



**Te Māngai Pāho**  
'Ko te reo te take'

# **MUSIC RECORDINGS & PUBLICITY**

## **MĀORI MUSIC FUNDING 2020-21**

Updated 22/07/2020

### **QUERIES TO:**

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## BACKGROUND

Te Māngai Pāho is a Māori language agency operating in the broadcast sector. Te Māngai Pāho's purpose is to promote Māori language and Māori culture.

The Māori language is currently somewhere between definitely endangered and severely endangered. As a result, this purpose is perhaps better expressed as an imperative to revitalize the Māori language and culture.

The primary levers that Te Māngai Pāho can use to pursue this revitalisation are to make funds available for broadcasting, producing programmes for broadcasting and archiving programmes.

Te Māngai Pāho also makes funds available for transmitting on demand, producing content for transmitting on demand and archiving content. In practice, this has translated to providing funding for Māori language programmes, Māori culture programmes and music, for television and radio broadcast.

However, Te Māngai Pāho is keen to ensure that all of the content it funds is available on multiple platforms.

## INTRODUCTION TO MĀORI MUSIC FUNDING

Te Māngai Pāho will conduct 13 Music-related funding rounds in the 2020-21 financial year. Five will be for Music Recordings & Publicity, four for Music Wānanga and four for Breakthrough Projects. This is a change to the way we have funded Māori Music in the past, with previous years being primarily focused on recordings with some promotion.

This RFP is for **Music Recordings & Publicity Funding**.

Music Recordings & Publicity has been allocated an annual budget of **\$500,000** in 2020-21.

He Mahere Whakapuaki Reo identifies rangatahi as an important focus for the Māori Media sector. In this RFP Te Māngai Pāho will be particularly interested in music for **rangatahi audiences**.

### APPLICATION DATES

The deadline for online applications, and decision dates, are set out as below:

Funding Round	Closing Date	Decisions
Round 1	Wed 24 Jun 2020, 5:00pm	Fri 10 Jul 2020
Round 2	Fri 21 Aug 2020, 5:00pm*	Fri 11 Sep 2020
Round 3	Fri 16 Oct 2020, 5:00pm	Fri 13 Nov 2020
Round 4	Fri 22 Jan 2021, 5:00pm	Fri 12 Feb 2021
Round 5	Fri 19 Mar 2021, 5:00pm*	Fri 9 Apr 2021

Te Māngai Pāho reserves the right to vary dates and rounds if required.

\*Rounds updated since original publication.

## RECORDING & PUBLICITY FUNDING

Te Māngai Pāho will invest up to \$6,000 (plus GST if applicable) for the eligible costs of producing a high value studio recording.

Additional funding up to \$2,000 (plus GST if applicable) is available to create a campaign and content that will increase NZ audience awareness and engagement when the recording is released.

## APPLYING FOR FUNDING

### WHAT WE FUND

Recordings & Publicity funding is available for waiata containing more than 50% Te Reo Māori, that are original and have not been released before.

Eligible recording costs: te reo consultant, studio time, studio engineer, music producer, music director, session musicians, mastering, and an artist creation/performance fee up to 10% of the total funded amount.

Eligible publicity costs: publicist hire, asset creation, campaign services, and additional social media.

Recording samples may be used within the work as long as they have been cleared for use. Te Māngai Pāho may request evidence of this prior to funding approval.

### REGISTERED PROVIDER

To apply for funding, applicants need to be a **Registered Provider** in our online funding management system, *Te Pūahatanga*. To register, applicants will need to provide background information including two trade references. To register go to: <http://funding.tmp.govt.nz/>

Registrations must be made in either your own legal name ('Individual') or the legal name of a Limited Liability Company or Trust ('Company').

Once confirmed as a Registered Provider, you will be able to submit an application for funding.

Individuals may submit only one track per round. They may also seek funding to assist a publicity campaign (including the production of publicity assets) to promote the same song.

Individuals may hold active contracts at any one time up to a combined maximum total of \$12,000.

Companies may submit up to two tracks per artist per round. They may also seek funding to assist a publicity campaign (including the production of publicity assets) to promote each song they have applied for.

Companies are not limited to the number or value of music contracts they hold.

## ELIGIBILITY

Incomplete applications; applications from applicants with overdue contracts; and applications that will propel an Individual Registered Provider beyond the maximum total allowed will not be considered for funding. Ineligibility will be notified as soon as practically possible however this may be after the closing of a round. It is the responsibility of the applicant to ensure that they are eligible.

## PATHWAY

There are two pathways to Māori music Recordings & Publicity funding: as an **Established Artist** or **Developing Artist**.

**'Established'** in this context means 'ready to go'. You will have held a funding contract before, and already know how to release and maximise publicity of your waiata. We expect Established Artists will produce at least 80% of funded works this year.

**'Developing'** in this context means 'just starting out/limited experience' in:

- funding contract management;
- studio recording;
- music industry practise eg. copyright, publishing, licensing;
- publicity;
- business administration.

Developing Artists will need to have attended a Te Māngai Pāho funding workshop prior to application. (Dates online at [www.tmp.govt.nz](http://www.tmp.govt.nz).) Developing Artist project will be held to the same standards as that of an Established Artist but Developing Artists will be offered more support through the recording and reporting processes, and at the time of release as well.

## APPLICATION INFORMATION

### RECORDING

- Song title
- Performing artist name
- Composer/s
- Genre
- Lyric sheet – Māori and English
- Audio demo
- Production treatment
- Recording budget
- Online audience (social media numbers)
- Industry awards, notable recognition

### PUBLICITY

- Song title/campaign name
- Publicist background, track record
- Concept overview
- Plan including asset development and pitching timeline
- Publicity budget

## ASSESSMENT

A panel comprised of independent te reo Māori experts, iwi radio programmers and music industry practitioners will assess all applications. During the assessment process, the panel will use separate weighting systems for each of the pathways to ensure that a range of relevant criteria are considered:

<b>MUSIC RECORDINGS</b>			
<b>Established Artist</b>		<b>Developing Artist</b>	
<b>Reo/lyrical craft 25%</b>		<b>Reo/lyrical craft 25%</b>	
Theme	5%	Theme	5%
Styling suits music genre	5%	Styling suits music genre	5%
Fluency, articulation	5%	Fluency, articulation	5%
Grammar suits music style	5%	Grammar suits music context	5%
Lyrics are memorable/singable	5%	Lyrics are memorable/singable	5%
<b>Music craft 25%</b>		<b>Music craft 25%</b>	
Song structure	5%	Song structure	5%
Melody	5%	Melody	5%
Feel	5%	Feel	5%
Performance	5%	Performance	5%
Potential uptake by rangatahi	5%	Potential uptake by rangatahi	5%
<b>Audience and Reputation 25%</b>		<b>Audience potential 25%</b>	
Online following (numbers)	5%	Online following (numbers)	5%
Activity (engagement)	5%	Activity (engagement)	5%
Airplay and chart success	5%	Airplay potential	5%
Awards, notable recognition	5%	Live performance experience	5%
Overall reputation	5%	Audience strategy	5%
<b>Budget &amp; Business 15%</b>		<b>Business Readiness 25%</b>	
Budget justification	5%	Management & Admin in place	5%
Performance history, reliability	5%	APRA registered	5%
Overall reputation	5%	Distribution deal in place	5%
<b>Funding history with us 10%</b>		TMP funding workshop completion	
Delivery history	5%	Other music or business workshops	
Current status	5%		
<b>PUBLICITY</b>			
<b>Established Artist</b>		<b>Developing Artist</b>	
<b>Campaign 100%</b>		<b>Campaign 100%</b>	
Publicist track record and credibility	25%	Publicist track record and credibility	25%
Planning (including asset development and pitching timeline)	25%	Planning (including asset development and pitching timeline)	25%
Budget justified	25%	Budget justified	25%
Potential for cut-through	25%	Potential for cut-through	25%

## QUERIES AND CHANGES TO TIMETABLE

### QUERIES

Any queries in relation to this RFP document are to be submitted in writing to:

Nadia Marsh  
Kaiarahi Pūoro  
[nadia@tmp.govt.nz](mailto:nadia@tmp.govt.nz)

or

Te Māngai Pāho  
PO Box 10 004  
WELLINGTON 6143  
Attn: Nadia Marsh

Periodically, questions and answers arising from queries by applicants relating to our RFP process will be posted on the Te Māngai Pāho website [www.tmp.govt.nz](http://www.tmp.govt.nz). Te Māngai Pāho reserves the right to do so, up until the application deadline.

### CHANGES OF TIMETABLE

From time to time it may be necessary to vary the timeframes published for an RFP and Te Māngai Pāho reserves the right to vary any or all of the dates within this RFP as it deems necessary or appropriate.

Te Māngai Pāho reserves the right to extend the period allowed for submission of proposals at its sole discretion. However, once the funding round is closed applicants will no longer be able to access the online Application Form. Our policy is that extensions may only be granted by the Chief Executive of Te Māngai Pāho and this discretion will be exercised sparingly.