

Hutt Radio

106.1 FM

"putting the local back into radio"

PO Box 35-214
Naenae
Lower Hutt 5041

Office: 04 891 0447
Studio: 04 891 0448

Application for Non-commercial Radio Frequency

2015 (D-0631403)

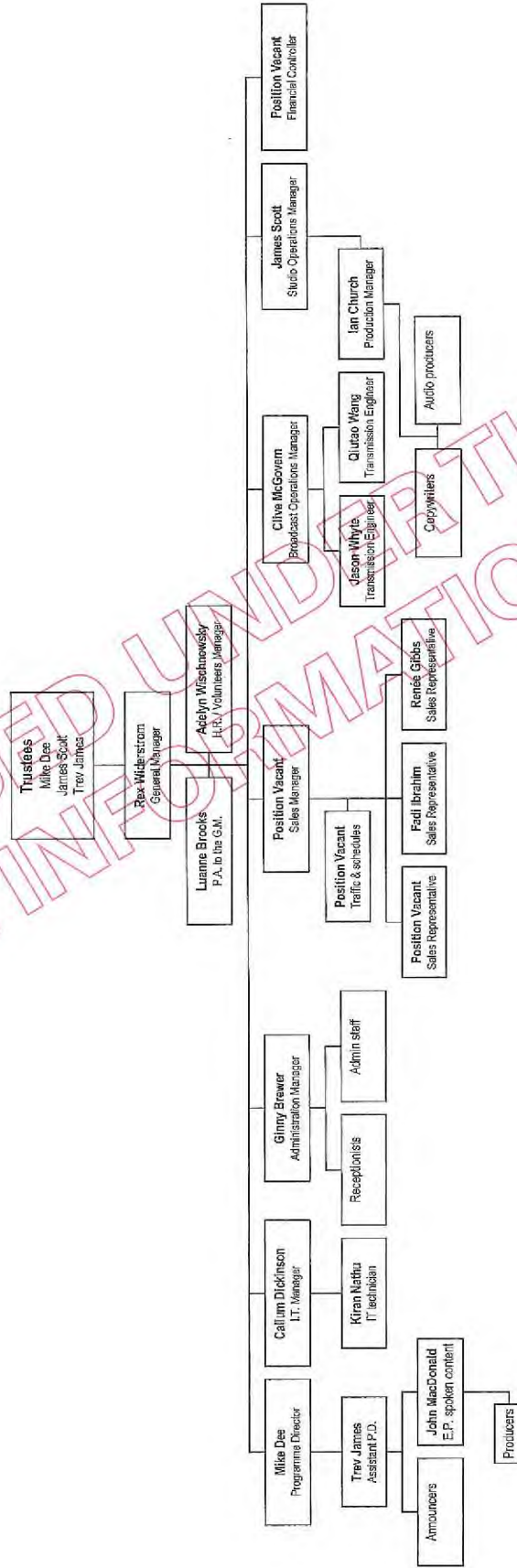
APPENDIX D

RELEASED UNDER THE
OFFICIAL INFORMATION ACT

HUTT COMMUNITY RADIO AND AUDIO ARCHIVES CHARITABLE TRUST INC.

Organisation chart

Hutt Radio staff structure



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APPENDIX E

Level 1, 53 Treadwell Street
Naenae, Lower Hutt 5011

Hutt Community Radio and Audio Archives
Charitable Trust
Charity #:CC46504 GST #: 101 995 240

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HUTT COMMUNITY RADIO AND AUDIO ARCHIVES CHARITABLE TRUST INC.

Capability statement

1. Administration / programming

GENERAL MANAGER – REX WIDERSTROM



Rex Widerstrom began his radio career as a “stringer” for the Radio Windy and Radio NZ Wellington newsrooms. When the Broadcasting Act 1976 permitted community organisations to apply for what were called “short term warrants” Rex was amongst the first to take advantage of this provision, establishing Festival Radio in conjunction with the Wainuiomata College Arts Festival in 1978.

This is believed to be the first time a broadcasting licence was granted to high school age operators anywhere in the world. He went on to run three more short term community stations. Rex not only handled the administration and programming but also built much of the studio equipment used by the stations. In 1981 an application to operate 2XK attracted objections from Radio New Zealand (then operating 2ZB and 2ZM) and Radio Windy due the effect these stations were having on revenue.

Part of the deal reached to cease operating after 2XK’s licence ended was that Radio New Zealand would facilitate the beginning of access broadcasting in NZ, which is how Access Radio (now Wellington Access Radio) came into being initially on the 2YD frequency when it was not being used for Parliament. Rex was a volunteer at Access Radio for six years, parallel to his professional career at Radio New Zealand where he attended Announcer Training School, was given on-the-job training in operations, and worked in the newsroom.

He then broadened his journalism experience working in newspapers and magazines, including as senior journalist at *The Dominion*, writing for *National Business Review*, and as Editor of *Straight Furrow* and *NZ Employment Review*. He returned to radio in 1989, appropriately at a community AM station in South Auckland, Counties Radio. He was breakfast host and Programme / News Director until being asked to join Radio Pacific in 1991, initially hosting afternoons and later breakfast. In 2002 he moved to Western Australia where he was appointed Executive Producer at Channel 31, Perth’s community TV station, with responsibility for creating local content.

During his career he has had responsibility for between two and 25 direct reports and budgets up to \$5 million p.a., and has worked extensively with volunteers in radio, politics, and membership-based organisations. He has also owned and managed his own PR businesses since 1996.

PROGRAMME DIRECTOR – MIKE DEE



Mike Dee's boyhood love of tinkering with electronics – from rigging his bike with no less than six lights to making a lighting rig for the Eastbourne Youth Club out of paint tins and coloured bulbs – led him to an interest in building and running public address rigs for bands. A spell as a disco DJ (using mostly equipment he'd built or adapted) led to a job as an announcer with Radio New Zealand's 2ZM, where he helped out on setups for outside broadcasts, concerts and dances.

For these, Mike modified his disco unit to connect cart machines and provide a separate output feed for compressor/limiters for the PA and another to feed to the studio etc.

As Assistant Programme & Music Director at 2ZM, he was also in charge of the station "sound", working with technicians to tune the audio processing (at the transmitter, then on Mt Victoria) and ensure maximum modulation from the station's Black 2 transmitter via an Optimod-AM unit.

He was also in charge of day to day running of Music Research Unit, with selection and dubbing of short cuts of new music tracks to play from cart machines down phone lines to a panel of over a hundred respondents a week. These numbers were tabulated, then used to decide on the playlist for the week.

This process, including training from several American consultants, continued as Mike moved to Radio Windy and then The Breeze. He also continued his involvement in the technical aspects of radio, and was in direct liaison with technical departments at all these stations with respect to on-air "sound".

Mike was the driving force in the establishment of Hutt Radio, and did the bulk of the installation and configuration of the mixing console, studio computers and other audio equipment. He also installed and commissioned rack and RF equipment, including making RF leads and connecting antennas for transmission and reception of RF and the BBC World Service satellite signal.

Along with Callum Dickinson he designed and installed all the station's audio and computer cabling, with Callum installing servers and satellite PCs in the office. Fortunately within six months of operation, the station had a fully qualified technician on board to handle this aspect.

However Mike still maintains much of studio equipment, such as CD players and computers, plus look after microphones and their compressor/limiter settings etc.

He hosts most weekdays from 10:00 am until 2:00 pm, featuring Big Print Radio and Kai Time.

Mike is a member of the Hutt Community Radio and Audio Archives Charitable Trust.

ASSISTANT PROGRAMME DIRECTOR – TREV JAMES

Trev has been a broadcaster in Wellington since 1980, when he joined Radio Windy as a part time announcer, doing midnight to dawn and weekend shifts.

After only six weeks in the job, he was offered fulltime employment doing the night show, Monday to Friday from 7:00 pm to midnight. A short time later he was promoted to fill the breakfast show on a temporary basis until the arrival of James Ring & Anne Marie from a rival radio station. When they arrived he was moved to the afternoon show, where he remained for about four years.

Perhaps his biggest claim to fame was hosting a show called *The Platter Party*, playing music from the 50s & 60s. The show was instigated at the request of local rock 'n' roll clubs, craving the type of music other stations were reluctant to play. The show proved to be a hit with the listeners, constantly scoring well in the ratings. *The Platter Party* first broadcast in 1982, coming to an end in 1991 when the station changed to a classic rock format.

He has also worked at The Breeze (1992 to 1995) More FM (1995 to 1997) then back to The Breeze (from 1997 to 2009), from which he was made redundant due to many shows being networked from Auckland.

He has been involved with Hutt Radio since 2010, where he has revived *The Platter Party* on Sundays, as well as *The Time Tunnel* (with Karen Reder) on Friday nights and *The Line*, Hutt Radio's sports show, on Thursday nights.

Trev is a member of the Hutt Community Radio and Audio Archives Charitable Trust.

EXECUTIVE PRODUCER, SPOKEN CONTENT – JOHN MACDONALD

John started at Hutt Radio in 2010, hosting a weekly gardening show. Following encouragement he developed live on-air interviewing skills and joined the Valley Views team, which greatly fuelled his interest in radio broadcasting.

John then completed a radio journalism course, being awarded the Fairfax Reporting Award and working for Wellington's Access Radio and Newstalk ZB. He kept volunteering with Hutt Radio throughout.

John has built up an interview contact list of over 360 people, covering a wide range of areas - local politics, community organisations, sports clubs, the performing, fine and creative arts, business leaders, environmental sustainability campaigners, student achievers, health and public welfare etc.

2. Operations / technical

STUDIO OPERATIONS MANAGER – JAMES SCOTT



James Scott has worked with information technology for over 30 years, and understands all aspects of information management, processing, storage and communications. He has experience with building and configuring workstations, servers, and networks in both commercial and not for profit organisations. He is currently employed to manage information technology for a New Zealand organisation with a significant international presence.

He has also studied audio processing and maintains a small audio recording studio at home as well as doing live sound for dance and ceilidh bands, has recorded a number of concerts and other performances, and has produced a couple of CD albums commercially.

James is also Chairman of the Hutt Community Radio and Audio Archives Charitable Trust.

ASSISTANT STUDIO OPERATIONS MANAGER – JOHN REGAN

Until his recent retirement John was in charge of the day-to-day operation of studio facilities at Avalon Studios including allocation, provisioning, set design and construction, staffing and rosters. He has also done the Announcer Training Course under the NZBC and worked in various positions with WNTV, NZBC, TVNZ and Avalon TV Centre for over 40 years.

IT MANAGER – CALLUM DICKINSON

Callum has set up and now maintains a mixed Linux-Windows IT infrastructure environment, including workstations and servers, at Hutt Radio. He provides technical support, such as training users to use Linux workstations and resolving user issues, and undertakes minor repair work on miscellaneous electronic radio station gear.

He is studying towards a Bachelor of Engineering (Honours), due for completion in 2016 with a major in network engineering. Callum currently works for Catalyst IT Limited as a Systems and Network Administrator, and at Victoria University of Wellington as a Tutor in computing studies.

BROADCAST OPERATIONS MANAGER – CLIVE MCGOVERN

Clive is a very experienced technician, having first been trained by the NZ Post Office. He holds NZCE Telecom; RTC & supplementary; and is certified in TV broadcasting, radar, telegraphy and computer engineering.

TRANSMISSION ENGINEER – JASON WHYTE

Jason is ex Police communications, where he maintained their radio and data communications. He's also a former RNZAF avionics technician. He's presently a senior projects engineer in the electronic security field for Honeywell NZ.

TRANSMISSION ENGINEER – QIUTAO WANG

Qiutao holds a Bachelor of Engineering, majoring in telecommunications. He has a broad knowledge of electronics, radio, IT and networks. He currently works as a security technician for Waterford Security.

INFORMATION TECHNOLOGY TECHNICIAN – KIRAN NATHU

Kiran studied electronics at Wellington Polytechnic. Spent three years as an IT technician at Victoria University. He has many years' of experience working on IT help desks, and has worked with Macs and Windows servers and applications.

PRODUCTION MANAGER – IAN CHURCH

Ian comes to Hutt Radio with 12 years' experience in audio engineering and sound production, with work in radio, broadcast television & music. He is proficient in Pro Tools, Logic, Ableton and modular synthesis and is Mac and PC OS capable. He also has 15 years' music theory knowledge and experience as arranger and musician. He holds an Advanced Diploma in Sound Engineering from the West Australian Academy of Performing Arts, Perth Western Australia and a Higher National Diploma in Audio Engineering from Bridgewater College, England. Ian was sound engineer & promos producer for 720 ABC Perth & Local Radio, Western Australia from 2003 - 2015.

BROADCAST ENGINEERING CONSULTANT – DOUG INGHAM

Hutt Radio is fortunate to have the services of Doug, a now retired (but still registered) RSM Radio Inspector for guidance and overview. He is a life member of NZART, having been a member for over 30 years, including Technical Advisor to the Frequency Management Working Group and two terms as President of the Wellington Branch.

As FMTAG Radio Licence Applicant since 2000 to the present, Doug has processed more than 200 licence applications on behalf of radio amateurs. He was also the first-ever MED-approved Radio Certifier.

3. Administration**ADMINISTRATION MANAGER – GINNY BREWER**

Ginny has worked in office administration and management for the last 20 years for broadcast and electrical engineers at BCL (now Kordia) and at AECOM, a global network of engineers.

HUMAN RESOURCES VOLUNTEERS MANAGER - ADELYN WISCHNOWSKY

Currently Human Resources Manager for GROENZ, Adelyn has a broad range of office and HR experience.

HUTT COMMUNITY RADIO AND AUDIO ARCHIVES CHARITABLE TRUST INC.

Programme format and its congruence with the aims of the government's non-commercial broadcasting policy

1. Nature and attitudes of the Hutt Valley's populace

Perhaps unless one was born in the Hutt Valley – or at least has lived there long enough to be considered a local – it is difficult to appreciate how a region which is primarily a dormitory suburb for Wellington City can see itself as so distinctly separate and different to every other part of the region. But the Hutt has always seen itself as standing apart, and while its residents vary from the wealthy business owners and self-funded retirees of Woburn and Heretaunga to the factory workers and unemployed of Taita and Timberlea they are distinctly different to their putative equivalents in Wadestown or Cannons Creek.

Karl du Fresne, who was born, grew up and lived much of his life in the Hutt but has now semi-retired to the Wairarapa, described the populace and its attitudes in a 2012 article for the *Dominion Post* (<http://www.stuff.co.nz/dominion-post/capital-life/6742575/Something-odd-about-the-Hutt>)

Something odd about the Hutt

by Karl du Fresne

"...the Hutt seems to exist in its own bubble. Nothing about it gives away the slightest hint that it's right on Wellington's doorstep. As New Jersey is to New York City, so Lower Hutt is to Wellington... It's not Wellington and doesn't want to be.

It may depend heavily on the capital for its survival, but when the estimated one-third of Lower Hutt workers who commute each day to Wellington return home at night, they arrive at a place that is manifestly different.

This holds true even though, as Huttites point out, Lower Hutt isn't a single homogeneous city but a collection of disparate communities: Eastbourne, Maungaraki, Wainuiomata, Petone, Stokes Valley, Waterloo, to name a few, each with its own distinct personality.

Most of the industries that employed the Hutt's blue-collar



The Hutt's strong sense of identity is undimmed. Pride in the Hutt is certainly a deep part of the city's psyche. Scratch the surface of most Huttites and you'll find them quick to defend the city and point out its virtues... Sensitivity toward Wellington is ingrained in the Hutt psyche too.

workers then have long gone... But the Hutt's strong sense of identity is undimmed. Many of the state house baby-boomers of the 1950s have moved up the socio-economic scale yet choose to remain there...

Pride in the Hutt is certainly a

deep part of the city's psyche. Scratch the surface of most Huttites and you'll find them quick to defend the city and point out its virtues...

Sensitivity toward Wellington is ingrained in the Hutt psyche too. Long-serving city councillor

Margaret Cousins once served on the then Wellington Regional Council and talks of it being very "Wellington-centric". Wellington-based politicians have difficulty viewing regional issues other than through a Wellington lens, she says...

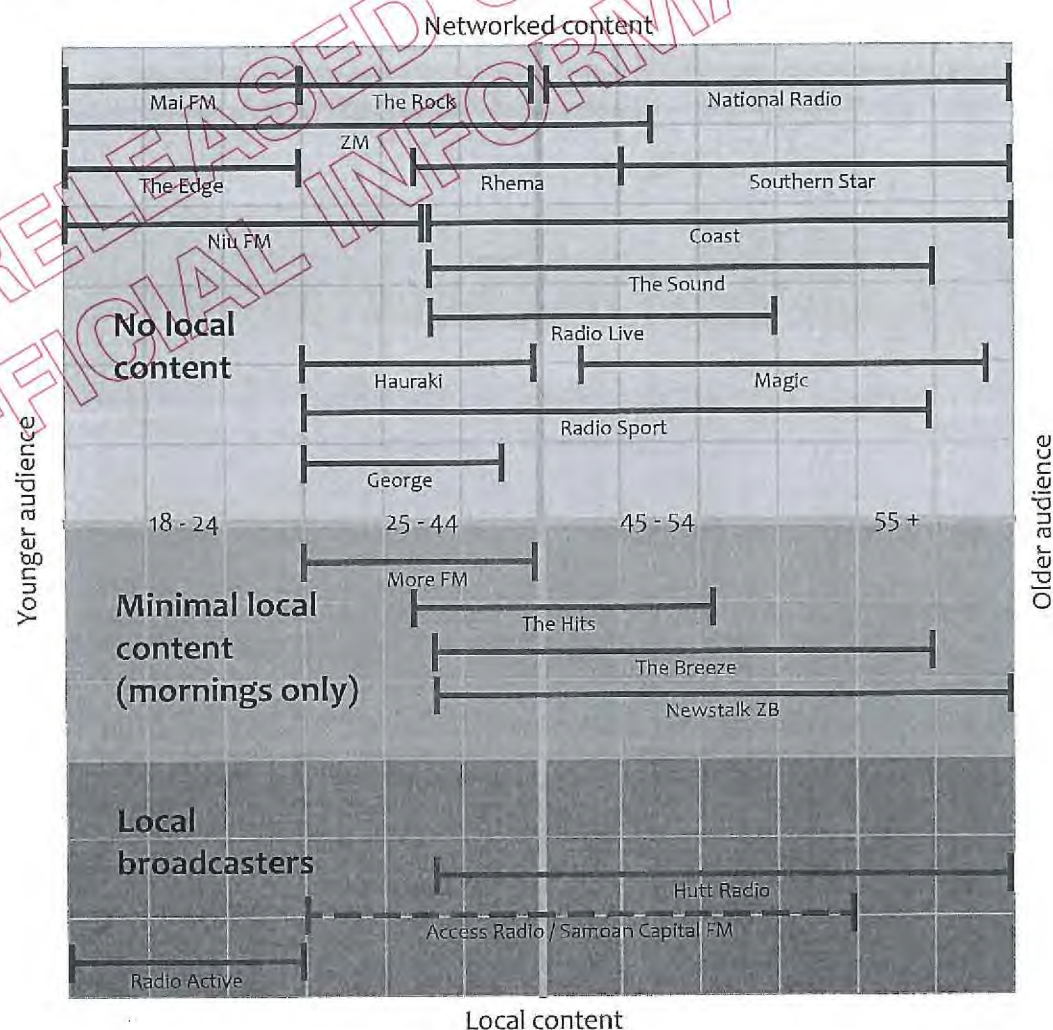
Simon Edwards, editor of the *Hutt News* has lived in Lower Hutt for 20 years. It's a proud city, he says, and definitely touchy about Wellington: "There's a sense that Wellington is a big brother that tries to keep us under its thumb."

Hutt Radio’s General Manager Rex Widerstrom, born and raised in Wainuiomata, knew this when, in 1979, he established the first of a series of stations operating on short-term warrants, which were embraced by Hutt Valley listeners and advertisers to such an extent that Radio New Zealand and Radio Windy filed formal objections in an effort to shut them down.

Mike Dee and his fellow trustees – all of whom came from broadcasting backgrounds – knew it 30 years later when they conceived of Hutt Radio. Hutt Valley people are strongly parochial and want to hear about issues and events happening in their region – and many don’t want to hear about it from a station based in Wellington, let alone one networked out of Auckland. Those are the people for whom Hutt Radio provides a unique service.

2. Uniqueness of content

In terms of providing local content to our target audience, Hutt Radio has few competitors. More FM, The Hits, The Breeze and Newstalk ZB all broadcast part of the day from Wellington, but only the latter has any real focus on issues and is the only one which lets the audience on air, albeit only on topic and only by way of closely vetted phone calls.



Notes:

1. All audience target age bands taken from station's own advertising material, with the exception of National Radio, Radio Active and Access Radio, where best guesses have been used.
2. Newstalk ZB broadcast from Wellington 3.5 hours a day, Monday to Friday only, except when the local presenter is on leave when the station carries the Auckland network. The Breeze currently run 13 hours a day local programming on weekdays only, reducing to eight hours a day from January 11th (6am-2pm). The Hits and More FM broadcast their morning show only.
3. Access Radio does not have a typical audience demographic in that very narrow groups tune in to hear specific programmes and are unlikely to casually listen at other times. Therefore audience ages may extend beyond this band for some shows.
4. Both Access Radio and Hutt Radio repeat content. This has the positive effect of allowing listeners who've missed the live broadcast to catch up, but in Hutt Radio's case this amounts to just four hours a week (plus edited interviews from Valley Views).
5. Hutt Radio currently broadcasts the BBC World Service from 10:00 or 11:00 pm until 10 am weekdays and until 8:00 am weekends. It is planned to reduce this as budget allows. This programming can, of course, be pre-empted for emergencies and special events. We could, as Access Radio does, repeat locally produce content across this period but it is considered that fresh material from the BBC is of greater value to Hutt Radio's listeners.

3. Hutt Radio is not access and Access Radio is not community radio

While Hutt Radio offers a traditional "access" path for those who wish to take it, training them in basic radio production and presenting skills and leaving them in the studio to broadcast as they wish (within laws and guidelines) it also offers a "curated" approach, wherein presenters gather together information from the community and broadcast it in a "professional" and entertaining way.

This might result from the presenter's own initiative, from a story followed up by one of our producers, or by an approach direct to the station by a person or community group.

The Hutt Community Radio and Audio Archives Charitable Trust believes the formats and operations of Wellington Access Radio and Hutt Radio are complementary, and believes its audience sees it this way too. People who want to lease a block of airtime and completely control the output during that time go to Access Radio; people who simply want to tell the community their opinions, seek their input, or promote their activity, group or event come to Hutt Radio [groups from outside the Valley are welcome if their activity is open to Hutt Valley residents and is reasonably likely to be attended by someone living there].

Some of the differences between the two formats are summarised below:

Programming aspect	Access Radio	Hutt Radio
“Access” programming	Yes, for a fee	Yes, without charge
Ethnic programming	Yes, a considerable amount	Yes, some
Entire specialist programmes devoted to other groups	Yes	None to date, though this is an option if they wish
“Curated” content	Limited to some shows and at the discretion of the presenter	Right across the day, and proactively sought out
Specialist music programmes	Yes	Yes
Current affairs	Informally, as part of some shows; left to the discretion of presenters	A two hour weekly current affairs show with content produced by a team of ten, with parts repeated through the week. Also daily interviews.
Hutt Valley sports	No, though this is possible	Yes
Geographic focus	Wellington region sometimes; other times the focus is more on the particular group at which the programme is targeted.	Hutt Valley, always.

Another way of looking at it is that the Access Radio is a buffet – you survey what’s on offer, select the bits you like, and take those away to consume. You generally have some idea of what you like before you walk up to the buffet, or you wouldn’t be there, and you take the foods you’re most familiar with. Occasionally you might see something new, and try it to see if you like it. Usually among the offering is one or two dishes you can’t find anywhere else, which keep you coming back.

Hutt Radio is a degustation – you have a vague idea of what you’ll be served because of the nature of the restaurant, but you rely on expert chefs to find things they think you’ll like. These are then professionally served, one after the other. Sometimes it’ll be something that’s not to your taste, but you might try it anyway just to add to your experience. Sometimes it’ll delight you, and you might even let the kitchen know that you’d like to see it on their regular menu. Because you’re given such a varied and sometimes surprising menu, you’re a regular at the degustation nights.

Both restaurants might serve local produce prepared with genuine respect for the ingredients and enthusiasm from the kitchen, but the method of presentation and the therefore the motives of the diners are very different. But to close one and expect the restaurant remaining to fill the gap is unrealistic.

Hutt Radio provides an alternative opportunity to potential programme-makers who, for whatever reason (including financial, in the case of Wellington Access Radio), feel they don’t fit into that station’s schedule. Hutt Radio and Wellington Access Radio will always happily co-exist as complementary, sister stations.

Unlike the “blocks of time” model operated by the usual type of access station, Hutt Radio is developing other means to source smaller pieces of community-produced content to incorporate into its programming, including:

- Oral histories of ordinary listeners, prominent citizens, interesting individuals and innovators. In 2016 it is planned to advertise for documentarians to begin producing this content, and by continuing to leverage the station’s relationship with Whitireia Polytechnic’s radio and journalism streams. These will form part of the growing audio archive amassed over the past five years.
- Following a major website overhaul and re-design, allowing people to upload self-produced content via the website, for consideration for broadcast. This would encompass everything from musical performances to opinion pieces to written material such as poetry or short stories which they hope to have professionally produced.

This form of access programming secures loyalty in a very broad range of listeners which, in turn, provides a built-in, interested audience for other programme content. This is on top of the specific audience they attract, as well as the casual listener enjoying listening to someone “just like them”. The hidden value of this is that while programme-makers do an excellent job of connecting with their culture and others who share their interests, there will always be a proportion of people who don’t have strong networks of their own and thus cannot be found in the usual way. This will allow those people – including those with a disability – to interact from home.

4. The emergency services, civil & civic component

Another of Hutt Radio’s community services is to treat the various emergency services and civil and civic services, in a more valued way than radio stations generally do.

The station has formed strong partnerships with both Councils, granting them considerable airtime free of charge. Councils are rarely featured on radio these days unless it is an emergency or a controversy. While it covers those as news and current affairs events, Hutt Radio also gives them a unique outlet to communicate to their residents, to receive instant feedback, and to answer questions; and this applies not just to the Mayors but to Councillors, Community Board members and Council staff. The station also regularly features all local MPs, allowing them to inform the community directly of news that is relevant.

Hutt Radio works with the Hutt Valley Civil Defence to provide a vital source of information during disasters, as it recently did during major flooding in mid-2015 in which one person in Petone died. If a disaster occurs when the handful of commercial stations who still maintain any presence at all in Wellington don’t happen to be running local programming, only Hutt Radio will be able to devote every minute to important and potentially life-saving information.

Recognising this, the local community trusts have funded generator back-ups for both studio and transmitter site, and the Hutt City Council has allocated funds for solar / battery powered repeaters.

And at least twice an hour, every day, Hutt Radio broadcasts Community Notices to inform listeners of social activities, clubs and public events.

5. Audience data

While Hutt Radio cannot afford to buy into the third party surveys, and thus cannot access data on its rating performance, we note that the “others” category from the latest survey¹ has the single largest cumulative audience (46,400). Hutt Radio has conducted its own telephone polling, supervised by a former head of research for RNZ. Based on this, the Trust estimates that Hutt Radio has a station share² of around six percent of its target audience.

This is roughly equivalent to the 10+ shares of The Rock and ZM, and better than the 10+ shares of Radio Live, Radio Hauraki, More FM, Mai FM, Radio Sport and Coast³.

As is typical with access-type programming, it is likely that the audience for some shows is much higher, and for others, much lower.

It is worth noting that, while audience numbers are one measure of the success of community radio they are not the only, nor indeed the best, measure of the success of community / access radio which, by its very nature, exists to service niche markets.

6. The government's non-commercial broadcasting objectives

Goal

“To enable a range of broadcasting services, content and formats for regional, local and community and minority audiences including ethnic minorities, communities of interest and students”.

Hutt Radio broadcasts exclusively to a local / part-regional audience who are not served or are poorly served by existing broadcasters, all of whom generate all, or the vast majority, of their programming not only from outside the Hutt Valley, but from outside the Wellington region.

The Hutt Valley is itself a cohesive and unique “community of interest” and within that exist multiple sub-groups, all of which have the opportunity to utilise the station to communicate and many of whom do. Current ethnic groups with dedicated programmes are Samoan, Tokelaun and Filipino. The General Manager is actively working to expand these.

The Trust considers Radio Active does an excellent job of broadcasting material of interest to students and therefore Hutt Radio tends to avoid encroaching on this market; similarly, Atiawa Toa FM and Te Upoko o Te Ika together provide an exemplary service to the Māori community and thus nothing broadcast by Hutt Radio caters specifically to that audience. However, there is no barrier whatsoever to student or Māori interests working with the station to produce programmes if they wish. Hutt Radio already has strong and mutually beneficial relationships with Whitireia Polytechnic's radio course and with the Port Nicholson Block Settlement Trust, and Atiawa FM has loaned equipment to Hutt Radio in the past.

¹ RADIOS Survey 2, Wellington 2014

² It should be noted that this share is of Hutt Valley listeners only, aged 40+.

³ This survey did not include Magic, which competes for some of the same demographic as does Hutt Radio,

Objectives

a. Promote local broadcasting services (local broadcasting)

1. *broadcasters are supported to reflect and develop regional and local character and identity, and to maintain a sense of local mission and place amidst the global broadcasting environment*

Hutt Radio is the epitome of local broadcasting. Despite having the capacity (via an up to 1kW transmitter) of covering a large portion of the Wellington region, the station currently broadcasts on a lower power from a site at Maungaraki, with antennas pointed up the Valley.

2. *coverage of regional and local news, current affairs, information, sport and cultural events is supported*

While its programming may be of interest to someone outside the Hutt region, its content is unashamedly and consistently parochial. To cite a small but telling example: weekday afternoon traffic reports cover travel times from the CBD to Petone, and any delays on State Highway 2. State Highway 1 is mentioned only if an event there has a tailback affecting the urban motorway. In every way, all the time, Hutt Radio talks to Hutt residents.

The station broadcasts a weekly two hour current affairs show (Valley Views) hosted by one of either two professional journalists or two local councillors and produced by a range of young volunteers.

It broadcasts a weekly sports show (The Line) which, while it covers international and national sports, focuses particularly on Hutt Valley teams and players.

It broadcasts a range of ethnic programmes (Samoan x 2, Tokelauan, Filipino) and is actively working towards developing more, with presenters currently undergoing training.

It attends most local cultural and community events and even sponsors some, such as “Hutt’s Got Talent” and the Hutt Valley Youth Awards. And again it has plans to do more of this with the construction of a dedicated outside broadcast unit.

3. *broadcasting is used to enhance democratic and civic participation among regional and local populations*

Hutt Radio regularly interviews the Mayors of Lower and Upper Hutt, talks to councillors and community board members, council staff and CEOs of Council-controlled enterprises, and seeks answers on the public’s behalf. It also speaks regularly to the region’s three MPs.

During the next General Election, extensive coverage is planned including the hosting and live broadcast of debates.

4. *broadcasters have a strong and ongoing local physical presence and involvement*

Currently Hutt Radio broadcasts from premises which, whilst inadequate – they do not allowed for access by anyone with a disability, or the frail elderly, and are far too small – are right in the middle of the population conurbation served by the station.

The Trust plans to relocate the station in 2016, and it will remain sited within the area it serves. It is hoped, with Council assistance, to establish a “satellite” studio in whichever city does not host the main studio (most likely Upper Hutt).

5. *there is licensing for local and regional commercial and non-commercial broadcasters owned and operated independently from national commercial networks*

Hutt Radio is controlled by a Trust, all the members of which live in the Hutt Valley and run by a General Manager who's lived most of his life in the area. All of the current staff (with the exception of a couple of producers and one technician, who live elsewhere in the Wellington region) come from the Hutt.

b. Promote innovation and a diverse range of content and formats for different audience identities and interests (diversity)

1. *a range of content and formats is supported in order to suit regional, local, and community audiences and ethnic, linguistic, and other minorities and other groups with shared interests*

Hutt Community Radio averages 77 hrs of local content per week, which is 46 percent of its total airtime. Rebroadcast content (the BBC World Service) is primarily transmitted in off-peak hours between 9:00, 10:00 or 11:00 pm and 5:00 am.

While currently it is also broadcast during the peak morning 5:00 am to 10:00 am period Monday to Thursday, long term planning includes local programming during this segment. In the meantime, the Trust feels that this period is a) more competitive, and thus requires considerable resources to win an audience and b) not such a priority for the station's predominantly older audience.

Of the 77 hours, only four are "second run". In addition, various individual items and interviews (mainly from Valley Views) are also re-run, usually in Monday Night Magazine.

Importantly, access to Hutt Radio is free.

The station has already made substantial inroads into broadcasting a varied range of programmes. However, mostly these have been demand-driven; when someone approached the station with something they wished to broadcast, they were facilitated to do so. This has been due to insufficient staff numbers, which has been remedied over the past six months ready for 2016.

Of course the station has always proactively sought information from the community to broadcast in its current affairs, ethnic, sports and general shows, but in an ad hoc way. The newly appointed General Manager intends for this process to be more extensive and better co-ordinated, to feed into all of the station's programming and to include inviting particular interest groups to consider generating their own content (refer also, under 3 above, to plans to permit the upload of content via the web).

2. *innovation in broadcasting is promoted and supported*

As with most low-budget operations, innovation is something of a necessity at Hutt Radio. A great deal is done with very limited resources. It was an early adopter of live streaming.

Planned innovations include an upload facility on the website for user-produced material (audio and text) and a dedicated smartphone app. As a 2.4GHz wifi network is rolled out across the central Hutt by the NZART, Hutt Radio is exploring ways of carrying its programming on this, facilitating easy, free access to its stream for people without Internet connections of their own for whatever reason, including the homeless and low-budget travellers.

Hutt Radio is keenly interested in DAB+, which is well established as a major carrier in the UK, Europe and Australia, and intends to be among the first to adopt this technology if some of that spectrum is reserved for community broadcasting.

3. *flexible services and licensing arrangements are possible, to enable evolution over time to suit changing audience interests*

While this has not been necessary to date, the Trust remains open to such possibilities if it is felt they are in the best interests of Hutt Radio and its audience.

4. *licensing for communities of interest which are owned and operated independently from national commercial networks is enabled*

Please refer to the response to point 4 of Objective a above.

c. To facilitate wide technical, cultural and social access to broadcasting (accessibility)

1. *broadcasting reaches underserved regional, local, and community populations, and ethnic, linguistic, disabled and other minorities and other groups with shared interests*

Please refer to the foregoing and particularly our response to point 1 of Objective b above. Please also refer to Appendix I – Hutt Radio’s programming policies.

2. *technology and other means are exploited to make programmes more widely available to audiences*

As noted above, Hutt Radio already streams its content live and makes selected interviews and features available via its website and Soundcloud. And it plans to allow people to upload self-produced content via the website, for consideration for broadcast.

A team of podcast producers has recently been hired and will begin making additional content available via the web in 2016.

Please refer also to Appendix I – Hutt Radio’s programming policies, objective j; and Appendix G – Hutt Valley demographics, section 7.

3. *communities of interest or ethnicity have stronger communication links*

Please see the response to Question 7 on the Application Form, and refer to Appendix G – Hutt Valley demographics, section 3 and to Appendix I – Hutt Radio’s programming policies.

4. *community participation in programmes and programme-making is supported*

Refer to response to Point 1 of Objective b above. Programme making on Hutt Radio is open to anyone who has something they wish to communicate, and which is of relevance to a Hutt Valley audience (regardless of the potential size of that audience) through either an “access” or “curated” model. This is provided free to charge.

5. *broadcasters are strongly involved with their community and support community activities*

The Trust is a corporate member of the Hutt Valley Chamber of Commerce and the Chair and General Manager regularly attend its functions and workshops. Hutt Radio’s volunteers are active members of a wide range of community organisations including charities, sporting and hobby clubs, ethnic organisations and churches.

Please also refer to the response to Point 2 of Objective a and Point 2 of Objective b above.

6. *community ownership of a station and/or its licences is possible*

The Hutt Valley community “owns” Hutt Radio through the Trust. Anyone can join Hutt Radio by completing a volunteer application form and agreeing to abide by the Code of Conduct. This then entitles them to stand for election to, and to vote in elections for, the Trust.

As is common practice in business, the Trust employs the General Manager and he in turn employs the staff (though at this stage ‘employment’ does not involve remuneration).

d. To provide for long term developments affecting broadcasting (future-proofing)

1. *spectrum is allocated and reserved for future developments in population demographics, audience demand, and technology, particularly digital developments*

According to the Office for Senior Citizens (a part of the Ministry of Social Development):

New Zealand, like many countries, has an ageing population, with an increasing proportion of people in the older age groups and a declining proportion of children.

The proportion of the population under 15 years of age has declined from around 33 percent in the early 1960s to 21 percent in 2009 and is expected to fall to 18 percent by 2031.

The population aged 65 years and over has increased from 11 percent of the total population in 1991 to 13 percent in 2009. It is expected to reach 21 percent by 2031.

The number of people aged 65 years and over is projected to increase from around 550,000 in 2009 to 1 million in the late 2020s, when they will outnumber children.

Population demographics means the older audience served by Hutt Radio will continue to grow well into the foreseeable future. Yet, as a look at the station matrix in Section 2 above demonstrates, the majority of radio services are designed to appeal to younger markets.

Hutt Radio is conscious that, as today’s young adults age, they will continue to expect to be served media content across a range of platforms and in a variety of ways; and increasingly, on demand (even though NZ On Air / Colmar Brunton research shows this currently accounts for around 20 percent of listening⁴). It has therefore recently increased its capacity to curate and create podcasts, and is actively exploring other distribution platforms such as a dedicated smartphone app.

2. *there is an incentivising environment for digital uptake by audiences, e.g. by making it affordable and convenient, providing a range of services and new content*

As indicated above, Hutt Radio is keen to explore the potential of DAB+ when this spectrum is released, provided of course that some is set aside for community broadcasters. In particular the capacity for data (128-character DLS, EPGs and even slideshows) offer the capacity to enrich the listener’s experience and provide additional information.

Almost two decades ago Hutt Radio’s General Manager partnered with the Open Polytechnic of New Zealand and the David Beattie Chair of Communications at Victoria University to explore the potential of FM subcarrier to transmit live data during educational broadcasts but this was eventually abandoned as the receivers were not readily available to consumers. DAB+, with at least some such functionality inbuilt into ever receiving device, re-opens this potential.

⁴ *Benchmark survey of New Zealanders’ media consumption* by Colmar Brunton Research for NZ On Air, April - May 2014. 12% indicated they listened to NZ radio online and a further 8% listen to international radio online.

The Trust is keen to work with any industry bodies, government agencies, vehicle manufacturers and technology manufacturers to promote the uptake of DAB+ in New Zealand.

Please refer also to the response to Point 2 of Objective c above.

- 3. media functionality is promoted by encouraging broadcasters to provide a range of media services such as imaginative use of linked media and media literacy education for audiences*

Hutt Radio, limited by lack of funding and, until recently, staff has not pursued the potential of linked media other than to use Twitter, Facebook and its website to facilitate two-way communication with its audience.

As outlined above there are plans to expand the use of online media to both send and receive content. Real-time communication via tweets has been trialled but the audience seems not to favour this platform; shortcode SMS services are prohibitively expensive, so the General Manager and technical staff are currently investigating web-based SMS portals. An investigation is underway into the cost and feasibility of a delay unit, which would facilitate listener phone-in comment and guest interaction.

Please also refer to the response to Point 2 Objective d above.

The station has also done very little to date to promote media literacy, other than its partnership with Whitireia Polytechnic which of course assist only a limited number of quite specific people who intend a career in media.

While there is a willingness to hold "open training" in various facets of radio production, this has been hampered to date by cramped, inadequate and inaccessible premises; there has been no second on air suite in which to train would be presenters, who've instead had to observe and then learn live on air. Understandably this is daunting for many.

The Trust has resolved to relocate the station sometime during 2016, to premises which remain central to the majority of the listenership but which are larger and accessible to all.

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Hutt Radio

106.1 FM

"putting the local back into radio"

PO Box 35-214
Naenae
Lower Hutt 5041

Office: 04 891 0447
Studio: 04 891 0448

Application for Non-commercial Radio Frequency

2015 (D-0631403)

APPENDIX G

Level 1, 53 Treadwell Street
Naenae, Lower Hutt 5011

Hutt Community Radio and Audio Archives
Charitable Trust
Charity #: CC46504 GST #: 101 995 240

huttradio@huttradio.co.nz
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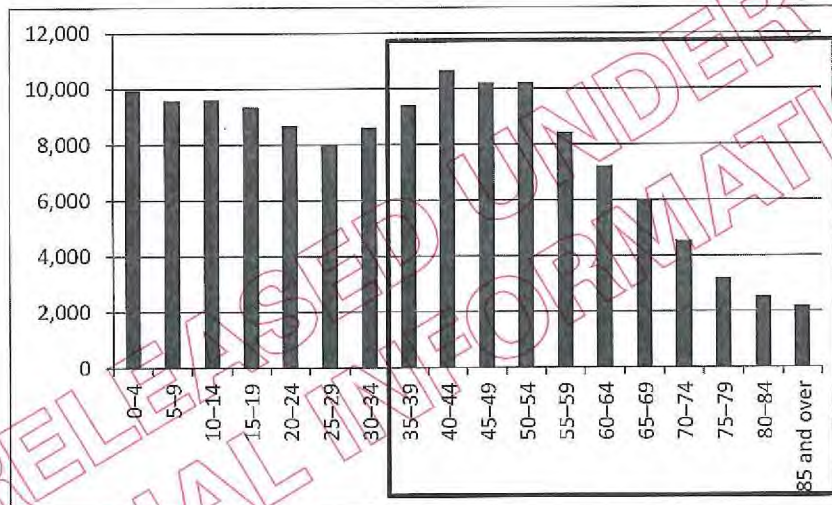
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HUTT COMMUNITY RADIO AND AUDIO ARCHIVES CHARITABLE TRUST INC.

Key population demographics

1. Total population by age

According to the 2013 Census, the Hutt Valley is home to 138,837 people. Of these 74,599 are aged 35 and over:



It is these people who form the target audience for Hutt Community Radio, and in particular the 54,519 people aged over 45.

The 2013 Census has undertaken a detailed study of persons 65 and over. This data shows:

- 5,832 people in this age group in Upper Hutt and 12,603 in Lower Hutt, accounting for 14.5 percent and 12.8 percent respectively of the areas usually resident population.
- As would be expected, 86 percent were recorded as being “not in the labour force”.
- The number of people in this age group has nearly doubled nationally since 1981, and is projected to represent 27.5 percent of the population by 2068.
- Of the 560,136 people in this age group across New Zealand, just 346,506 or 62 percent, had access to the Internet, compared to 81 percent of people aged 15 to 64.

This suggests that for many older people, the radio remains a vital source of news, information, entertainment and connectedness to their community. Of course even those with internet access still enjoy listening to their radio, as NZ On Air research conducted in 2014 by Colmar Brunton, showed:

- 93 percent of people listen to linear radio across a typical week, making it second only to television. They listened for an average of an hour and three quarters (107 minutes) a day.
- Just 12 percent said they listened to a radio station's streaming service.
- Across all ages, 67 percent of people listen to linear radio during an average day. However the research found that a significantly higher proportion of people 55+ (72 percent) access broadcast radio.
- The trend is reversed for online streaming: three percent of those aged 55+ accessed it during a typical day, versus six percent of the overall population.

Colmar Brunton commented: "The main divide in media behaviour is between 15-34 year olds and those aged 45 and over, with differences exaggerated at either end of the age range (ie. 15-24s vs 55+ year olds)".

Conclusion: Older people rely more on radio than do other age groups, yet the majority of content is aimed at people 45 or younger. And streaming is no substitute for broadcast, particularly for stations serving this older demographic, as Hutt Community Radio does.

2. Relative population size

The Hutt Valley is thus a region of significant population with its own unique community identity, shaped very much by its geography which separates it from Wellington by a single road and rail line.

Lower Hutt's population ranks 7th in size out of the 67 districts in New Zealand, while Upper Hutt ranks 29th. Lower Hutt City has 2.3 percent of New Zealand's population, while Upper Hutt is home to around one percent.

Hutt Community Radio is thus the only station based in, and making programmes solely aimed at, the residents of a significant population area.

3. Multiculturalism

The Hutt Valley is slightly less multicultural than the national average: 23.7 percent of people in Lower Hutt City and 20.7 percent in Upper Hutt City were born overseas, compared with 25.2 percent for New Zealand as a whole.

Apart from English, the next most common language used in Lower Hutt is Samoan, which is spoken by 4.8 percent of people. In Upper Hutt it's Māori, which is spoken by 3.7 percent of the population. For New Zealand as a whole, the most common language apart from English is Māori, spoken by 3.7 percent of people.

After New Zealand-born, the second largest group in the 65+ age group is those born in the United Kingdom:

Region of birth, Hutt Valley



While Hutt Radio goes to considerable effort to be inclusive of all ethnicities in its programming, it should be pointed out that it is also the only station in the region which carries material likely to be of particular interest to the British expat population of the Hutt Valley, such as Geoff Dorset's *Solid Gold 60s*, *Supersonic 70s* and *Kick up the 80s* shows (Geoff is broadcast on numerous UK radio stations); in-depth discussion of the English football league on sports show *The Line*; and historic UK radio material such as *The Goon Show* and *Just a Minute*.

The Pacific Islands audience is catered for with two shows a week in the Samoan language, and a Tokelaun programme, along with a weekly Filipino show. Efforts have recently been made to further broaden that base, with programmes for Malay, Filipino and Russian / East European audiences set to start in 2016. It is hoped that further ethnicities, particularly from the Pacific, will join the station in due course.

4. Education

The Hutt Valley population is very close to the national average in terms of post-secondary qualifications. Of people aged 15 years and over living in Lower Hutt, 79.5 percent have a formal qualification; in Upper Hutt the figure is 79.2 percent. This compares to 79.1 percent of people throughout New Zealand.

It can broadly be assumed that educated people would want to keep up to date with issues and events in the area in which they live. Hutt Community Radio meets this need with *Valley Views*, a weekly two hour current affairs show, interviews from which are replayed during the following week, as well as other live interviews and spoken features throughout the day.

Valley Views does not deviate from a focus on the Hutt Valley – every issue discussed or event publicised happens within that geographic boundary, or else involves significant participation from Hutt Valley residents. No other station does this.

5. Income and business confidence

10 HUTT NEWS, OCTOBER 27, 2015

stuff.co.nz

Valley businesses confident about their own success

Hutt Valley business confidence in New Zealand's economy has dipped, according to a survey conducted by the Hutt Valley Chamber of Commerce late last month.

Chief Executive Mark Futter, said of the results: "It's a mixed outlook, but Hutt Valley businesses are still feeling confident about their own business, and it's a fairly even spread as to whether the national economy will decline or improve."

Responses from the 201 businesses that responded to the on-line survey showed generally that expectations and confidence has lightened. While dipping into negative territory, little change to the national business situation is anticipated by respondents with a net 2 per cent expecting the situation to improve over the next six months, compared to a net 17.1 per cent in June and 39.5 per cent in March. (The percentages used are net, meaning the balance of sentiment, positive minus negative responses.)

Just over 20 per cent of respondents expected the national business situation to improve, compared with 33.1 per cent in June and 47.2 per cent in March. A total of 22.8 per cent of respondents expected the business situation to deteriorate, compared to 18.7 per cent in June and 7.7 per cent in March.

Hutt Valley business confidence in their own firms has also dipped

"It's a mixed outlook, but Hutt Valley businesses are still feeling confident about their own business."

Mark Futter

slightly, but remains high compared with other expectations. A net 41.2 per cent of business respondents said they expected their own business situation to improve compared to 44.9 per cent in June and 54 per cent in March.

Expectations around business investment were mixed. A net 10.6 per cent of businesses expect to invest more in buildings over the next 12 months, compared to 6.1 per cent in June. A net 11 per cent of businesses expect to invest more in plant and machinery, compared to a net 10.4 per cent in June and 8.14 per cent in March.

Business hiring expectations remain positive. A net 7.2 per cent of respondents expect to hire more full-time staff, and a net 15 per cent expect to hire more part-time staff.

Just on 23 per cent expected their costs would be higher in the next three months, excluding normal season changes.

For people aged 15 years and over, the median income in Lower Hutt is \$31,500 and in Upper Hutt it is \$32,000. This compares with a median of \$28,500 for all of New Zealand.

In Lower Hutt City, 29.8 percent of people aged 15 years and over have an annual income of more than \$50,000, while in Upper Hutt the figure is 30.5 percent. This compares with 26.7 percent of people throughout New Zealand.

A relatively high income in an area where median house prices are well below much of Wellington suggests a higher-than-average level of disposable income.

Hutt Valley business confidence in their own business remains relatively high compared with other regions. A net 41.2 percent of respondents in the most recent Chamber of Commerce Business Confidence Survey (September 2015) said they expected their own business situation to improve over the next six months. A net 7.2 percent of respondents expect to hire more full-time staff, and a net 15 percent expect to hire more part-time staff.

While this is a challenging environment in which to operate a radio station, a combination of moderate confidence and good disposable incomes provides a definite opportunity to sell advertising and sponsorships, especially to those business owners who understand that a downturn in the economy is a signal to increase marketing.

6. Single-person households

In Lower Hutt City, there are 8,526 one-person households, accounting for 24.3 percent of the total, while in Upper Hutt the figure is 3,648 households, or 24.8 percent. Across New Zealand, one-person households make up 23.5 percent of all households.

Anecdotally, people who live alone often turn to the radio for company, particularly during daytime and late at night.

7. Connectivity

Households are more connected than the NZ average. In Lower Hutt 77.1 percent of households have access to the Internet, and in Upper Hutt, 79.2 percent. Across all of New Zealand, the figure is 76.8 percent.

In Lower Hutt City, 84.7 percent of households have access to a cellphone, while in Upper Hutt it's 84.5 percent, compared with 83.7 percent of households for New Zealand as a whole.

While the core demographic of older listeners (see above) do not make extensive use of streaming or podcasts, as the Internet generation ages they will expect these services to form part of the menu of programming of any radio station.

Hutt Community Radio is already "future proofing" itself with a streaming service available through TuneIn.com (with approximately 2,000 regular listeners who tune in from time to time, with a peak of about 60 at any one time) and some limited podcasting of *Valley Views* material on its website and via Soundcloud.

The recent addition of several dedicated podcast producers to the volunteer team is planned to spearhead a significant expansion of the station's podcasting in 2016.

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