

Caren Rangi – Emails regarding music strategy

10/12/2019 9.44pm

Thanks a Paul, great to see this moving along, very exciting.

Caren Rangi, ONZM, FCA

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On 10/12/2019, at 6:09 PM, Michael O'Donnell <s 9 (2)(a)> wrote:

Great - good to have top drawer materials ready for any media interest 😊. Guessing Colin would be keen to do a piece and likely Tom Pullar Strecker also.

Sent from my iPhone with a fiddly keyboard

On 10/12/2019, at 5:20 PM, Parussini, Peter <s 9 (2)(a)> wrote:

Thanks Paul.

PP

From: Paul Thompson <s 9 (2)(a)>
Sent: Tuesday, 10 December 2019 5:17 PM
To: Board
Cc: John Barr
Subject: FW: Note to staff about the new music strategy

Kia ora RNZ governors

At meetings today we updated RNZ Music staff about the new music strategy.

I also updated all staff with the note below.

The communications are high-level but they clearly indicate the direction in which we are heading.

Staff are thoughtful about the plan and broadly supportive.

I will keep you posted if there are further developments.

We will provide staff with further information in late January.

Ngā mihi

Paul

From: Paul Thompson
Sent: Tuesday, 10 December 2019 4:09 PM
To: All Staff <s 9 (2)(a) >
Subject: Note to staff about the new music strategy

Kia ora koutou

Over the past few months the RNZ Executive Team has been working on a new music strategy aimed at attracting young audiences. The thinking has been shaped by RNZ's overarching mission: **to form lifelong relationships with ALL the people of Aotearoa.**

As I have explained at my staff talks this year, RNZ must connect with more young people if we are to fulfil our role as New Zealand's public broadcaster.

I presented the music strategy to the RNZ board last week and they have approved it. The objective of the strategy is for RNZ to become as successful with young audiences through music as we are with older audiences through news and current affairs.

The strategy relies on RNZ's well-established *10 New Zealanders* segmentation research into audience needs and preferences. This identified a clear opportunity to engage with these hard-to-reach younger audiences with music content delivered differently to RNZ's current outputs.

At the heart of the strategy will be the creation next year of an additional music brand aimed at New Zealanders aged 18-34. The new brand will be available on multiple platforms and will celebrate and showcase New Zealand artists and their music.

This will be an exciting opportunity to connect with younger people, strengthen our Charter performance and diversify and grow RNZ's audiences.

A team led by music content director Willy Macalister will now work on a plan detailing how we will implement the strategy in 2020.

The proposal is likely to result in changes across all RNZ Music outputs, including RNZ Concert.

We will continue to develop our plans over the next few months and expect to be in a position to provide more details in the first quarter of 2020

In the meantime, please talk to Willy or Dave Allan if you have questions.

Ngā mihi

Paul

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Thursday 6 February 2020 10.59pm

Kia orana all

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Like Comment

Kia kaha Paul and team.

Caren

Caren Rangi, ONZM, FCA

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wrote:

Kia ora Paul,

Thanks for the update, which I have shared with the wider Board.

Please continue to keep me posted on any key developments.

I also appreciated talking with you about the initial response response of staff earlier today. It is going to be a highly emotive issue for many s 9 (2)(a)

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Tough decisions need to be taken for RNZ to continue to evolve to meet the expectations of our wider audience - both current and future.

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Ngā mihi.

Jim

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Sent from my iPad PRO

On 5/02/2020, at 5:42 PM, Paul Thompson <s 9 (2)(a)> wrote:

Kia ora Jim

Today we briefed RNZ Music staff about the restructuring proposal and its potential impact on them.

They were highly professional but naturally disappointed and upset.

We have also been briefing stakeholders and there has been some media coverage (largely [stuff](#) and [RNZ](#) so far), focused on job losses.

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We are starting to get a flow of audience queries which we are managing.

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I look forward to catching up on Friday on our call.

Ngā mihi

Paul

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Saturday 8 February 2020 3.43am

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Caren Rangi, ONZM, FCA

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s 9 (2)(a) wrote:

Yes indeed!

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All the best,

Irene

On 07 February 2020 at 18:19 "Parussini, Peter" <s 9 (2)(a)> wrote:

Local music more than anyone else will dare play

On 7 February 2020 at 5:30:46 PM NZDT, Paul Thompson <s 9 (2)(a)> wrote:

Kia ora colleagues

It has been another interesting day with coverage of our music plans cross-pollinating with the Minister's announcement.

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I took him through the strategy again and reaffirmed our confidence in it. I shared the following summary with him which also work as talking points:

1. A new focus on new and younger audiences: RNZ's new music strategy prioritises the launch of a new multimedia brand in order to diversify audiences and deliver more strongly against the Charter by greatly boosting NZ music and the artists who produce it.

2. The streamlining of Concert: To free resources for this, RNZ Concert will become a leaner operation that smartly utilises technology to efficiently produce a strong classical music service.

3. Prioritising FM for the new brand: We will make the best use of all our platforms to best support the new strategy.

4. An openness to new opportunities: If additional platforms become available and are affordable we will make use of them to get the best possible result for audiences.

All suggestions, feedback and questions are welcome.

Cheers

Paul

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On 10/02/2020, at 4:31 PM, Jim Mather <[s 9 \(2\)\(a\)](#)> wrote:

Kia ora tātou,

I have just concluded a 30 minute conversation with Minister Faafoi who advised that the PM, in her post Cabinet press briefing this afternoon, will be announcing that MCH officials are being directed to explore the option of making more FM frequency available to RNZ to enable us to retain RNZ Concert on existing FM spectrum as well as launch our planned new youth oriented music station.

I would be keen to have a Board conference call this evening to discuss the implications of this announcement and how it positively impacts on our youth oriented music strategy and the planned new channel.

Does an 8.00pm call suit everyone?

Nāku me ngā mihi,

Jim

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<image002.png>

Sent from my MacBook Air

Monday 10 February 2020, 10.27pm

Kia orana all

Apologies for going offline (our new telecoms provider here in the Cooks chose an inopportune time to have a systems glitch which cut me off...)

Jim, the draft looks good . I had one suggestion and that was to slightly reword the paragraph below in two respects:

Original:

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Thanks again Jim and Paul for your leadership on this matter.

Caren

Caren Rangi, ONZM, FCA

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wrote:

Kia ora koutou,

As discussed, please review the attached draft.

I plan to have the finalised version circulated tomorrow afternoon to coincide with the main news cycles of the day.

Paul and John Barr will coordinate feedback and finalise the draft with me prior to circulation (I am in an all-day AT Board meeting tomorrow).

Many thanks.

Nāku me ngā mihi,

Jim

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Sent from my MacBook Air

<Statement from RNZ Chair 11 Feb 20.docx>

Tuesday 11 February 2020, 7.19am

Tautoko, the MODified version with the additional Parussiniated emphases on the working within limited budgets and our continuing need to make Concert effective and efficient cover all key points well :-)

Caren Rangi, ONZM, FCA

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wrote:

Kia ora Jim,

The suggested wordsmithing has tightened and focussed the piece.

All good.

Nga mihi,
Bill

Tuesday 11 February 2020, 10.13am

Looks good to me, thanks team.

Caren Rangi, ONZM, FCA

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On 11/02/2020, at 9:49 AM, Irene Gardiner <s 9 (2)(a)> wrote:

Yes, well done John. I think there is a small typo in this bit that you will want to fix:

Dr Mather also acknowledged the challenging work undertaken by the RNZ Chief Executive, Paul Thompson, and his management team in leading a comprehensive review of RNZ's audiences and develop a strategy to broaden them.

cheers, Irene

On 11 February 2020 at 09:46 Melissa Clark-Reynolds <s 9 (2)(a)> wrote:

Tautoko

On Tue., 11 Feb. 2020, 9:43 am Michael O'Donnell, <s 9 (2)(a)> wrote:

Excellent cat herding - happy ;-)

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On Tue, Feb 11, 2020 at 9:41 AM John Barr <s 9 (2)(a)> wrote:

Kia ora koutou

Attached for Board approval is the latest draft of a media release. The Chairman has asked for any final feedback by 10.30 am please.

Our intention will be to distribute at 11.00 am.

Ngā mihi

John

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Friday 14 February 2020, 2.08pm

Thanks Irene. Anyone else been hit up?

Caren Rangi, ONZM, FCA

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Friday 14 February 2020, 9.04pm

Tena tatou,

Jim – tino pai tou tautoko kia Paora. And good work frontfooting the korero with the Stuff crew (I see I missed a call from Henry).

I am in Niue all next week then back in the Cooks but am available in the evenings to talk.

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Caren

From: Jim Mather <s 9 (2)(a)>
Sent: Friday, 14 February 2020 7:53 p.m.
To: Board <s 9 (2)(a)>
Subject: Re: A heads up...

Kia ora e hoa mā,

Just letting you all know that I have just finished a phone call with Paul s 9(2)(g)(i)
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We also spoke about having a teleconference later in the upcoming week to have a verbal debrief on recent events. I'll come back to you all on that.

Nāku me ngā mihi,

Jim

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Sent from my MacBook Air

From: Jim Mather <s 9 (2)(a)>

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Subject: Re: A heads up...

Kia ora tātou,

I've just got off a flight to Auckland and have given Henry Cooke of Stuff a call t s 9(2)(g)(i)

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Henry, who is working on the story with Thomas Coughlan, told me that their article had gone up online this afternoon:

<https://www.stuff.co.nz/national/politics/119531792/radio-gaga--thompson-staff-not-in-concert-over-rnz-plans>

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Ngā mihi.

Jim

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Sent from my iPad PRO

On 14/02/2020, at 5:59 PM, Melissa Clark-Reynolds <s 9 (2)(a)> wrote:

Thomas Coughlan was who I talked with

On Fri., 14 Feb. 2020, 5:56 pm Melissa Clark-Reynolds, <s 9 (2)(a)> wrote:

I just talked to him. He said he'd heard there were s 9(2)(g)(i)

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Have a good weekend.

M

On Fri., 14 Feb. 2020, 2:46 pm Michael O'Donnell, <s 9 (2)(a)> wrote:
Just missed a call from him - thanks for heads up

Sent from my iPhone with a fiddly keyboard

On 14/02/2020, at 2:06 PM, Melissa Clark-Reynolds <s 9 (2)(a)> wrote:

Thanks for the update.

On Fri., 14 Feb. 2020, 1:36 pm Irene Gardiner, <s 9 (2)(a)> wrote:

Kia ora Folks,

I just had a phone call from the reporter Henry Cooke at Stuff, saying he was ringing around all the RNZ board members t s 9(2)(g)(i)

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cheers, Irene

On 14/02/2020, at 1:36 PM, Irene Gardiner <s 9 (2)(a)> wrote:

Kia ora Folks,

I just had a phone call from the reporter Henry Cooke at Stuff, saying he was ringing around all the RNZ board members s 9(2)(g)(i)

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cheers, Irene

Sunday 16 February 2020,

Re: Board Teleconference - Debrief

Kia ora tatou

Yes I am available- I will be phoning in from Niue.

Keen to think about how we connect up with younger voices and views to help shape our views as governors. Also keen to understand how Willie and the team are accessing those views.

Caren

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