

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, Mt Kaukau, Wellington

Name of applicant: Atiawa Toa FM Limited

Address: PO Box 36-111, Te Puni Mail Centre
Cnr Riverside Drive & Guthrie Streets
Ground Level
Lower Hutt 5045

Email: S9(2)(a)

Telephone: S9(2)(a)

If this is a group application, name of group?

Atiawa FM

Are you currently broadcasting?

No

If so on what power, band and frequency?

Priorities

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

1. New services for communities of interest

Structure:

What not for profit form of organisation do you have?

Refer to appendixes "Atiawa Toa FM Ltd Constitution" & "Atiawa Toa FM Charities Certificate".

Costs

IF YOU ARE NOT ALEADY BROADCASTING PLEASE ANSWER THE FOLLOWING QUESTIONS:-

How will you finance the technical requirements of transmission?

Atiawa Toa FM Management has agreed to manage the operational costs of transmission.

Financing will be provided from a number of sources, including financing from Atiawa Toa FM Ltd. Through grants and sponsorship; the education sector, Maori Language Commission, Children's Commission, Ministry of Social Development and others.

Supply quotes for costs of transmitter and site

How will you finance the office and studio costs?

Atiawa Toa FM has allocated of inventory for this project which is available now.

Installation costs will be financed by Atiawa Toa FM.

Rent of premises will be financed by Te Arawhanui Kura Kaupapa o nga Kohanga Reo

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

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?

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

Expertise

What technical and broadcasting experience does the group have?

Atiawa Toa FM, an iwi station based in Waiwhetu Lower Hutt will provide primary technical and broadcasting support. The station has skilled programmers, management and operators whom will be involved with a mentoring programme that will be core feature of this radio operation.

Atiawa Toa FM contractors and suppliers will also be involved in providing extra experience and support.

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.

This is confirmation that the proposed format is not operated by other stations.

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

80% locally produced, in-house production and original works
20% programming acquired from the Iwi radio network

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

80% of programming is locally produced, in-house production and original works. These programme contributors and programme makers reside in the greater Lower Hutt region.

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

The programme will be targeted to all Maori 10+ with an emphasis on the local tribal 'Te Atiawa' audience base.

A segmentation of the target audience are Te reo Maori speakers.

Pre-School and School aged children are a major segment of the potential market including language learners engaged in Maori language studies who want more Maori language options on radio.

5. What community support do you have?

Technical, Maori language and programming design/ maintenance support will be provided by Atiawa Toa FM.

Te Arawhanui Kura Kaupapa Maori o nga Kohanga Reo will provide Maori language and programming support.

Waiwhetu/ Te Atiawa tangata whenua support this application as a need has been identified; to create another genre of Maori radio in Wellington.

Guardians and custodians of the Maori language support this application.

RELEASED UNDER THE
OFFICIAL INFORMATION ACT

6. Supply a programme schedule or programming policy plan.

The schooling life of Kura Kaupapa Maori students will be a prominent feature of daily broadcasts. Broadcasts will consist of special whakatauki, kiwaha, kupu hou broadcasts as well as local news, views and other local information.

Daily programming will include Kohanga Reo crossovers and tailor made Kohanga Reo specific programming. This consists of developing children's stories, songs, teachings, legends, notices - all focused towards Kohanga Reo children/audience, a useful tool for in-session interaction in te reo Maori..

Programming include's Maori units within Primary/ Intermediate and College's throughout Lower Hutt. These links will provide an outlet for Maori units and their current work. A useful tool for in-session interaction in te reo Maori.

Sports news will follow college sports facilitated by Sport Wellington and Rangatahi Tu Rangatira (a Lower Hutt based Youth/Sports/Mentoring programme).

Midnight to 6am programming will be targeted towards Kuia/ Kaumatua, this programming is facilitated by the national Maori radio service.

The national Maori news service will provide national news information as well as documentaries which will be programming will features.

7. Provide a proposed time allocation schedule for broadcasts

12mn – 6am	Kuia/ Kaumatua - Syndicated Programming
6am – 7am	Current Affairs - Syndicated Programming
7am – 9am	Noel In The Morning – Local Breakfast Show Programming
9am – 10am	Music Mix
10am – 12noon	Kohanga Reo/ School crossovers – Local Programming
12nn – 4pm	Local Programming
4pm – 7pm	Kura Kids – Local Programming
7pm – 7.30pm	Current Affairs - Syndicated Programming
7.30pm – 12mn	Kohanga Reo/ School crossovers – Local Programming (replay)

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.

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?

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

Email address: [S9\(2\)\(a\)](#)

Postal address:

Rick Julian
Ministry for Culture and Heritage
PO Box 5364
WELLINGTON

Telephone: (04) 499 4229 – Extension [S9\(2\)\(a\)](#)