8, and 9 am daily. For more news coverage, listeners tuned to RNZ National or visited www.rnz.co.nz/news.

In the event of major breaking news, RNZ Concert will respond with increased news coverage.

Why have you reduced the news on RNZ Concert?

RNZ Concert includes news bulletins at 7, 8, and 9 am daily.

Audience research has shown that more than ever, New Zealanders interested in extensive news and weather coverage tune into RNZ National, or online sources such as www.rnz.co.nz/news

In the event of major breaking news, RNZ Concert will respond with increased news coverage.

What happens if there is a major breaking news story? How will I know what's happening?

In the event of major breaking news, RNZ Concert will respond with increased news coverage.

Radio listeners in New Zealand who are interested in extensive news and weather coverage tune into RNZ National, or online sources such as www.rnz.co.nz/news.

Paul Thompson

From: Olivia Cross <Olivia.Cross@parliament.govt.nz>
Sent: Wednesday, 5 February 2020 10:01 AM
To: Paul Thompson
Cc: John Barr; Bernadette Cavanagh
Subject: RE: change

Hi Paul

Thanks very much for the conversation and the update.

Just for consistency can I confirm both the Q&A document and the stakeholder update at the bottom of your original email will be updated?

Cheers
Olivia

From: Paul Thompson [mailto:Paul.Thompson@rnz.co.nz]
Sent: Wednesday, 5 February 2020 9:54 AM
To: Olivia Cross <Olivia.Cross@parliament.govt.nz>
Cc: John Barr <John.Barr@rnz.co.nz>; Bernadette Cavanagh <Bernadette.Cavanagh@mch.govt.nz>
Subject: change

Olivia

Thanks for your call.

I will change that paragraph to read:

"From the middle of 2020 RNZ Concert will be widely and easily available through online streaming and on-demand services."

If asked questions about this I will say that the plan is for the new service to take over the FM network currently used by Concert and that the newly-formatted Concert will be easy to access in numerous ways and we are open to putting it on other platforms if and when they become available.

Cheers

Paul

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