

### Application for Non-commercial Radio Frequency

(Refer to the Terms and Conditions for Non-Commercial Community FM Radio Licences on the MCH website)

**Frequency and location:** 106.1 FM at Mount Kaukau, Wellington.

**Name of applicant:** Wellington Access Broadcasting Society Incorporated

**Address:** Level 1, 35-37 Ghuznee St, Wellington, New Zealand

**Post:** PO Box 9073, Wellington 6141

**Email:** S9(2)(a)

**Telephone:** S9(2)(a)

**If this is a group application, name of group?**

- Wellington Access Broadcasting Society Incorporated

**Are you currently broadcasting?**

- Yes

**If so on what power, band and frequency?**

- 10 Watts on 783am from Titahi Bay, Wellington

#### Priorities

**Of the priorities for non-commercial licences which fits you best?**

1. Existing services that will relinquish AM for FM frequencies.

#### Structure:

**What not for profit form of organisation do you have?**

- Incorporated Society with Charitable status

**Please provide a copy of your Constitution, Trust Deed, or other founding document equivalent**

- The constitution (Society Rules) and Charities seal are attached.

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## Costs

### **IF YOU ARE NOT ALREADY BROADCASTING PLEASE ANSWER THE FOLLOWING QUESTIONS:-**

\*Wellington Access Radio is already broadcasting, but it will be necessary to purchase an FM transmitter, set up the site and STL connection, and purchase some sundry studio equipment to transfer to FM.

#### **How will you finance the technical requirements of transmission?**

Wellington Access Radio holds cash in reserve that will assist in purchasing the equipment necessary to switch to FM transmission.

The majority of in-studio equipment is already in place due to our current AM operation.

We also intend to apply for one-off infrastructure funding from NZ on Air to assist in purchase of equipment necessary to transfer from AM to FM.

The annual transmission costs will be financed by current income: annual funding from NZ on Air, programme maker airtime fees, grants, and studio rental fees, plus advertising and sponsorship.

*Supply quotes for costs of transmitter and site*

- Quotes from Kordia and Soundtech for the transmitter, site set-up, and STL setup and are attached. app (2)

#### **How will you finance the office and studio costs?**

We plan to utilise the income streams that finance our current AM radio station operation (mentioned above) to cover the office and studio costs. The majority of studio gear is already in place due to our AM frequency operation, and will be utilised for an FM broadcast. (Please refer to our 2014-2105 audit, and 2015-2016 budget, to see specific prior and future financial forecast details.)

*Supply quotes for costs which list all studio equipment and rent of premises.*

- Rent quote/lease attached. app (3)



IF YOU ARE BROADCASTING ON LPFM, HOW WILL YOU FUND FULL POWER TRANSMISSION COSTS?

*Supply quotes for costs of equipment and transmission site*

**FOR ALL APPLICANTS:-**

**A copy of the applicant's financial forecasts for the next 12 month period (and out years if possible) including the mechanism will you use to fund the 50% of income that may not come from advertising?**

Wellington Access Radio currently receives annual funding from NZ on Air, programme maker airtime fees, grants, and studio rental fees. These components make up the mechanism which funds considerably more than 50% of income that may not be derived from advertising.

We project that until the end of the 2015-2016 financial year on June 30 we will still be operating only on AM, so our current budget applies for that period.

Our future financial projections are dependent on three different possible scenarios.

1. A move to FM that includes the retention of Samoa Capital Radio as a programme maker for 34 hours per week.
2. A move to FM which sees Samoa Capital Radio departs, leaving 34 hours per week airtime vacant.
3. The concurrent running of both AM and FM frequencies during the ministerial decision making process about allocation of the AM frequency, with the retention of Samoa Capital Radio.

As a result for the 2016-2017 financial budget includes forecasts for all three variables during a transition period.

As mentioned above, we would utilise our cash in reserves and apply for infrastructure grants to assist with the transition period. If the outcome of our application results in a requirement to concurrently run both FM and AM frequencies for a time, grant funds would be applied for to cover the period.

We would expect by the end of the 2016-2017 financial year to be the sole entity on 106.1FM.

The loss of Samoa Capital Radio as a programme maker would see a reduction in income, and would necessitate an increase in staff hours to work on bringing in replacement programmes.

However, this would be largely offset by a potential increase in funding from NZ on Air due to increased section 36 c programming. There may also be an increase in total funding available from NZ on Air, which is currently limited due to two funded entities sharing the one AM frequency.

The operating costs of FM are also lower than AM, and the freeing up of 34 hours per week, and in particular the breakfast slot, provides opportunity for extra advertising, sponsorship, and airtime fee revenue.

After the initial transition period and associated on-off costs, we would expect a return to "business as usual".

Documentation attached – WAR budget 2015-2016 and WAR draft budget 2016-2017

A copy of the applicant's latest audited financial statements (plus a copy of the audit report), if applicable.

- Documentation attached – WAR Audit 2014-2015

### Expertise

**What technical and broadcasting experience does the group have?**

Wellington Access Radio has operated as the community access broadcaster in Wellington for 34 years. The station has specialised in serving diverse minority and community groups to access broadcast facilities since 1981.

There is currently a staff team of six, comprised of: Station Manager (37.5 hours per week); Accountant (10 hours per week); Community Liaison & Programme Development (12 hours per week); two Programme Operators/Technicians 40 hours & 30 hours per week); an on-call after hours Technician (18 hours per week). This amounts to 4 full-time-equivalent staff.

Station Manager Kristen Paterson has worked at Wellington Access Radio since August 2014, and comes from a background in radio (The VBC88.3FM, Kiwi FM, Radio NZ), administration (Reuters NZ and Capital Training), and is a qualified journalist. Kristen is the current Secretary of the Association of Access Broadcasters Aotearoa New Zealand.

Head Programme Operator/Technician Nik Whitfield has worked at WAR for six years, and is a highly skilled broadcast and recording technician.



Programme Operator Tony Kemp has worked at WAR for four years, and specialises in training and audio editing.

Community Liaison and Programme Development staff member Esther Gedy Taylor has been with WAR since August 2015, and comes from a background in volunteer and community development (Rape Crisis, Poneke Action Against Poverty, The Prostitutes Collective, Opportunity for Animals Op Shop).

In addition, we retain the services of Grant Wilson from Excellent IT Limited to look after our office computers, server, and broadcast computers.

Broadcast Systems Company SoundTech look after our transmission, studio and technical setup, and repair needs (including transmitter repairs and upkeep). They are specialists in FM transmission and would manage the transition to FM, and continue as our broadcast systems team, in the event of a successful application for the frequency 106.1FM.

Wellington Access Radio is governed by the Wellington Access Broadcasting Society Incorporated Council. The current Council is: Chair, Don Carson; Vice President, Dorai Gounder; Treasurer, John Saunders; Minutes Secretary, Pauline Edwards; Fa'anu'u Anitere'a; David Zwartz; Dan Kauraka; Eddie O'Strange; Frank Eggleton; Patricia Sexton. The Council provides governance expertise and experienced advice on radio, communications, teaching, community development and management. The Council is representative of a diverse spectrum of ethnicity, gender and interest groups.

The Wellington Access Broadcasting Society has a membership of 163, with members either making programmes at the station or assisting at the station in a voluntary capacity.

There are currently 74 programme making groups, many of whom have broadcast with the station for decades. The majority of programmes fall under section 36(1)(c) and 36(1)(ca) of the Broadcasting Act 1989 (women; youth; children; persons with disabilities; minorities in the community including ethnic minorities; diverse religious and ethical beliefs) known as section '36c'.

Programme makers represent residents of Wellington, Lower and Upper Hutt, and Porirua, and the station broadcast caters to all three city communities with regular coverage of events and issues with in-house "Community Zone" programming.

The station manager reports on programming and finances monthly to the WABSI Council, and quarterly and annually to NZ on Air, as well as reporting annually to the Ministry for Culture and Heritage, and Broadcasting Standards Authority and Charities Services.



## Programme Services

1. Confirm that the proposed format is not operated by other stations on a "for profit" basis, and complements and provides alternative services to those offered by existing broadcasters.

The Wellington Access Radio format, schedule, and style of content does not replicate any for-profit broadcasters in the region; nor is it replicated by any other broadcasters in Wellington.

Wellington Access Radio broadcasts content primarily under Section 36 (c) and (ca) of The Broadcasting Act 1989, as well as local community and NZ music content. The station is non-commercial, not profit, and programmes content under the Access model of "by, for, and about" the community.

The station is the official Access station funded by NZ on Air to broadcast section 36c content in Wellington, Lower and Upper Hutt, and Porirua. It is the region's member station of the Association of Community Access Broadcasters Aotearoa.

The section 36 c focus allows groups who are under-served by other media to find a voice on the airwaves. This is beneficial for minority groups to be able to see and hear themselves, and to increase positive representation of diverse communities in the region.

Section A.1 36©

- women; and
  - youth; and
  - children; and
  - persons with disabilities; and
  - minorities in the community including ethnic minorities; and
- (ca) to encourage a range of broadcasts that reflects the diverse religious and ethical beliefs of New Zealanders

Followed by;

A.2.1 Not-for-profit community groups.

- Smaller groups lacking resources
- Those wanting exposure, feedback or interaction
- Support groups for people with special needs (health, education, welfare)
- Minority political groups
- Hobby, special interest, recreational
- Sporting
- Larger local, regional, national organisations
- Educational and training institutes

#### A.2.2 Individuals with a cause, concern, message or interest

- Priority to talk back on specific topics
- With significant community interest
- Not be able to be easily disseminated in other media
- Community programming

#### A.3 Special Music Enthusiasts

- Non-derivative ethnic music
- Local and regional music
- New Zealand Music
- Other music categories, i.e. Jazz, Dance, World

The Access format of content is made "by, for and about" local communities of interest, meaning that groups are able to represent themselves in their own way and in their own voice, including multiple ethnic languages. This serves as a complimentary alternative to traditional media-framed coverage of diverse minority and community groups.

As a non-commercial non-profit station, there are no commercial imperatives that inhibit smaller or marginal groups' inclusion in the schedule. This serves to add diversity to the total media content in the region.

This non-commercial structure also allows access to the airwaves for local New Zealand music artists as an alternative to commercially driven broadcasters who programme primarily foreign or Top 40 music.

The station's non-commercial, self-directed, community driven schedule reflects and adds to a rich diversity of voices, ideas, cultures, topics and entertainment from the Wellington Region.



**2. What is the source and content of the programme material that you propose to broadcast?**

- Attached is a current list of programmes

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The initial source of source of content will be our society membership of 163 and our 74 current programme maker groups from Wellington, Lower and Upper Hutt and Porirua.

Content that represents the interests of those under 36c of the Broadcasting Act (detailed above), and represents the intent of Wellington Access Radio Broadcasting Society rules, is prioritised alongside community programming and NZ music programming.

In a move to FM, we would expect Samoa Capital Radio and potentially other Pacifica programme makers to leave vacant hours in our schedule, should they express an interest in moving to the vacated AM frequency.

These vacated broadcast hours would be used to broaden our range of diversity programming, paying particular attention to: Youth, elderly, disability, refugee and new migrant/ethnic language, women's, sexual/gender diversity, minority views, and community. A breakfast programme focussing on local groups, events, issues, news and entertainment would feature in filling these hours.

The station operates an open-door policy for interested programme makers, while the manager and community liaison staff member network extensively with the local community and organisations to find new programme makers in communities of interest.

An example of a specific programme maker recruitment tool to increase our representation of ethnic communities and languages is our new migrant and refugee programmes. Multiple groups are invited to learn how to make a programme at no cost thanks to grant funding from the Settling In fund.

The station produced programme Community Zone serves as an excellent outreach tool. Interviews with groups that are not presently programme makers are broadcast alongside coverage of events and issues of interest to the community.

This informs groups about the opportunities to broadcast at the station and while also giving coverage to groups who are not inclined to or do not have the resources to become full time programme makers. The programme features free event/gig guide listings, allowing groups with limited access to funds to gain media exposure.



The station also produces school and tertiary student content from around the region on the daily programme Youth Zone, which covers youth topics and provides media experience to young people.

One-off programme series' are another feature of our schedule across the year, for example:

The Porirua People's Library, a series of oral histories and interviews with Porirua residents in October and November 2015; Language week series' coinciding with each Pacific language week celebration; and Pride Week which will take place in March 2016 with a week-long series of programmes made by Out In The Park, Pride.nz, and the Lesbian Community Programme.

New Zealand music content comprised of new releases, band interviews, and live-to-air broadcasts is an increasing component of the schedule, affording independent non-commercial artists airtime and therefore exposure in the region.

Recordings of local seminars, talks, and performances of interest to minority communities are often collected from around the region for broadcast in unused slots, primarily to cater to those who are for many reasons unable to attend in person.

In the event that Wellington Access Radio is granted the 106.1FM frequency, programme makers from the former Hutt Radio will be offered the opportunity to broadcast with us. There is potential to provide a reduced airtime rate – a 50% airtime fee reduction for six months - to former Hutt Radio programme makers to assist with the transition from Hutt Radio to Wellington Access Radio

Similarly, a dedicated band of programming for Porirua is planned.

The only content from outside the region broadcast on the station comes from 36c programming from our 11 sister Access stations. It is broadcast in slots where a similar programme does not currently exist in Wellington but where there is a community of interest that would benefit from the broadcast.

*\*For further detail, please refer to the programming policy and strategy document, attached.*

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### **3. The extent to which the proposed service provides access for local and regional programme makers.**

Every person in Wellington, Lower and Upper Hutt, and Porirua is welcome to become a programme maker at Wellington Access Radio. Content is primarily sourced from the local community, and locally produced programmes always take precedence over the broadcast of non-local ones.

The open-door policy at the station provides access to all groups interested in broadcasting, and allows us to take direction from the community as to what content should be on air. The community outreach work conducted by staff compliments this approach by drawing in groups who may be less inclined approach us, yet would benefit from our platform.

Grants are applied for on behalf of communities of interest who could not otherwise afford the programme making fee, so that cost is not an inhibiting factor in accessing Wellington Access Radio's broadcasting platform. Examples of success in this area was the 2015-2016 grant from the IHC Foundation for a group of intellectually disabled youth to create a one hour per week programme, and funding from Office of Ethnic Communities to create a series of programmes with refugee and new migrant communities.

The nature of the Access model of programmes being "by, for, and about" communities of interest means local groups under-served by mainstream media from the region are actively encouraged to make programmes. Through the station staffs' community outreach work these groups are directly sought out and approached about utilising the broadcast resource at Access. These programmes are always privileged over professional, commercial, or non-local programmes.

The studios are fully wheelchair accessible, suitable for use by the blind community, and the recent purchase of video cameras allows for the deaf community to create visual content that can be captioned with subtitles. The station operates a safe space LGBTI (Lesbian, Gay, Bisexual, Trans and Intersex) policy, and has a zero-tolerance policy against discrimination, to ensure all people are comfortable on the premises

The main studio is at 35-37 Ghuznee Street. There are both live studio and pre-recording studio facilities, allowing programme makers to create a show at the time most convenient to them. Dictaphones are available for programme makers to gather content offsite. To further serve the region, research is currently being conducted into setting up micro-studios in Lower Hutt and Porirua to allow greater studio accessibility to programme makers in those communities. A similar project has been successful in the Wairarapa, which has seen Access station Arrow FM set up a small satellite studio at a "Men's Shed" community organisation.



#### 4. Provide details of your service's anticipated audience.

We anticipate that we will carry our current AM Access Radio audience with us, which is made up of diverse micro-communities who are not catered to by other media, as well as a larger core audience of those interested in hyper-local and regional media from Wellington, Lower and Upper Hutt, and Porirua.

A switch to FM would assist in broadening our current listening base, as AM is less available on car and home stereos, or on cell phones. Our radio broadcast is currently complimented by our website live-stream and our podcasting platform. In the coming year we intend to launch a smartphone app. We believe the multi-platform nature of delivery will increase the diversity of our overall listenership.

A marketing campaign to advise of the change of frequency, and to publicise the station to a wider audience, will take place three months prior to, and three months after, the switch to FM.

This will include working with the Community Communications Collective to create a cohesive social media, marketing and communications plan, including:

- Social media campaign co-ordinated between the station and individual programme maker pages.
- Wellington Community Networks newsletter advert.
- Adverts in local community papers
- Press release sent to local community papers to generate articles.
- Redesign of logo and poster.
- Poster runs across r Wellington, Porirua, Lower and Upper Hutt.
- Flyer drop across Wellington, Porirua, Lower and Upper Hutt.
- Relaunch party.
- Adverts on air on AM for 3 months before change over, run in every programme plus on podcasts.
- Information about the change on Access Radio site.
- Press releases sent to all community groups in our database.
- Newsletter to programme makers/members.
- Programme makers to inform their networks on air and through church/community group meetings etc...
- NZOA to inform its networks.
- Generation of articles in mainstream media that tie together the frequency change, the 35<sup>th</sup> birthday of Wellington Access Radio, and the archiving of our tape collection by Nga Taonga Sound and Vision.

## 5. What community support do you have?

Attached are letters of support from a selection of some of the programme makers, community groups, and educational institutions we currently work with.

*\*Please see attached document - WAR Letters of Support*

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The membership of Wellington Access Radio Incorporated Society is 163, and we have 74 programme maker groups.

Our current programme makers include the following established community groups and organisations:

- IHC youth
- Gateway youth
- CCDHB health messaging
- Multicultural Council of Wellington and associated Councils
- Changemakers Refugee Forum
- Myanmar Ethnic Council
- Indian Community Association
- Wellington Newcomers Network
- Wellington City Library
- Wellington Lesbian Community
- Goethe Institute
- Mujeres Aotearoa
- Alliance Francaise
- Sri Lanka Community
- Alcoholics Anonymous
- Inside Out Trans Youth
- UNICEF
- Capital Blues Club
- Cook island SDA Church
- Community Networks Aotearoa (CNA)
- Greek Orthodox Community
- Pacific Health Services
- Wellington Workers' Education Association.
- Whitireia NZ
- Assyrian Association
- Interpreting New Zealand
- Newtown Community and Cultural Centre
- Spanish and Latin American Club
- United Sri Lanka Association
- Campbell Language Institute
- Out in the Park
- Samoa Baptist Church



- Sister Cities
- Pride.nz

We have strong and ongoing links with city councils through our coverage of events and interviews on Community Zone. Likewise with local cultural institutions such as Te Papa, The City Gallery, the Library, Pataka and The Dowse.

Coverage of local campaigns, groups and collectives, alongside theatre, music, comedy, dance, and festivals small and large has created an extensive network of contacts and community support, as has our inclusion in the Cuba Dupa and Newtown community festivals.

In addition, we have a strong track record of receiving and delivery on grants from the Lotteries Commission, Pelorus Trust, Pub charities, Settling in fund, IHC Foundation, Wellington City council Creative Communities, Hutt Trust and Lion Foundation over the years.

**6. Supply a programme schedule or programming policy plan.**

Attached –

- WAR Programming Policy and Strategy

**7. Provide a proposed time allocation schedule for broadcasts**

Attached are the current AM programming schedule, and a proposed re-jig of programming for the FM frequency and potential departure of Samoa Capital Radio.

- WAR Timetable
- WAR proposed FM schedule

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**For applicants who are already broadcasting as community access stations and do not want to relinquish their AM frequency, explain:**

1. The technical reasons why the AM signal is compromised.
2. The reasons why the AM frequency should be retained.

The Wellington Access Broadcasting Society Incorporated Council is prepared to relinquish the licence for frequency 783AM in the advent that the application for 106.1FM is successful.

However, the Society understands that there may be a need to continue running the AM frequency for a period of time, possibly concurrently with the FM, while a decision is made as to what will happen with the 783AM frequency.

Samoa Capital Radio currently utilises the frequency 783AM for 34 hours per week and we will ensure that its broadcast is not compromised by a switch to FM, and will continue to include its broadcast in our schedule while a decision is made about 783AM.

In accordance with a resolution at the Society's 2015 AGM on 1 November, the Society wishes to retain an interest in and presence in the license for the 783AM frequency, primarily for our Pacifica programme makers.

The resolution reads: *"That Wellington Access Radio makes an application for the 106.1 FM broadcast license should it become available in 2016, though requires WAR to continue to have access for programme makers to AM broadcasting, and make provision for Hutt Radio programmes to continue to be broadcast."*

You will see in our draft scheduling that the Society has also acknowledged the present broadcast of the Hutt Radio Trust on 106.1 FM and the consequences for the Trust were they not to have their license the Trust has held renewed. The Society has had detailed discussions with the Hutt Trust and other potential Hutt broadcasters as to a way of preserving a particular Hutt identity on 106.1 FM. We have been unable to reach an agreement on a joint and agreed application for the license. The Society does however undertake to make accommodations to continue with identified Hutt programming on 106.1 FM should Hutt located broadcasters wish to do this under a Society license. We are holding a co-opted position on the Society Council to assist in this outcome.

In short, we appreciate an ongoing Hutt interest in 106.1 FM, just as we would hope that our ongoing interest in 783 AM is acknowledged.



For applicants prepared to relinquish an existing AM frequency for an FM frequency:

**What is your status with a licence agreement from MCH or MBIE?**

Wellington Access Broadcasting Society Incorporated is the current holder of the non-commercial frequency 783AM in Wellington, sited at Titahi Bay. The fixed term licence expires on 23 April 2031. The licence number is 131521.

Please fill in this form and return it and any accompanying documentation by email or post.

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Ministry for Culture and Heritage

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