

From the RBA Chairman – Norm Collison



Radio research methodology has been a continuing issue for the RBA and its members. NZ trials have been conducted extending to the most advanced thinking in contemporary research resulting in a decision that some of these were not yet fit for purpose. On a much more positive note, following help from overseas consultants, the beginning of 2015 has seen an agreed way forward to provide for updated methodologies, more frequent reporting and the possible inclusion of Radio New Zealand in a consolidated survey.

MBIE ran a frequency auction via Trade Me towards the end of 2014 resulting in competitive bidding. Members felt some frustration at several auctions running at once and this was taken up with the Ministry.

At a ministerial level we have been able to engage effectively with the Minister of Communications & Broadcasting, Amy Adams, on a number of radio issues.

The release of Advertising Revenue figures for 2014 again had radio hovering around the 12% mark – the envy of many overseas radio organisations like Australia who manage around 8%. It says much about NZ radio's continuing relevance and adaptability against an ever-changing backdrop of media positioning.

To Clare Bradley and Belinda Mulgrew, long standing and supportive Executive Board members, the RBA acknowledges your great contribution and wishes you well in your new endeavours.

From the RBA Chief Executive – Bill Francis



The good news story of radio keeps on going amidst the digital adjustments challenging every medium. And that success story can be sheeted home to how radio has utilised the on-line space and embraced with effectiveness the use of social media. Now the NZ Radio Awards feature categories for Best Video and numerous digital areas – it's a long way from the 'good ole days of steam radio'.

But radio has never forgotten some fundamentals that drive successful radio stations -vibrant, smart and talented on-air personalities for one, but also the connection to communities and causes, something that all RBA members embrace with enthusiasm and are engaged in on a week by week basis.

The RBA through its members continues to make a significant contribution to moderation advertising through the Health Promotion Agency.

Meanwhile the RBA is engaged in discussion on alcohol advertising, contributing to the Ministerial Forum on Alcohol Advertising & Sponsorship at a time when alcohol advertising has diminished on radio.

My thanks to; Executive Secretary, Janine Bliss; Chairman, Norm Collison, and the Executive Board, for their commitment to the work of the RBA.

NZ MUSIC

New Zealand Music airplay increased slightly in 2014 reaching 17.39% against the 20% target.

Genre	2014 Target	2014 Actual	Top Station
Pop	18%	12.44%	ZM Network
Rock	18%	14.62%	Bayrock
Urban	18%	18.11%	Niu FM
A/C	18%	14.01%	Port FM
Dance	18%	19.76%	Pulzar FM
Kiwi FM	60%	66.59%	
Overall	20%	17.39%	

The Top 10 Most Played NZ songs in 2014 were:

Rank	Title	Artist
1	Yellow Flicker Beat	Lorde
2	Step On Up	Benny Tipene
3	Kings & Queens	Brooke Fraser
4	Mother & Father	Broods
5	LA.F.	Broods
6	Special	Six60
7	Freaks	Timmy Trumpet & Savage
8	Crash	Jamie McDell
9	Transmission	I Am Giant
10	Just For Me	Deach feat. Ria & Ezra James

ADVERTISING STANDARDS AUTHORITY

665 The ASA Complaints Board released 665 decisions in 2014. Of these, 187 were Upheld/Settled and 114 Not Upheld.

27 There were 27 complaints about radio advertisements -3 were Upheld/Settled & 3 Not Upheld. This compares with 51 in 2013-6 Upheld/Settled & 10 Not Upheld.

15% The category of therapeutic products & services accounted for 15% of complaints, consumer products 9%, advocacy 8%, food & beverage 8%, retail 8% and alcohol/liquor 3%.

Bill Francis served as Deputy Chair on the ASA and will be the media representative on a newly constituted Governance Committee in 2015.

TECHNICAL & ENGINEERING

The two major pieces of work carried out by the Technical & Engineering Sub-Committee in 2014 were representation on the MBIE review of the Radiocommunications Act 1989, and on proposed changes to Fixed Linking bands. The review was a planned activity in the 5-year RSM work plan.

The RBA submission was strongly in favour of retaining the current dual frameworks that have provided radio broadcasting with a suitable framework where:

- Security of tenure of Spectrum Licences has provided a stable basis on which to maintain viable radio stations.
- The administrative Radio Licencing regime has provided enabling utility licences in the form of STLs.

The Fixed Link discussion paper heralded Fixed Services as ‘the backbone’ of NZ’s digital economy. Members make extensive use of analogue UHF Fixed Links for transmission from studios to transmitters (STLs). The RBA submission to MBIE reminded them that over the past five years, radio broadcasters have been forced by MBIE into spending millions of dollars on re-channelling STLs to clear the 915 – 921MHz band for RFIDs and short range devices and now is not the time to suggest this investment be scrapped for digital technology.

MBIE are yet to engage further with industry on any actions to be taken on these issues. Interference management provisions under the Act are to be discussed with industry during 2015.

BROADCASTING STANDARDS AUTHORITY

16

During 2014, there were 16 complaints about broadcasts by RBA members, of which none were Upheld. This compares with 20 and 4 in 2013.

26

For all radio stations, the number of decisions released was 26 (33 in 2013) with 4 of these Upheld (6 upheld in 2013).

Radio has been actively working with the BSA on a review of the codes due to be promulgated in 2015.

ONLINE MEDIA STANDARDS AUTHORITY

Complaints for OMSA continue at a low level.

2014 NZ RADIO AWARDS

There were strong entries again in 2014, (484 against 434 in 2013), indicating the continuing support for the awards.

Winners of the major categories were:

STATION OF THE YEAR: Network – The Edge Network; Surveyed Market – The Breeze Wellington; and Non-Surveyed Market – 93.6 More FM Taupo

OUTSTANDING CONTRIBUTION TO RADIO: Awarded to Murray Deaker, Belinda Mulgrew & David Brice

SERVICES TO BROADCASTING: Brent Birchfield, Errol Wilkinson & Justin de Fresne

SIR PAUL HOLMES BROADCASTER OF THE YEAR: The Edge Breakfast Show

'THE BLACKIE' AWARD: Jay-Jay, Mike & Dom 'Wrecking Ball'

AIR PERSONALITY OF THE YEAR: Best Talk Back Host or Hosts All Markets – **Leighton Smith, Newstalk ZB**; Best Talk or Current Affairs Host or Hosts All Markets – **Mike Hosking, Newstalk ZB Network**; Best Music Host or Hosts Provincial – **Andrew Leiataua, 93.6 More FM Taupo**; Best Music Non-Breakfast Host or Hosts Regional – **Blair Kidney, More FM Nelson**; Best Music Non-Breakfast Host or Hosts Metropolitan – **Robert & Jono, The Rock Network**; Best Music Breakfast Show Regional – **Mike West in the Morning with Gareth & Renee, More FM Manawatu**; Best Music Breakfast Show Metropolitan – **The Edge Breakfast with Jay-Jay, Mike & Dom, The Edge Network.**



Thanks to our sponsors & supporters for 2014: RCS, TNS, NZ On Air, CPIT & Reaction Screenprint. As usual, financial support also came from within the industry – MediaWorks Radio, NZME, The Radio Bureau and the RBA.

RBA COUNCIL MEMBERS (representing RBA Full Members)

Norm Collison, NZME (RBA Chairman)

Samson Yau, Chinese Voice Broadcasting

Carolyn Luey, NZME (Executive Board Member)

Mike Brewer, Rhema Media

Leon Wratt, MediaWorks Radio (Executive Board Member)

Brent Birchfield, Port FM Network

Wendy Palmer, MediaWorks Radio (Executive Board Member)

Simon Law, Central FM

Glenn Smith, Radio Bay of Plenty (Executive Board Member)

Mike Regal, Radio Wanaka

Corran Crispe, Beach FM

Robert Khan, Radio Tarana (Executive Board Member)

Geoff Anderson, Peak FM

RBA ASSOCIATE MEMBERS

Southland Community Broadcasters

Pacific Media Network

RBA AFFILIATE MEMBERS

Radio Computing Services

TNS

RBA SUB-COMMITTEES

Technical & Engineering

Sub-Committee

Peter Casey (Chairman), Geoff Berry (NZME), Ray Smith (MediaWorks Radio), Vern Talbot & Andrew Fraser (Rhema Media).

Radio Industry Research

Sub-Committee

Bill Francis (Chairman, RBA), Peter Richardson (The Radio Bureau), Gemma Fordham (NZME), Leon Wratt (MediaWorks Radio) & Alistair Jamieson (Starcom Worldwide).

Radio Industry Awards Committee

Bill Francis (Chair, RBA), Gemma Fordham (NZME), Leon Wratt (MediaWorks Radio), Darryl Paton, Janine Bliss (RBA) & Donna Bloxham (Executive Producer).

NZ Music Performance Committee

Michael Glading (Chairman), Paul Kennedy (Radioscope), Bill Francis (RBA), Janine Bliss (Secretary), Damian Vaughan (RMNZ), Leon Wratt (MediaWorks Radio), Gemma Fordham (NZME), Jeff Newton & Brendan Smyth (NZ On Air), Dylan Pellett (IMNZ) & Cath Andersen (Music Commission).

Radio Broadcasters Association
Level 4, Textile Centre, Kenwyn St, Parnell, Auckland
P O Box 8049, Symonds St, Auckland 1150
09 378-0788 www.rba.co.nz info@rba.co.nz