



Te Māngai Pāho

Request for Proposals News and Current Affairs: 2023/24

Closes: 5:00pm - Friday, 25 August 2023

All queries:

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**Ko te reo
te take!**

Hei Whakataki

Introduction

Te Māngai Pāho funds content for diverse platforms that promotes te reo Māori and Māori culture, and under Te Ture mō te reo Māori aims to protect te reo Māori as a taonga under Te Tiriti o Waitangi.

Te Māngai Pāho is committed to supporting the Māori media sector and collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation. Our role in that is to ensure te reo Māori, tikanga Māori and Māori culture is reflected in the media to build greater awareness, appreciation of te reo Māori, values, practices and views within Aotearoa.

The Crown's strategy for Māori language revitalisation has three audacious goals by 2040:

- Goal 1: Eighty-five per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity;
- Goal 2: One million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori;
- Goal 3: One hundred and fifty thousand Māori aged 15 and over will use te reo Māori as much as English by 2040.

All content initiatives in response to this RFP should contribute to achieving these goals.

If you are new to our funding application process and would like further guidance on how to apply, your proposal, or have any questions regarding this RFP please feel free to contact juneea@tmp.govt.nz.

Te Pūtake

Purpose

Te Māngai Pāho seeks full proposals for the creation of both:

- Receptive (30 – 70%) and/ or
- Fluent (70% – 100%)

te reo Māori news and current affairs projects for general audiences to distribute via established platforms, with priority given to those with broadcast support, consent, and commitment.

Since its inception, Te Māngai Pāho has supported quality Māori journalism made by Māori about Māori issues, and interests. Te Māngai Pāho understands the important role it plays in creating space for our content, perspective, and language on matters deemed of local, national and international relevance and importance.

Māori journalism provides plurality of voice and addresses the potential for imbalance in our political landscape especially in respect of that demand te reo Māori and Māori perspectives are heard and considered. To ensure Māori journalistic capability within the sector, Te Māngai Pāho is committed to continuing its support for the production and distribution of Māori news and current affairs.

Te Māngai Pāho is prepared to allocate up to \$5m (plus GST) of funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

Te Kaupapa Matua

Request for Full Proposals

- Applicants with platform support will be prioritised.
- There is an expectation that the broadcasters demonstrate their commitment to the various programmes by way of marketing and distribution, as well as internal support.
- A willingness to share content between platform and iwi radio networks
- The content must be available freely for distribution on other unrelated platforms.
- Evidence of platform co-investment, support and third-party marketing support is encouraged and will also be preferred.

- Projects must adhere to the current Media Standards in Aotearoa
- Proposals that leverage other resources and agencies specific to the idea will be preferred.
- Production entities applying for this funding are required to demonstrate a genuine commitment to te reo Māori themselves as well as the project.
- Collaboration between organisations is encouraged. Content distribution agreements, aggregation by platforms/publishers, sharing resources or co-producing content supports the effective use of the limited funding available to the sector.

This RFP is for content only and Te Māngai Pāho does not intend to fund Apps or Platforms through this funding initiative.

Te Whakatakotoranga o Te Tono

Format for Full Proposals

A full proposal should provide a succinct and compelling description of your project and how it contributes to quality Māori journalism within the sector.

Proposals should include:

- The project, and its commitment to providing quality Māori journalism
- Treatment, style and tone
- Te reo Māori strategy
- Key personnel
- Full budget
- Full schedule
- Platform/broadcasting partner commitment
- Commitment to capacity building
- Previous years data and analytics (if a returning programme)
- Marketing and distribution strategy
- Articulate the team will adhere to ethical and professional standards

Assessment Criteria

for Full Proposals

The Applicant (15%)

- **Experience and capability of the applicant (5)**
 - Experience/capability of the applicant to produce quality Māori content.
- **The applicant's commitment to te reo Māori (5)**
 - Productions entities applying for this funding are required to demonstrate a genuine commitment to te reo Māori themselves as well as the project.
- **Capacity building (5)**
 - The project will build Māori capacity in the sector.

Quality of Concept (30%)

- **Commitment to quality Māori journalism (10)**
 - Innovative, appealing, quality Māori centric idea.
 - Key personnel identified.
 - Promotion of te reo Māori or Māori culture.
 - Projects must adhere to the current Media Standards in Aotearoa.
- **Execution of the idea is clearly articulated (5)**
 - Treatment.
 - Easy to understand.
 - Previous success to deliver quality content.
- **Budget/ Schedule (5)**
 - Quality of financial information (budget, schedule, health and safety etc).
- **Research, key support and insights identified (5)**
 - Data insights from previous series/rationale for the need of the show.
 - Key consultation and/or support in relation to the idea identified.
- **Other contributions/Leverage (5)**
 - Evidence of platform co-investment, support and third-party marketing support is encouraged.

Te reo Māori, Tikanga Māori (30%)

- **Relevant, natural, engaging use of te reo Māori throughout the content (10)**
 - Considers the needs of all people learning te reo Māori.
 - Key talent.
 - Reo speakers identified.
 - Plan on how te reo Māori will be used in the funded content.
- **Te reo Māori outcomes and how they will be achieved (10)**
 - Commitment to impact reporting and measuring.
 - Pou tiaki reo involved throughout ideation and will provide meaningful consultation throughout the project.
- **Cultural practices and values are reflected in the proposal (5)**
 - Cultural safety plan if applicable.
- **Fluent content (5)**

Distribution and Marketing (20%)

- **Marketing and promotional plan to reach audience (10)**
 - Potential size of audience.
 - Proposals that have an understanding on how to reach their target audience.
 - Promotion of te reo Māori and Māori culture.
 - Evidence of platform co-investment, support and third-party marketing support is encouraged and will also be preferred.
- **Platform support (10)**
 - Applicants with platform support will be prioritised.
 - The content must be available freely for distribution on other unrelated platforms.
 - Collaboration between organisations is encouraged. Content distribution agreements, aggregation by platforms/publishers, sharing resources or co-producing content supports the effective use of the limited funding available to the sector.

Potential for Impact (5%)

Wātaka

Timeline

Monday, 3 July 2023	RFP Published
5pm, Fri 25 August 2023	Deadline for full proposals submitted via the online application system
Friday, 22 September 2023	Decision letters distributed

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

If a proposal is received after 5:00pm 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. Our current policy is that extensions may only be granted by the Chief Executive of Te Māngai Pāho.

Te Tono ā-Ipurangi

Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho, to submit an application. Only applications submitted through this portal will be considered. Registrations will be accepted up to two business days before a funding deadline. Please have your full proposal ready to upload when you submit your application. Applicants will not be able to submit proposals until all the required fields have been completed, so please do not leave completion of your application to the last minute.

You can save your application at any time throughout the process and come back to it via your dashboard prior to the deadline. Key 'compliance' information from your Registered Provider data will automatically populate your funding Application.

Ngā Tikanga me ngā Herenga

Reserved Rights and Terms and Conditions

- You must bear all your own costs in preparing and submitting your proposal
- You represent and warrant that all information provided to us is complete and accurate
- We may rely upon all statements made in your proposal
- We may amend, suspend, cancel and/or re-issue the RFP at any time
- We may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
- Late proposals will only be accepted on the approval of the Chief Executive.
- We may seek clarification of any proposal and meet with any submitter(s)
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal