

REPORT ON TE HIKU MEDIA

By Rongo Bentson.

Tena Koutou Katoa,

It has been a while since I last wrote a report but there have been a lot of changes going on however I can now assure you that I will provide a report on a regular basis.

Background.

Te Hiku Media was established in 1990 as Te Reo Irirangi O Te Hiku O Te Ika but changed the name recently to Te Hiku Media. The organisation is a joint-Iwi venture between Te Rarawa, Te Aupouri, Ngati Kahu, Ngati Kuri and Ngai Takoto and was set up with the following representation:

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| • Te Runanga O Te Rarawa | 3 members |
| • Ngati Kahu Trust Board | 3 “ |
| • Te Aupouri Trust Board | 1 “ |
| • Te Runanga O Te Aupouri | 1 “ |
| • Te Runanga O Ngati Kuri, and Ngai Takoto | 1 “ |
| • General Community | 6 “ |

The Aim of Te Hiku Media is:

- To establish Maori as an accepted medium of communication within the Far North;
- To promote Maori culture;
- To develop a partnership with other cultures in the Far North, and;
- To develop and maintain quality programming and programmes to meet these needs.

The Te Rarawa Trustees are Matiu Kingi, Mere Rawiri-Tau and I. All Trustees are on 3 year terms and I believe 2008 would be the 2nd term. The last AGM was held in December 2007.

Chairman for the Society is Matiu Kingi, the Secretary who is co-opted on is Roimata Rameka and the Treasurer, also co-opted is Billy Halkyard.

Within Te Hiku Media there are four radio stations and a TV station:

1. Te Reo Irirangi O Te Hiku O Te Ika 94.4 FM is the primary station and funded by Mangai Paho, the funding agency for Maori radio stations. Dion Hobson is the Manager with Mike Te Wake and Whatitiri Te Wake being fulltime staff and Puni Makene, Te Kai Makiha and Harata Brown part time.
Plans for this year is to in conjunction with Radio Tautoko and Ngati Hine be running a Maori Media Wananga, also to cover more events and get out in the communities more.
2. Sunshine FM was established to generate some advertising income and cater for mainstream. The Manager is Colin Campbell with part time staff Trudy Allen in

administration and announcers Lauren York, Eden Dearlove, Ivan Alvarez and Tony Strong.

3. Tai FM was set up to cater specific for te rangatahi and to be run by rangatahi however at this stage, due to lack of funding there is no paid staff, no announcers and all broadcasts are pre-recorded. This may change after June if a funding application is successful.
4. Country FM is Managed by Dion Hobson and Mike Te Wake, no paid staff.
5. Te Hiku TV is also managed by Dion Hobson at this stage with 1 staff member, Phil Davis who is the Camera Man and Technician.

The General Manager is Glenda Armatage and the overall Operations Manager is Tony Strong.

Reception and Accounts is Tania Munroe.

TAI FM also has a Ministry of Social Development contract called Youth Transition Service. This contract is managed by Wiremu Harris with Rohario Makiaha, Barry Herbert and Marina Yates who is currently on maternity leave.

YTS is a support programme for youth age between 15 and 17 who are not in school, training or work. YTS staff encourages youth to register with them so that YTS can assist them in to work, training or further education. YTS staff prides themselves in working alongside the youth, they are not there to solve their problems but to assist them in overcoming problems and obstacles.

Currently YTS has more than 500 clients on their database and producing some good results for the clients, like assisting them to get driver's licenses, linking them to other support services, supporting them as advocates and linking them to expert career services advice.

FINANCE.

For some time now we have been in a bit of a financial strife and trying to keep everything afloat. Te Hiku O Te Ika radio is of course relatively secure in the funding it receives from Mangai Paho but as we know there is no real security where one is dependent on government funding nor is it quite sufficient to put us on the same level as mainstream so we try to improvise. Te Hiku radio is also restricted because we are not allowed to run commercials as most radio stations do hence we set up Sunshine FM. However we also found that with the success of Sunshine in generating advertising we also had to increase staff and so the expenses goes up as well.

We have as Trustees done our best to avoid laying off staff when we are low on finance, something that is not always easy or even possible.

The TV station has been the biggest drain on funding but we also all believe that it has the greatest potential so we have all been trying very hard to hang in and ride it out. Criteria for funding were dependant on time in operation and we are now coming up to the time that makes us eligible for funding. A Ministry of Social Development funding application is now progressing very positively and focuses on funding for a Business Manager and operation costs. This person would be responsible for sourcing more production and broadcasting contracts. We also have a funding application with NZ ON AIR to provide community regional broadcasting of local news and sport. If successful this will come in around June.

Volunteers are currently being used for the live morning shows and this is working out very well, we are receiving good positive feedback from viewers and the volunteers are really enjoying the experience.

Tangata Pacifika and Asia Down Under are now sending us programmes that we can re-screen so that we can expand on viewing time and programmes. We in turn have also been asked by Maori TV to submit ½ hour programmes for their new Maori Channel that will be launched at the end of March. Programmes to be submitted are recorded interviews of Kaumatua and kuia done a few years ago.

The TV channel Stratos are also interested in programmes of regional events from our area that they will screen on the Free To Air Channel.

General Manager Glenda Armatage, Dion Hobson and YTS Manager Wiremu Harris in particular are always searching and exploring various avenues to source funding for either of our Te Hiku Media operations. The Show must go on. Communication media is of interest to us all, not only must we ensure that it continues but we must also look at how we can support and utilise this communication technology as an Iwi to the fullest potential, after all we are a major stakeholder.

Kaua e wareware

Tune in to Te Korero A Te Rarawa 94.4 FM

Every Tuesday night from 8 to 9:30