

From: Peter Stevens <Peter.Stevens@parliament.govt.nz>
Sent: Friday, 31 January 2020 1:58 PM
To: Ellen Read
Cc: Raj Nahna; Andrew Campbell
Subject: CONFIDENTIAL heads up re RNZ Concert
Attachments: RNZ Concert Youth Music MCH briefing 31012020135615-0001.pdf; RNZ Youth Strategy - lines for Minister Faafoi.DOCX; NZ Herald RNZ shakeup commentary.docx

Attached is material relating to RNZ letting us know that probably around the next week they are likely to let affected staff know about plans over the coming months to shift RNZ Concert to an online platform and switch RNZ Concert's FM frequency to a new youth-focussed music channel.

You may have seen some rumours and complaints surfacing in letters to the editor etc recently.

Chances are that once affected staff know, word will get out and there will be complaints from loyal Concert listeners (which number about 170,000 a/c latest audience research).

Attached is the briefing that went to Minister Faafoi about this for his meeting with RNZ management earlier this week, plus further emailed MCH advice, plus suggested reactive lines if needed, plus an NZ Herald published a couple of weeks ago on the subject.

Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,
Minister of Government Digital Services, Associate Minister of Housing
Bowen House | Private Bag 18041 | Parliament Buildings | Wellington 6160 | New Zealand

9(2)(a)

Authorised by Hon Kris Faafoi MP, Parliament Buildings, Wellington 6011

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Not relevant to request

From: Andrew Campbell <Andrew.Campbell@parliament.govt.nz>
Sent: Monday, 10 February 2020 2:09 PM
To: Peter Stevens; Ellen Read; Holly Donald
Subject: FW: Dear Andrew ... I listened with interest to PM this morning on Morning Report....

9(2)(g)(i)

From: 9(2)(a) @rnz.co.nz]
Sent: Monday, 10 February 2020 12:51 PM
To: Andrew Campbell <Andrew.Campbell@parliament.govt.nz>
Subject: Dear Andrew ... I listened with interest to PM this morning on Morning Report....

It has raised questions we would like to put to others our end.

I wonder please if you could tell me definitively when Minister or PM asked RNZ executive for more time before announcing music strategy.... And what exactly was said.

Please could you advise if there are any briefing notes or the like – txts or emails between any of the following: PM, Minister Faafoi, RNZ board or executive – perhaps correspondence from former PM Helen Clark.

I appreciate your effort on this. Thank you

9(2)(a)



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Not relevant to request

From: James Baigent <James.Baigent@parliament.govt.nz>
Sent: Friday, 7 February 2020 1:11 PM
To: Ellen Read
Subject: FW: Govt Lines Concert FM RNZ Youth Music Strategy

For context:

From: Ruth Dyson
Sent: Friday, 7 February 2020 1:08 PM
To: James Baigent <James.Baigent@parliament.govt.nz>
Subject: RE: Govt Lines Concert FM RNZ Youth Music Strategy

Hi James. [REDACTED] 9(2)(g)(i)
[REDACTED] 9(2)(g)(i)

Thanks for the lines. Very helpful.

Ruth

[REDACTED] 9(2)(g)(i)

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Not relevant to request

From: James Baigent <James.Baigent@parliament.govt.nz>
Sent: Friday, 14 February 2020 12:54 PM
To: #ALLMinisterialAdvisors
Cc: Matt Greer; Olivia Cross
Subject: OIA re RNZ Concert Correspondence
Attachments: Govt Lines Concert FM RNZ Youth Music Strategy

Good afternoon,

Re: Melissa Lee OIA re RNZ Concert Correspondence

9(2)(a)(i) the Office of Melissa Lee will have requested under the OIA all the official correspondence your Minister of Office received relating to RNZ's proposed and now withdrawn changes to Radio NZ Concert.

9(2)(g)(i)

And if WPQ's are coming through could you please let me know and will try and coordinate a standard wording / or if possible just transfer to us.

Many thanks,
James

James Baigent | Ministerial Advisor | Office of Hon Kris Faafoi MP
Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,
Minister of Government Digital Services, Associate Minister of Housing
Bowen House | Private Bag 18041 | Parliament Buildings | Wellington 6160 | New Zealand

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Not relevant to request

From: Peter Stevens <Peter.Stevens@parliament.govt.nz>
Sent: Wednesday, 5 February 2020 2:13 PM
To: Andrew Campbell; Raj Nahna; Alex Tarrant; Chris Bramwell
Cc: Ellen Read; James Baigent
Subject: RE: Confidential RNZ Music
Attachments: UPDATED - RNZ Music Strategy - response lines.docx; RNZ Music Strategy Communications FAQ A (002).docx

Please find amended response lines attached, with more positive framing included. If approached for comment on the RNZ Music strategy which has been outlined to RNZ staff today:

<https://www.stuff.co.nz/business/119290108/rnz-consults-on-redundancies-as-some-staff-lament-tilt-towards-spotify>

Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,
Minister of Government Digital Services, Associate Minister of Housing
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From: Andrew Campbell
Sent: Wednesday, 5 February 2020 9:04 AM
To: Peter Stevens <Peter.Stevens@parliament.govt.nz>; Raj Nahna <Rajesh.Nahna@parliament.govt.nz>; Alex Tarrant <Alex.Tarrant@parliament.govt.nz>; Chris Bramwell <Chris.Bramwell@parliament.govt.nz>
Cc: Ellen Read <Ellen.Read@parliament.govt.nz>
Subject: RE: Confidential RNZ Music

Hi

9(2)(g)(i)

Andrew

Andrew Campbell

9(2)(a)

Sent from my iPhone

From: Peter Stevens <Peter.Stevens@parliament.govt.nz>
Date: Wednesday, 05 Feb 2020, 8:57 AM
To: Andrew Campbell <Andrew.Campbell@parliament.govt.nz>, Raj Nahna <Rajesh.Nahna@parliament.govt.nz>, Alex Tarrant <Alex.Tarrant@parliament.govt.nz>, Chris Bramwell <Chris.Bramwell@parliament.govt.nz>

Cc: Ellen Read <Ellen.Read@parliament.govt.nz>

Subject: FW: Confidential RNZ Music

FYI,

RNZ is notifying staff of its planned changes to music strategy at 10am this morning.

Attached is the comm's related to that announcement.

Also attached are response lines provided for Minister Faafoi.

In summary, RNZ plans to use the Concert FM frequency for a new Youth-focused music channel based in Auckland.

It will mean a net loss of FTE jobs of 1.8 but significant job losses in Wellington.

Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,
Minister of Government Digital Services, Associate Minister of Housing

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From: John Barr [<mailto:John.Barr@rnz.co.nz>]

Sent: Wednesday, 5 February 2020 8:52 AM

To: Peter Stevens <Peter.Stevens@parliament.govt.nz>; Olivia Cross <Olivia.Cross@parliament.govt.nz>

Subject: Confidential RNZ Music

Peter / Olivia

A heads up to let you know that at 10am today RNZ will begin consulting with staff on the implementation of RNZ's new Music Strategy.

The Stakeholder Update below provides the background.

The new strategy will include a change for the Parliamentary Network. Under the new plan, from around the middle of the year RNZ Concert will be broadcast on the Network when Parliament is not sitting.

I've attached a FAQ&A sheet which should cover most questions.

The following information will be sent to all key stakeholders and organisational partners by Paul Thompson this morning.

Give me a call anytime if you have questions.

John

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 0(2)(a) [REDACTED] if you have questions.

Ngā mihi nui

Paul Thompson

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From: Peter Stevens <Peter.Stevens@parliament.govt.nz>
Sent: Tuesday, 11 February 2020 1:14 PM
To: Raj Nahna; Andrew Campbell
Cc: Ellen Read; James Baigent; Olivia Cross
Subject: URGENT FW: RNZ Board Welcomes FM Frequency Opportunity
Attachments: RNZ Board Welcomes FM Frequency Opportunity.pdf

Importance: High

FYI,

The media release attached to this email is publicly available here: <https://www.rnz.co.nz/media/148>

Minister Faafoi has spoken with the Chair of RNZ, Dr Jim Mather, about the contents of the attached release which RNZ is issuing now.

Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,
Minister of Government Digital Services, Associate Minister of Housing
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From: John Barr [mailto:John.Barr@rnz.co.nz]
Sent: Tuesday, 11 February 2020 1:05 PM
To: John Barr <John.Barr@rnz.co.nz>
Subject: RNZ Board Welcomes FM Frequency Opportunity

The Board of RNZ today welcomed the Government's decision to look at freeing up an additional FM transmission frequency and to explore funding options for a multi-media music brand.

RNZ Board media statement attached.

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Not relevant to request

From: Ellen Read <Ellen.Read@parliament.govt.nz>
Sent: Monday, 10 February 2020 3:15 PM
To: Peter Stevens; Andrew Campbell
Cc: Raj Nahna; Chris Bramwell; Holly Donald; James Baigent
Subject: RE: RNZ Concert/Youth strategy

Thanks Peter.

Ellen Read | Deputy Chief Press Secretary
Office of the Prime Minister

9(2)(a) | Email ellen.read@parliament.govt.nz
[SEEMAIL]

From: Peter Stevens
Sent: Monday, 10 February 2020 3:14 PM
To: Andrew Campbell
Cc: Raj Nahna ; Ellen Read ; Chris Bramwell ; Holly Donald ; James Baigent
Subject: RNZ Concert/Youth strategy
Importance: High

Here are the lines I have been given from the results of today's Cabinet discussions on RNZ music strategy:

Decided at Cabinet 10 Feb 2020:

Work will get underway on freeing up the 102FM frequency for RNZ's youth strategy so RNZ Concert can remain on its FM frequency.

Cabinet today decided to look at what would be involved in doing that.

What happens now is a Cabinet paper will be prepared which lays out what would be involved in freeing up that 102FM spectrum. That spectrum has been shelved for last 20 years for the purpose of providing youth targeted programming.

Issues of what funding would be required to make this happen will now be worked through.

9(2)(g)(i)

So far, I've ascertained it looks to have first come up in broad terms in October that RNZ was looking at shifting RNZ Concert of its FM frequency.

Minister Faafoi's clear expression of concern about the plan and possible backlash, together with discussion about working on the other option of finding a way to use the 102FM frequency took place at a meeting with RNZ management rep's, including Paul Thompson, two weeks ago on 29 January.

[NOT NECESSARILY FOR PUBLIC DISCLOSURE]

The content of that meeting was:

The meeting in which Minister Faafoi expressed concerns about RNZ's move to shift RNZ Concert off its FM frequency was at 5pm, Wednesday 29 August.

RNZ CE Paul Thompson, with RNZ Board member, Peter Parussini attended the meeting, along with officials from Ministry of Culture & Heritage and Treasury. RNZ Board chair Jim Mather was on the phone.

Paul Thompson advised Minister Faafoi that RNZ would be notifying affected staff next Wednesday (5/2) about the plan to start a new youth channel targeted at 18-34 year olds on RNZ Concert's FM frequency and to provide Concert online as a streamed service, via Sky & Freeview, and on the AM Parliamentary radio broadcast frequency when Parliament wasn't sitting.

There were discussions about Ministry of Culture & Heritage advice concerning the possibility of using the dormant/unused 102 FM frequency for the youth channel, as had been discussed back in 1999, but the idea never went anywhere at that time.

Minister Faafoi and Paul Thompson discussed what additional operational transmission costs would be involved if 102FM could be made available for RNZ's youth channel.

Paul Thompson estimated it would involve around \$1m in operational costs, but indicated more analysis of the costings would be needed.

Minister Faafoi indicated that he saw value in doing more work on what options might exist to explore ways of keeping Concert broadcasting on FM, while supporting RNZ's aim of broadening audience to the 18-34 year olds demographic.

Paul Thompson confirmed with the Minister that conversations around the proposed changes to RNZ Concert would be at an internal staffing level with those who would be impacted.

Minister Faafoi reiterated concerns and possible push-back over taking RNZ Concert of its FM frequency and indicated he wanted more time to work on the options to maintain delivery of RNZ Concert on FM.

Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,
Minister of Government Digital Services, Associate Minister of Housing
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