

HE PĀNUI PRODUCER NEWSLETTER

Te Kōkiri Kaupapa
Content Commissioning
Huitanguru 2020

2020



MĀORI
TELEVISION
maoritelevision.com

KIA ORA!

HE PĀNUI: PRODUCER NEWSLETTER –2020

Kei ngā mate tāruru nui o te tau, haere atu rā ki te waro hunanga o te pō.

Kia ao ake te awatea ki runga ki ngā uri whakatupu.

E ngā ringa tōhau nui o te ao pāpāho, tēnā koutou katoa!

2020 has kicked off with a multi-platform celebration of content via Waka Ama Nationals, Waitangi Day and Kapa Haka Regional Competitions. This year, we are excited to be launching brand new local content reflecting awesome kaupapa, starting from our Huritau week at the end of March.

Our team is looking forward to sharing our audience strategy with you all on the 18th of February at the Ngā Aho Whakaari Commissioning Hui. In the meantime, we are pleased to announce our first RFP for content for 2020 with a quick overview on the steps for submitting proposals.

As commissioners, we are often out meeting with producers, and we are grateful to have key team members who play important roles in the process of showcasing your content on Whakaata Māori. Make sure you familiarise yourself with these awesome ladies to help you along the way!

1) Our Kairuruku Waihanga Kaupapa - Content Creation Coordinator, **TONI HOETE**, is the key person to contact regarding proposals, contracts and paperwork at the beginning of the process.

toni.hoete@maoritelevision.com

2) Our Kaiwhakarite Putanga Kaupapa - Content Creation Media Officer, **ANTONIA SWANN**, is the key person to contact regarding all deliverables at the end of the process.

antonia.swann@maoritelevision.com

Please send proposals to: proposals@maoritelevision.com

We look forward to sharing amazing content with you on Whakaata Māori in 2020 and beyond!

Mauri Ora,

TE RANGA KŌKIRI KAUPAPA - CONTENT COMMISSIONING TEAM 2020

CONTACT US

Callie Schaumkel

Tumu Waihanga Kaupapa

+64 21 450 348

callie.schaumkel@maoritelevision.com

Lanita Ririnui

Kaiwhakahau Hōtaka

+64 27 360 3473

lanita.ririnui@maoritelevision.com

Te Kerera Haitana

Kaiwhakahau Hōtaka

+64 27 722 5452

tekerera.haitana@maoritelevision.com

Tony Holden

Kaiwhakahau Hōtaka

+64 21 426 876

tony@comedia.co.nz

MĀORI
TELEVISION

TE REO

Tamariki **hā!**

teao
MĀORINEWS

MTS RFP ROUND 1 2020

*Authentic Māori content that reflects who we are and our place in the world
Te Reo & Tikanga Māori – Engaging content that supports and reflects our language and tikanga.*

Māori Television seeks two page proposals for the following:

- NZOA General Funding Round

1. **Documentary Series that captures authentic local or regional community stories that highlight our national identity.**
Genre: Documentary/ Community / Entertainment
Audience: Whānau / General
2. **Fresh Factual Series that can engage and amuse our audiences.**
Genre: Factual / Lifestyle / Entertainment
Audience: General / Rangatahi
3. **Factual Series that highlights a new perspective on significant national events such as Waitangi and ANZAC Day**
Genre: Factual
Audience: General
Funder specific: NZOA RFP

MTS RFP ROUND 1	MTS RFP	MTS TWO PAGER	MTS FULL PROPOSAL	FUNDER DEADLINE	FUNDER OUTCOME	Q1 2021
<p>NZOA Round Five (May) - 2019-20</p> <p>Factual: Limited to projects specified in Round information</p> <p>Scripted: HEIHEI invited returning series</p> <p>Platform: Annual applications for operating costs for following financial year (closed fund)</p>	11-Feb-20	19-Feb-20	5-Mar-20	19-Mar-20	6-May-20	<p>Fresh Factual Documentary Series.</p> <p>Documentaries of Significant National Events – e.g Waitangi, Anzac.</p>

Our Vision:

*Kia ora te iwi Māori
Māori are thriving*

Through Our Stories:

*We inspire, excite and empower our audiences to connect with
te ao Māori – the Māori way of life.*

*Our audiences feel included and connected to te reo Māori me ngā
tikanga Māori.*

*We tell great Māori stories that celebrate Māori success, perspectives
and diversity.*

RFP

Request for Proposals

STEP ONE: MTS RFP RELEASE
MTS releases RFP for content.

STEP TWO: TWO-PAGERS
Two-page proposals – Please send all proposals by the advised date to proposals@maoritelevision.com

STEP THREE: FULL PROPOSALS
Successful proposals will be advised for full proposal.

STEP FOUR: LETTERS OF SUPPORT
Successful full proposals will receive a letter of support to the funder.

- 1) Te Aronga a Whakaata Māori
Does it match our key priorities?
- 2) Te Reo & Tikanga Māori
Does it contribute to showcasing te reo Māori me ngā tikanga Māori?

- 3) Production & Personnel
Does it have a strong team behind it, with the capability to deliver on time?
- 4) Pūtea – Budget
Does the budget reflect the resources and timeframe required to deliver.

What funding are you going for?
TMP – Reo & Tikangā
NZOA – General Audience
Investor – Alignments

What Language Plan do you have?
MTS - Reo & Tikangā Plan
TMP – Ihirangi Mataurau Matatau
Ihirangi Matarau Areare
NZOA – Receptive Strategy

Other external considerations for MTS?
License Fees
Secondary Platforms – Exclusivity & Rights
Investor – Spend