



Te Māngai Pāho

Māori Broadcasting
Funding Agency

Request for Proposal (RFP)

Guidelines For Producers

Outside Broadcast Radio Programme Funding

Closing Date

Midday, Monday 18 May 2009

Te Māngai Pāho
Level 8
Eagle Technology House
135 Victoria Street
Wellington 6011

Phone: 04 915 0700
Fax: 04 915 0701
Email: carl@tmp.govt.nz

www.tmp.govt.nz

INTRODUCTION	2
BACKGROUND	4
TE MĀNGAI PĀHO OBJECTIVES FOR RADIO	5
QUERIES	6
TIMETABLE	7
PROPOSAL	8
PROPOSAL INFORMATION REQUIREMENTS	9
ASSESSMENT OF PROPOSALS	10
PLANNING AND PREPARATION	11
GENERAL INFORMATION	12
CONTRACT NEGOTIATIONS	14
INSPECTION BY TE MĀNGAI PĀHO	17

Te Māngai Pāho is seeking to purchase a range of Outside Broadcast (OB) Radio Programmes for broadcast on the radio that will assist in promoting the Māori language and Māori culture.

This **Request for Proposal (RFP)** invites applications for the next Outside Broadcast Radio Programme funding round for the 2009/10 financial year.

Funding is made available to producers through an annual contestable funding pool. This year, Te Māngai Pāho is seeking to fund a number of Outside Broadcast Radio Programmes during the period from 1 July 2009 to 30 June 2010.

The funding contribution and number of Outside Broadcast Radio Programmes will be determined during the assessment process and will be based on a number of factors including the type of Outside Broadcast event being held, production cost/value, target audience and Māori language programming hours.

Target Audience Groups	Quantity of Māori Language Per Album	Level of Te Reo Māori	Number of Radio Programmes and Funding Available
Fluent Speakers of Te Reo Māori	70%+	Fluent	Determined as part of the assessment process
Second Language Learners	30-70%	Intermediate	
Receptive Audiences	Up to 30%	Beginner	

Te Māngai Pāho funding priorities are for programming of events that are of significant or national interest, that support the promotion of the Māori language and Māori culture and assist in capturing the widest possible national radio listenership.

Proposals should be largely targeted towards Fluent Speakers of Te Reo Māori, however due consideration will also be given for programming aimed at Second Language Learners and Receptive Audiences.

Applicants can apply provided they are:

- one of the 21 Iwi radio stations linked to the Iwi radio distribution system (Punga.net);
- a production company/broadcaster who will co-produce* the broadcast with one of the 21 Iwi radio stations linked to the Iwi radio distribution network (Punga.net).
- a production company/broadcaster linked to the Iwi radio distribution network (Punga.net).

*Note: Any co-producing arrangements are between the two parties and do not imply any contractual arrangements with Te Māngai Pāho. Any funding is paid directly to the applicant account identified on the application form.

Te Māngai Pāho is keen to source Outside Broadcast Radio Programmes that:

- supports the promotion of the Māori language and Māori culture;
- is of a high quality (both in terms of audio and production);
- is a full and complete 'live' Outside Broadcast;
- is delivered in te reo Māori appropriate to the target audience; and
- is able to capture a wide national radio listenership.

This RFP:

- provides an overview about the documentation to be supplied;
- outlines the criteria under which all proposals will be assessed, and
- a general overview about the key terms and conditions of a contract for successful applicants.

An outline of the required format and content of proposals is provided attached separate document titled, “**Outside Broadcast Radio Programme Proposal Format Outline and Required Appendices**”.

The closing date of acceptance of proposals for assessment is:

Midday, Monday 18 May 2009.

STATUTORY FUNCTION

Te Māngai Pāho is a Crown entity established under the 1993 amendment to the Broadcasting Act 1989. The statutory function of Te Māngai Pāho is clearly set out under Section 53B Part 1 of the Act as follows:

To promote Māori language and Māori culture by making funds available, on such terms and conditions as Te Māngai Pāho thinks fit, for broadcasting and the production of programmes to be broadcast and for archiving programmes.

MĀORI LANGUAGE STRATEGY

In making purchase decisions, Te Māngai Pāho takes into consideration the government's long term Māori language goals which encompass the following:

- The Māori language will be widely spoken by Māori.
- In particular, the Māori Language will be in common use within Māori Whānau homes and communities. All New Zealanders will appreciate the value of the Māori language to New Zealand society.
- The majority of Māori will be able to speak Māori to some extent. There will be increases in proficiency levels of people speaking Māori, listening to Māori, reading Māori and writing in Māori.
- Māori language use will be increased at marae, within Māori households and other targeted domains. In these domains the Māori language will be in common use.
- All Māori and other New Zealanders will have enhanced access to high quality Māori language education.
- Iwi, hapū and local communities will be the leading parties in ensuring local-level language revitalisation. Iwi-specific dialects of the Māori language will be supported.
- The Māori language will be valued by all New Zealanders and there will be a common awareness of the need to protect the language.

TE MĀNGAI PĀHO OBJECTIVES FOR RADIO

Te Māngai Pāho's role is part of the Government's wider Māori Language Strategy. Its work is complementary to and in support of initiatives in other areas and its objectives can be summarised as follows:

- Firstly, aiming to educate and inform the wider community about Māori language and culture by purchasing te reo Māori programmes and funding the broadcast of these.
- Secondly, aiming to provide support to those learning te reo Māori and learning about Māori culture by ensuring informative and entertaining programming appropriate to their interests and te reo Māori abilities is made available.
- Thirdly, aiming to facilitate through the broadcast medium of radio in an environment for te reo Māori as a living language, a language transmitted to the homes, workplaces, marae and other gathering places.

AUDIENCES

Te Māngai Pāho provides funding that promotes te reo Māori and Māori culture, in each of the areas identified above. The Te Māngai Pāho Funding Framework identifies these areas as three target audiences - Fluent Speakers of Te Reo Māori, Second Language Learners and Receptive Audiences (audiences without advanced Māori language skills who actively seek out Māori programming).

Te Māngai Pāho gives due consideration to proposals that will ensure the following objectives are addressed:

- A diversity of te reo Māori that contributes to the revitalisation of Māori language and Māori culture.
- A range of te reo Māori radio programmes for broadcast via the Iwi radio network.
- Te reo Māori programming which captures and sustains a national radio listenership.

Te Māngai Pāho seeks to fund proposals that support the promotion of te reo Māori and Māori culture and assists in capturing the widest possible national radio listenership.

Each year, Te Māngai Pāho may seek additional information from the Iwi radio network about the different OB events that their radio audiences would be/are interested in listening to. This information may be used as part of the request for proposal (RFP) and assessment process to help determine te reo Māori programming needs and target audiences as outlined in the Te Māngai Pāho Funding Framework.

If you have any queries in relation to this RFP please submit them in writing to:

Physical Address: Carl Goldsmith – Radio Manager
Te Māngai Pāho
Level 8, Eagle Technology House
135 Victoria Street
WELLINGTON 6011

Postal Address: Carl Goldsmith – Radio Manager
Te Māngai Pāho
PO Box 10 004
WELLINGTON 6143

Email: carl@tmp.govt.nz

Points of clarification on the RFP will be made in writing. Te Māngai Pāho will not be bound by any oral responses to questions regarding this RFP provided by any Te Māngai Pāho staff or Board members.

Periodically, questions and answers arising from queries by applicants relating to this RFP which Te Māngai Pāho considers may be of interest or relevance to others responding to this RFP will be posted on the Te Māngai Pāho web site (www.tmp.govt.nz) up to the closing date of this RFP.

It is essential that you get the completed proposal (5 copies) to our office **before** the closing time and date.

Closing Time and Date for All Applications:

MIDDAY, MONDAY 18 MAY 2009

By 30 June 2009: Notification of Board Decisions

Te Māngai Pāho reserves the right to vary any or all of the above dates as it deems appropriate.

Note: If a proposal is received after midday on the closing date it may not be considered in this round. However, Te Māngai Pāho reserves the right to extend the period allowed for submission of proposals at its sole discretion. Any late proposal on which Te Māngai Pāho chooses not to exercise its discretion will be returned to the person submitting the proposal.

Please note that Te Māngai Pāho will not accept emailed or faxed proposals.

In order for applications to be considered, **5 (Five) unbound** copies of a written proposal must be provided before the published deadline. This includes the completed Outside Broadcast Radio Programme Application Form and subsequent Appendices. Proposals need not necessarily be full colour or expensive.

A bulldog clip in the top left hand corner will suffice. When submitting proposals the recommended format is:

- 5 (Five) copies
- A4
- Unbound
- Page Headers with the OB Event Title on each page
- Numbered Pages

Please collate your proposal as outlined in the attached “OUTSIDE BROADCAST RADIO PROGRAMME PROPOSAL FORMAT OUTLINE AND REQUIRED APPENDICES”

Proposals should be a 'selling document' which provide a definition and succinct account of your project.

The quality of the project description is important. Keep it factual, accurate and to the point so as to hold the assessor's interest.

Proposals should be set out in the format outlined in the Appendices to this RFP. The format is set out in accordance with the assessment criteria.

Missing information or information which is hard to locate within a proposal may impact on the evaluation of the proposal.

Please see "OUTSIDE BROADCAST RADIO PROGRAMME PROPOSAL FORMAT OUTLINE AND REQUIRED APPENDICES"

PROCESS

Prior to an application being considered, a new client company (one that hasn't had a relationship with Te Māngai Pāho before) must supply additional documentation and references which enable Te Māngai Pāho to conduct a risk analysis and management assessment. Existing clients must have complied with all previous contractual obligations.

A panel comprising of independent industry representatives, a Māori language assessor and Te Māngai Pāho Management assesses and prioritises all applications.

Applications are assessed against Te Māngai Pāho's overall objectives and statutory obligations including:

- Effective and efficient use of public funds.
- Fostering within Aotearoa the revitalisation of Māori language and greater awareness of Māori values, practices and views.

The panel makes recommendations to the Board of Te Māngai Pāho. Applicants will be advised in writing of the Board's decision once the Board minutes have been ratified.

CRITERIA

The panel uses a weightings system to ensure the full range of criteria is considered:

Criteria Objectives	Weightings %
Te Reo Māori / Kaupapa Māori	25
Technical Ability / Production Value	15
Station Ability and Production Team Experience	15
Audience Reachability / Listenership Needs	20
Quality Assurance	15
Meets Needs and Objectives	10
Total	100%

PLANNING

Te Māngai Pāho is keen to improve the broadcast coverage of events which may be of interest to Māori listeners and stress the importance of applicant groups becoming more involved in the planning and coordination of events in their community.

It is essential that producers are involved with their local community groups, council, organising committees, and event coordinators from the beginning, to enable them to plan and prepare for the coming year.

It is in the applicant's best interest to provide an overview of the planning that has been carried out to enable the assessment plan to gain a clearer insight into the steps and preparation that has been undertaken (pre-production, during the event, and post-production) and to demonstrate their commitment to the event and to the planning process.

- Te Māngai Pāho does not intend to create any contractual legal obligations by calling for proposals, considering submitted proposals or negotiating with any or all of the applicants prior to the execution of a formal agreement between Te Māngai Pāho and a successful applicant who will be the funding recipient.
- It is not the intention of Te Māngai Pāho with this RFP to select one preferred applicant. Te Māngai Pāho reserves the right to negotiate concurrently with one or more applicants.
- This invitation by Te Māngai Pāho to submit a proposal should not be considered a recommendation to any organisation to submit one. Applicants must make their own independent investigations regarding all relevant matters.
- The applicant acknowledges that in considering funding proposals, Te Māngai Pāho is bound by the requirements of the Broadcasting Act 1989. Applicants should familiarise themselves with these requirements and in particular the requirements of Section 4 of that Act i.e. Section 4 (1) (a) - that the Radio Programme standards are consistent with the observance of good taste and decency.
- Any information which Te Māngai Pāho provides in relation to this RFP is believed by Te Māngai Pāho to be complete and accurate. However, Te Māngai Pāho makes no representation or warranty as to accuracy or completeness of any information so provided and each applicant must satisfy him/herself, as far as practical before submitting a proposal, as to the correctness and sufficiency of the proposal for this RFP.
- When evaluating the applications received, Te Māngai Pāho may need to seek further information from all or some of the applicants and reserves the right to do so. Any statements made by Te Māngai Pāho employees or Board members during the course of any meetings or discussions with the applicants do not bind Te Māngai Pāho when making any subsequent decision to enter into an agreement with an applicant or to reject any proposals.
- Any information supplied by Te Māngai Pāho to an applicant must be treated as confidential and must be used only for the purposes of submitting a proposal or clarifying a submitted proposal.
- Te Māngai Pāho reserves the right not to accept any proposal or the lowest priced proposal.
- Te Māngai Pāho is not under any obligation to check proposals for errors. Acceptance of a proposal that contains errors will not invalidate any contract formed arising from this RFP process.

- Te Māngai Pāho reserves the right to call and/or re-advertise for proposals or revisit any prior RFP process.
- Te Māngai Pāho reserves the right to suspend or cancel, (in whole or in part), this RFP or the RFP process.
- Te Māngai Pāho may vary the RFP by notice in writing to all persons submitting proposals. Proposals submitted in response to this RFP may not be varied once submitted without the prior written consent of Te Māngai Pāho.
- All costs incurred by applicants submitting proposals in preparing their proposals and during the preparations, negotiations and execution of any agreement within Te Māngai Pāho shall be borne by the applicants and Te Māngai Pāho will not have any liability for those costs.
- Tagged proposals and any proposals which do not fully comply with the requirements as outlined in this RFP may be considered, rejected or evaluated at the sole discretion of Te Māngai Pāho.
- Information disclosed in proposals to Te Māngai Pāho may be required to be disclosed to other members of the public pursuant to the Official Information Act 1982 however no information will be disclosed during the assessment process. By submitting a proposal there is consent to such disclosure as is deemed necessary by Te Māngai Pāho to comply with its obligations under the Act. To assist with this process, please indicate clearly in your proposal any information you consider to be commercially sensitive.
- Te Māngai Pāho will not be bound to give any reasons for decisions made as a result of this RFP or as an outcome of RFP assessment of any Proposals.
- None of Te Māngai Pāho employees, agents or advisors will be liable in contract or tort or in any other way for any direct or indirect damage, loss or cost incurred by any applicant or other person in respect of this RFP.
- The applicant shall not have any rights against Te Māngai Pāho of any nature whatsoever arising from the RFP process under this RFP and accordingly it shall not make any claim of any nature against Te Māngai Pāho, including but not limited to recover from Te Māngai Pāho (or any person associated with Te Māngai Pāho) any costs incurred in relation to this RFP or in respect of any lost expectation of profits.

The successful applicants will be required to enter into a formal agreement with Te Māngai Pāho on terms satisfactory to Te Māngai Pāho recording the terms and conditions on which Te Māngai Pāho will provide funding to the applicant.

Te Māngai Pāho is under no legal obligation to provide funding until the Funding Agreement is signed by both parties. Payment will then only be made in accordance with the Funding Agreement.

Note: A successful applicant may need to meet certain conditions before a funding agreement is executed and this may have an effect on the dates the production can begin, so applicants need to factor this delay in their production schedule.

The formal agreement to be entered into with Te Māngai Pāho will cover such matters as:

- Accountability for use of funds, including production and financial reporting.
- Provision of appropriate documentation for the nominated production bank account (e.g. bank deposit slip).
- Delivery requirements and compliance with the original proposal.
- The rights of Te Māngai Pāho in the event of contract default.
- Covenants that all necessary copyright and other authorities in relation to the Radio Programmes have been obtained.
- A requirement that a credit for Te Māngai Pāho be included.
- The right of Te Māngai Pāho as a funder to participate in sales income returns of the Radio Programmes.
- Te reo Māori monitoring and evaluation requirements.
- Reassurances that the product meets Radio Programme and Broadcasting standards.
- Reporting Requirements.

The formal agreement to be entered into with Te Māngai Pāho may also cover such matters as:

- Ownership of rights during production.
- Establishment of a separate entity for the production of the Radio Programme.
- Restrictions on bank offsets.

KEY PERSONNEL CHANGES

Producer's Responsibilities

The producer will be expected to keep Te Māngai Pāho informed about any changes to the production. Your project requires the services of a Te Reo Māori Consultant and that person needs to oversee the production from the beginning to the end of the project.

MILESTONE PAYMENT MADE AFTER THE EVENT

There is only one payment made to the successful applicant and this will be made once all contractual deliverables have been met and receipted by Te Māngai Pāho, for example, the Contract Holder will need to supply a:

- Full and Final Narrative Report;
- Cost Report;
- Te Reo Māori Consultant Report;
- 1 x Full OB Event Recording (Full and Complete Recording of the Entire Event);
- 2 x Thirty Minute Edited Highlights OB Event Recording; and
- GST Invoice.

CONTRACT REPORTING

A Final Narrative Report must accompany a full Cost Report against the Budget and is required within one month after the OB event has been broadcast.

Reports should be of sufficient detail so as to accurately describe the progress of the pre-production to post-production.

A successful applicant will need to report overruns and problems if and when they occur. They will also need to outline the solutions that have been adopted in these cases. Successful applicants are also required to disclose any related party transactions as well as any conflicts of interest throughout the process.

These are guidelines only but full reporting is a condition of Te Māngai Pāho funding agreements.

Te Reo Māori Consultant Report:

- Progress against the Te Reo Māori Content Plan.
- Noting any amendments required to keep the overall language quantity and quality on track.
- Monitoring progress.

Final Post-Production Report Comment on:

- Key personnel.
- The programme schedule (including changes if any).
- Confirmation of Broadcast Uptake by the Iwi radio network.
- Technical specifications (including changes/issues).

- Feedback from partner stations/producers (where applicable) and stations who supported the OB event.
- Evaluation from key personnel.
- Any other matters that may have had an affected on the broadcast (i.e. technical issues, breakdowns, audio quality etc).
- Related party disclosures and transactions.
- Any conflicts of interest.

Cost Reporting Against Budget:

- Narrative description on the progress of the Budget.
- Comment on any material departures from the Approved Budget.
- A detailed Cost Report showing expenditure to date. The Cost Reports should be at the level of detail shown in the Approved Budget.
- The Cost Report should show the comparison against the Approved Budget.
- The Cost Report should also include estimates of final completion costs.
- Related party costs need to be disclosed.

INSPECTION BY TE MĀNGAI PĀHO

Te Māngai Pāho reserves the right to review a production but will give up to 24 hours prior notice or such lesser time as may be reasonable in the circumstances of this happening. Te Māngai Pāho or a representative may inspect and/or conduct a financial review of the Producer's books, records, accounts and premises relating to your production (including verifying contents of any Progress Report, Cost Report or Final Report). Funding inspections may also be required to ensure appropriate financial and production management systems are in place before funding is confirmed.

Te Māngai Pāho has supplied an **OUTSIDE BROADCAST RADIO PROGRAMME APPLICATION CHECKLIST** which will assist you in completing all forms required to meet our RFP objectives.

NOW GO TO THE "OUTSIDE BROADCAST RADIO PROGRAMME PROPOSAL FORMAT OUTLINE AND REQUIRED APPENDICES".

YOUR APPLICATION NEEDS TO INCLUDE:

- **COMPLETED FORMS IN APPENDICES**
- **PLUS YOUR WRITTEN APPLICATION**

5 (Five) copies of your application need to arrive at Te Māngai Pāho

BEFORE the deadline of MIDDAY, MONDAY 18 MAY 2009.