

# COMMUNITY ACCESS MEDIA: Reach your audience

## Livestream and podcasts:

[accessmedia.nz](http://accessmedia.nz)

**Mobile app:** [accessmedia.nz](http://accessmedia.nz)

**Twitter:** @AccessMediaNZ

**Facebook:**

@CommunityAccessRadio

**Youtube:** CAMA

<https://bit.ly/3fojifg>

**Website:** [cama.nz](http://cama.nz)

**Subscribe to our newsletter:**

<https://bit.ly/3fnBjuf>

## Access media is not:

- It's not a commercial station using commercial radio formats and other commercial programming elements, for example a breakfast show or drive time.
- It's not a for-profit organisation.
- News or current affairs is not a part of stations' core business.
- It doesn't place a priority on radio commercials in their traditional formats as a source of revenue.
- It's not a place where 'down time' is filled by volunteers coming in and playing at being DJs spinning their own tunes.
- It doesn't have a single target audience.
- As a sector we believe every person should have a space in media. It means access media is a community resource that's vital for representation and democracy.

Community Access Media is at its purest when under-represented individuals or groups classified by section 36(c) of the Broadcasting Act criteria are given the means to produce and broadcast content (and in their languages) about issues facing their communities and within the parameters of broadcasting standards.

The nature of our operations is very different to commercial stations. As community stations and NFPs, we are selective in what we will advertise and because our priority is serving our various communities, any external content that gets aired needs to be beneficial to those communities.

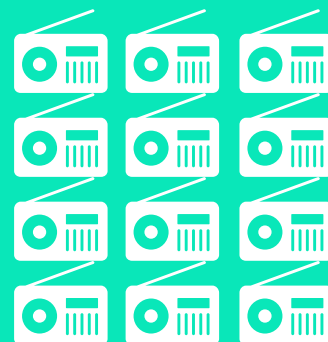
We represent many niche communities, and our audiences change completely from programme to programme. The number of listeners at any given time will typically be smaller than mainstream radio, but fully representative of their language, ethnicity or special interest, meaning messages can be reliably targeted.

Tailor your messages to speak directly and authentically to your target audience - in their language.

Community Access Media Alliance is the representative body for the 12 community radio stations in Aotearoa.

Cost for advertising (GST excl)	30s	60s
Major market	\$20	\$40
Minor market	\$15	\$30
Station scheduling/production/voicing (per month)	\$600	\$700
CAMA facilitation	15%	15%

## 12 COMMUNITY ACCESS MEDIA STATIONS ACROSS AOTEAROA



**Note, prices are subject to change and don't include admin/translation services.**

# Evolution of community access media in Aotearoa

## 1. UNESCO's Lifelong Learning Emphasis (1970s)

- UNESCO highlights the importance of lifelong learning.
- Radio New Zealand adapts with community education programmes.

## 2. Birth of Access Media Stations (1980s)

- RNZ forms a unit for AM frequency access programmes for up to 120 hours a month.
- Wellington Access Radio launched in 1981, marking the first of 12 access media stations.
- More than 500 groups in 35 languages produce programmes by 1984.
- Arrow FM and Plains FM established in 1986, and Planet FM established in 1987.

## 3. Deregulation and Broadcasting Commission (1988)

- New broadcasting legislation in 1988 deregulates the sector.
- Broadcasting Commission (later NZ On Air) ensures social objectives in broadcasting.
- Fear of decline in the market addressed by prioritising local content.

## 4. NZ On Air's Key Role (1989)

- 1989 Broadcasting Act establishes NZ On Air.
- Ministerial directive commits NZ On Air to fund access media for non-profit community groups.
- NZ On Air publishes funding guidelines to purchase section 36(c) programming hours from potential broadcasters.

***“There is no single definition of community broadcasting, and there are almost as many models as there are stations. But it can be defined as offering a service to the community in which it is located or which it serves, while promoting community expression and participation. It is distinct from state-run and commercial radio.”***

-World Association of Community Broadcasters

## 5. Growth of Access Media Stations (1990s-2010s)

- OAR FM (formerly Hills AM) established in 1990, Free FM and Fresh FM established in 1991, Radio Southland established in 1992.
- NZ On Air guidelines amended to prioritise proposals serving a population of 50,000 or more.
- Radio Hawke's Bay (formerly Radio Kidnappers) established in 1995, Coast Access Radio launched in 1996, Manawatu People's Radio launched in 1997, and Access Radio Taranaki launched in 2010.

## 6. State Funding and Community Engagement (1994-2010s)

- Community access radio receives up to 60% state funding.
- Association of Community Access Broadcasters (ACAB) formed in 1994.
- ACAB evolves into the Community Access Media Alliance (CAMA) in 2019.

## 7. Access Media in the Digital Age (2000s-2020s)

- Stations embrace digital technology, live streaming by 2008.
- Access Internet Radio project introduces podcasts in 2007.
- Accessmedia.nz, launched for podcasting and streaming.
- Community Access Media Alliance coordinator - now national representative - established in 2020 to elevate sector's profile, build and maintain relationships with national organisations and agencies, and to build the profile of the sector.
- Aotearoa New Zealand Public Media Bill established in 2022, but falls short in 2023.
- Broadcasting Act 1989 reforms commence in 2023.
- CAMA signs MOUs with NEMA and RNZ.

# 1. Services: 'By, for & about'

Community Access Media prioritises people and groups prescribed by s36(c) of the Broadcasting Act by offering facilities, training, and support to create content "by the people, for the people, and about the people".

Unlike mainstream media, the sector provides a platform for underserved communities to share their stories, views, cultures, and languages without editorial control. The sector champions and protects the freedom to express ideas, values, and beliefs within the law.

Without the sector, Aotearoa's communities could see:

- Increased feelings of 'otherness', exclusion, and isolation;
- The decline - and archive of - hyper-local, diverse content.
- A homogenous media landscape that lacks diversity, representation, authenticity, and autonomy; and
- Fewer protections for minority interests, and languages,

## Broadcasting Act 1989, s36(c)

"to ensure that a range of broadcasts is available to provide for the interests of—

- (i) women; and
- (ii) youth; and
- (iii) children; and
- (iv) persons with disabilities; and
- (v) minorities in the community including ethnic minorities; and
- (ca) to encourage a range of broadcasts that reflects the diverse religious and ethical beliefs of New Zealanders;"

## What does the community have to say?

*"My podcast/programme is for the rainbow community, first, and for any supportive, kind and curious individuals. Verbal feedback from listeners has been universally supportive and enthusiastic. Having a safe and supportive space to record and learn and engage with the community is so invaluable to me and has been such a rewarding experience."* - **Mel Carey, OAR host of 'The Rainbow Umbrella'**

*"There is a sense of ownership. It is 'my' programme. I own it. I make it. This is important. If you think of normal radio stations, people come with their qualifications and CVs to own the post and the programme. With Planet FM I qualify because I am."* - **Filipo, Kainga Fo'ou i Aotearoa, Planet FM**

*"Radio Southland gives a voice to sections of the community that would not otherwise have a voice. These sectors are many and varied and include diverse cultural groups, the elderly, gender diverse groups and special interest groups. This voice is empowering and allows people to develop meaningful connections."* - **Leon Hartnett, Greenlight Innovations, Radio Southland**

*"Wellington Access Radio have become our home our voice for many communities where their voices are not heard in general media. The station has played a pivotal role in enabling us to produce our podcast and program, amplifying our voices and facilitating the growth of our initiatives. [WAR's] unwavering support has been instrumental in empowering us to make a meaningful impact within our communities. Through [WAR], we have been able to reach a broader audience and foster connections that transcend cultural boundaries. [WAR's] commitment to diversity and inclusivity has not only enriched our programs but has also served as a beacon of hope for all communities."* - **Voices of Aroha, Wellington Access Radio**

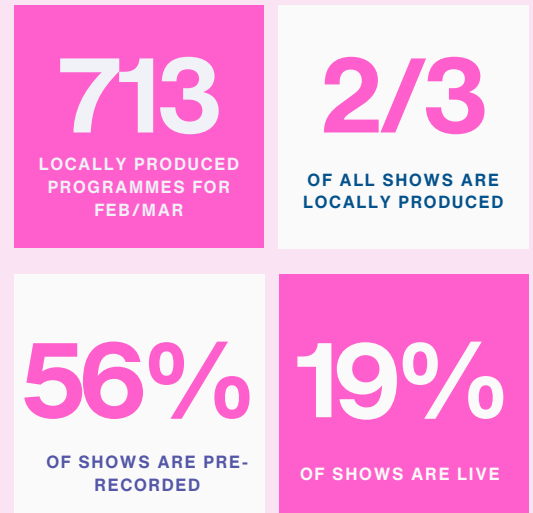


# 1. Services: 'By, for & about'

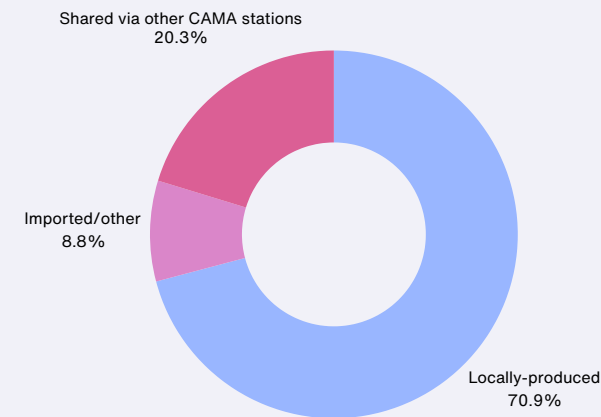
## 1 (a) National snapshot: Content 'by, for, & about'

For the survey period, 713 shows were produced across 11 of the 12 CAMA stations, making up two-thirds of the total broadcast content. Locally produced shows included all shows generated using station facilities. Shared content included shows sourced from other CAMA stations, and 'imported/other' could include shows sourced from external providers outside of the sector, e.g., the BBC World Service feed.

Stations have a flexible approach to scheduling. Station staff tend to organise slots according to theme while balancing what's needed against content-maker availability. All stations use some form of playlist, and the use of news varies across the board.

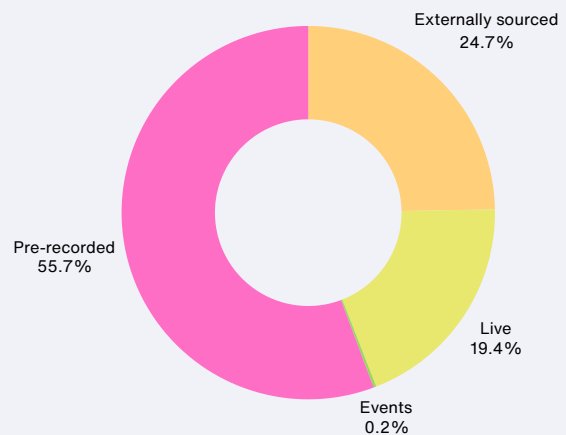


### HOW SHOWS ARE SOURCED



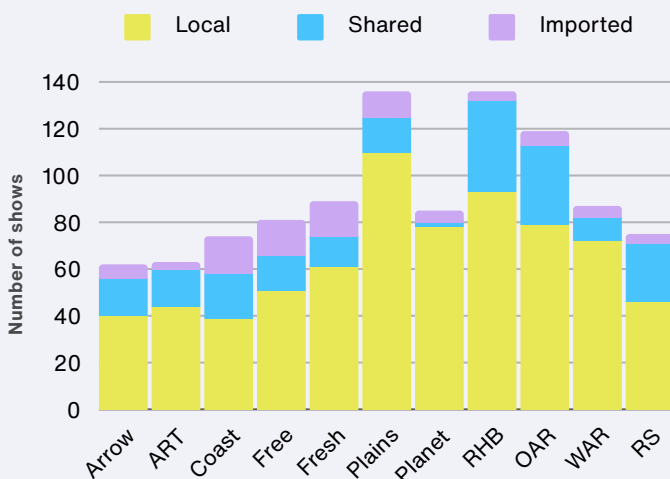
\*NB: 11 of 12 stations contributed data

### SCHEDULING FORMAT



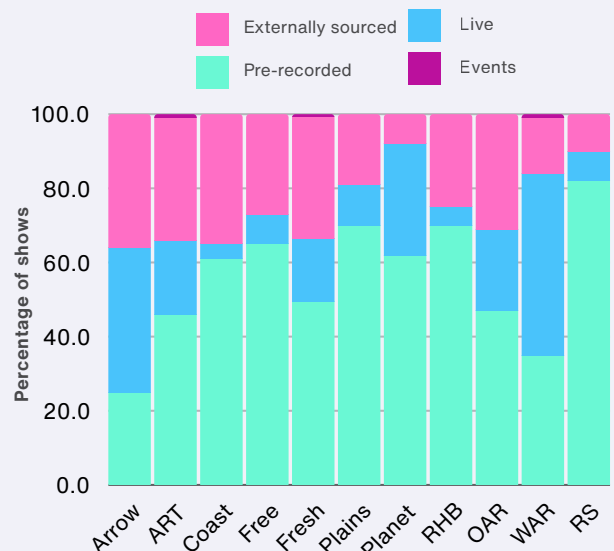
## 1 (b) Station snapshot: Content 'by, for and about'

### HOW SHOWS ARE SOURCED AMONG STATIONS



\*Stations have varying programming policies, allowing for irregular programming such as one-off or monthly shows.

### SCHEDULING FORMAT



\*NB: 11 of 12 stations contributed data



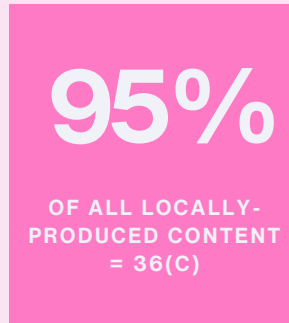
# 1. Services: 'By, for and about'

Stations are substantially funded by NZ On Air. To qualify, stations must provide access to radio broadcasting facilities to local community groups, organisations, and individuals to make and broadcast programmes for a minimum number of hours.

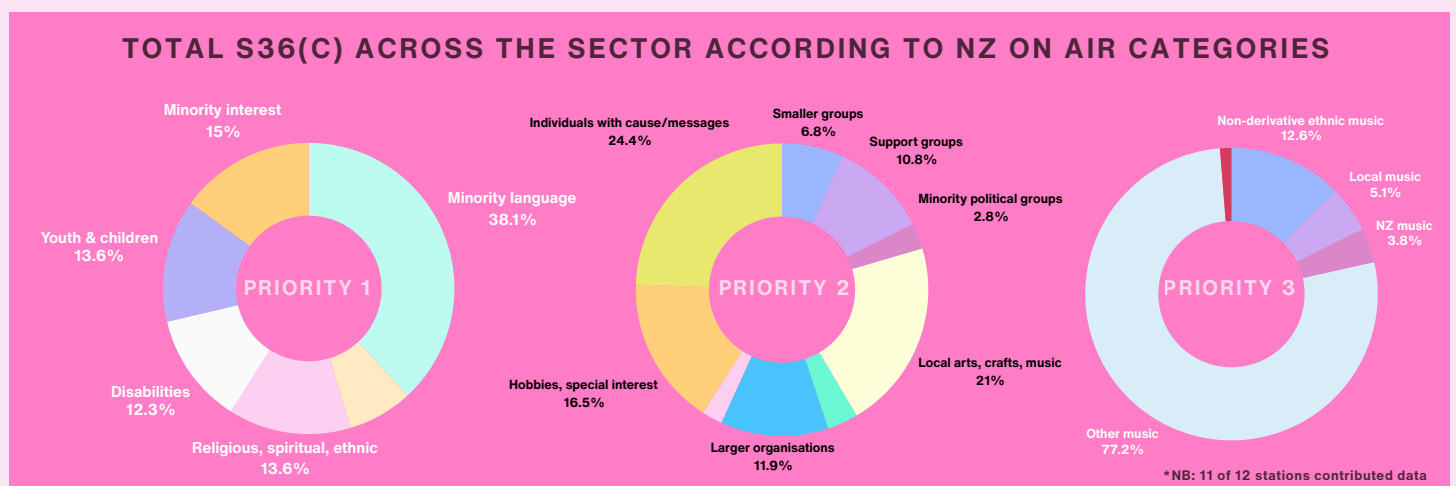
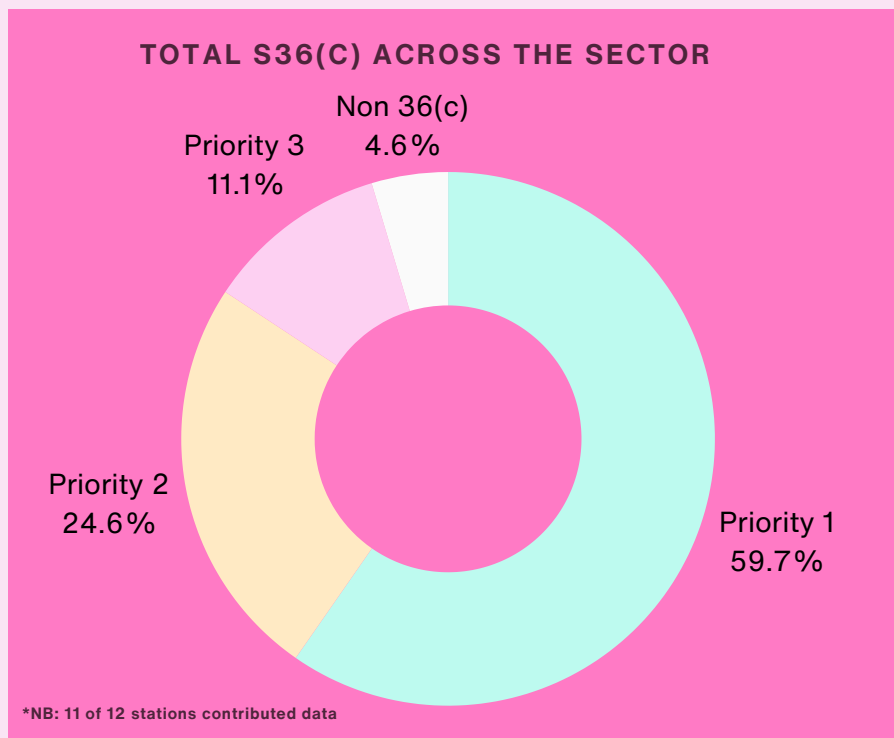
Content is prioritised according to NZ On Air guidelines. The criteria indirectly refers to the s36(c) Broadcasting Act categories.

## 1 (c) National snapshot: Total s36(c) content across the membership

For the survey period, 95% of all locally produced shows were classified as s36(c) content. Notably, compliance with s36(c) vastly changes according to each station's interpretation of the NZ On Air prescribed s36(c) categories.

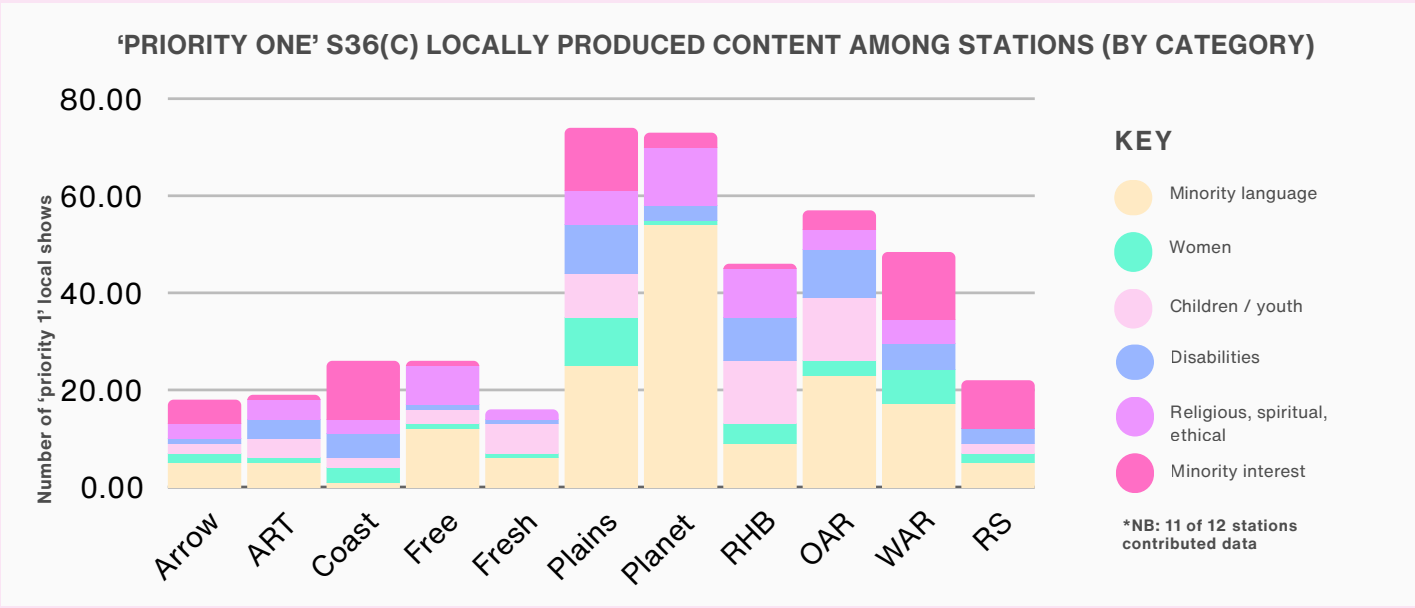
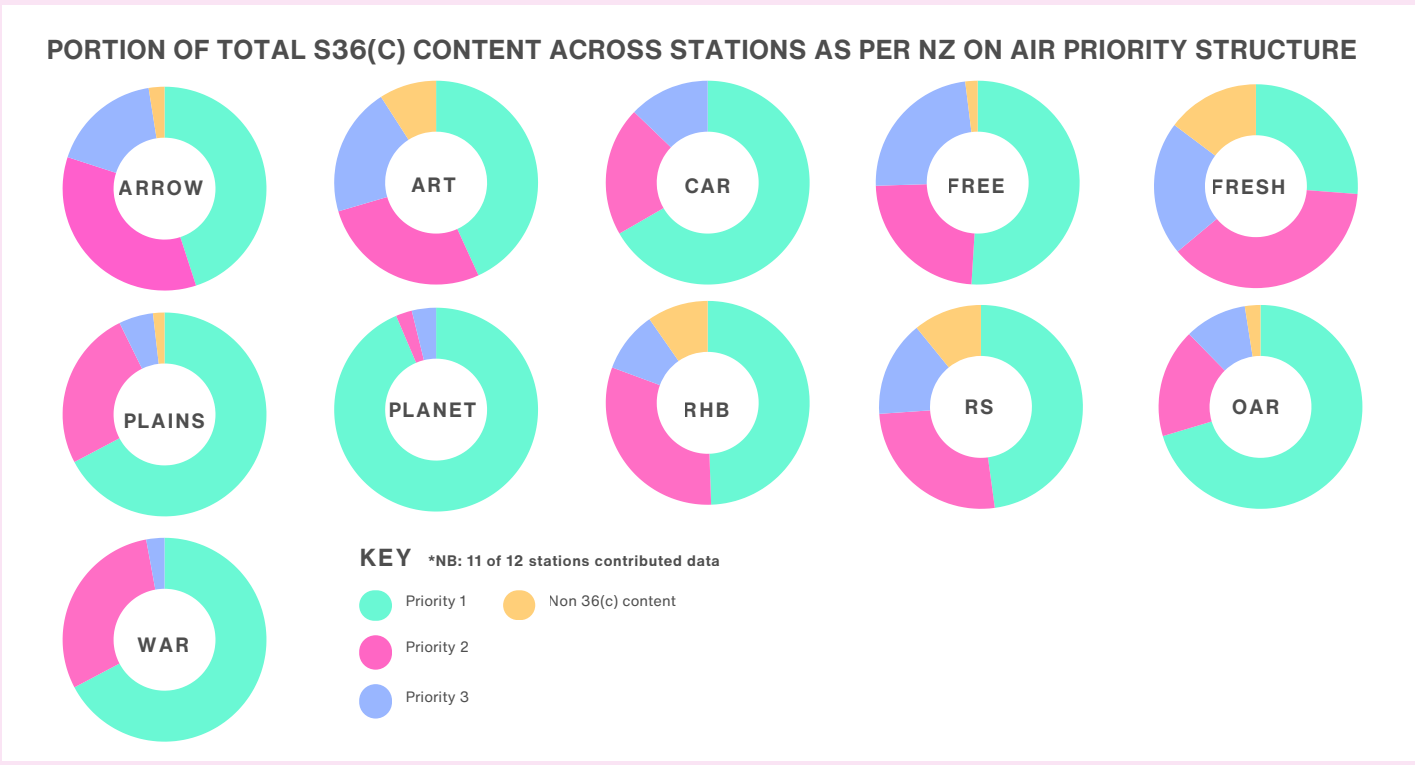


NZ On Air s36(c) system	
Priority 1	Minority language
	Women
	Children
	Disabilities
	Youth
	Religious, spiritual, ethical
	Minority interest
Priority 2	Smaller groups lacking resources
	Support groups for people with special needs
	Minority political groups
	Local arts, crafts, music
	Educational and training institutes
	Local sporting interest
	Larger local, regional, national organisations
	Those unable to access other media
	Local hobbies, special interest, recreational
	Individuals with a cause, concern, message, or interest
Priority 3	Special music shows not catered for elsewhere: (a) Non-derivative ethnic music (b) Local and regional music (c) NZ music not currently marketed (d) Other music categories



# 1. Services: 'By, for and about'

## 1 (d) Station snapshot: S36(c) content across stations



**What our listeners have to say:**

*"I've just been listening to all of the 'Express Aotearoa' episodes on Spotify and I just wanted to say thank you!! I feel so seen as a young queer person living in Aotearoa, and well Taranaki. I think what you're doing is SO COOL and I can't wait to keep listening, Thankyou for creating a safe place where queer people can just listen in and feel as a part of a community," - ANON, listening to Access Radio Taranaki*

*"Once again driving 24/7 for grape harvest in Blenheim, and very happy to tune in to Freshfm at all hours, for your great mix of nice interesting music." - John Faber, listening to Fresh FM*

*If, like me, you are ready and open with a truly genuine desire to learn the true history or Aotearoa, to be an ally for change and Tangata Tiriti - just listen...you may cry, you may get angry, you may feel some shame and guilt...[...]As a teenager in the 80s, I realise how much I just don't know, was never taught. Listen, share and move forward with hope and aroha for a better Aotearoa." - ANON, listener of Plains FM's 'Becoming Tangata Tiriti'*

# 2. Services: Hyper local content

**Community Access Media allows urban and rural communities to tell their stories (and in their own language). It offers a home for people to feel empowered, collaborate, connect, learn, and thrive.**

The sector prioritises communities that are underserved in mainstream media and who are traditionally hard to reach. Key community members have programmes to connect to their people, and our services bring different communities together, which improves social cohesion.

Our services paint a picture of everyday regional and urban life, culminating in an audio library of local people's voices and stories. This is particularly important given regional media has declined in the last decade. The sector is unique as it is the only media service where content is directly distributed 'by' communities.

Community Access Media also offers a platform for local businesses and organisations to promote events and share important civic information. Ultimately, community access media builds regional pride, which indirectly boosts local tourism.

## Example - Access Radio Taranaki

For 10 years, an eclectic and ever-changing group of women meet every Tuesday at Puke Ariki Library in New Plymouth. Called "Migrant Women Meet" this group is open to any woman who is new to Taranaki. Access Radio Taranaki's community engagement team are very involved, and several radio shows have emerged as a result, such as:

- **'Making Yourself At Home'**: A one-hour weekly show, on air since 2017 that gives a voice to a community of people who might feel displaced, isolated, and even invisible.
- **'Cool African Groove'**: A one-hour weekly multi-language show, on air since 2020 where Zimbabwean couple, Cheryl and Vic Mudawarima share African stories and music.
- **'Kowi Corner'**: A half-hour, fortnightly Korean language radio show on air since 2023.

Other community initiatives have also formed out of the group, such as:

- **World Class Conversations Group** meets every Friday at Ryman's Jean Sandel Retirement Village. It helps new migrants practise English with the residents in a friendly environment. Access Radio Taranaki community liaison, Michelle Brent, started and leads this initiative.
- **Sisonke Taranaki African Community** was formed by Access Radio Taranaki content maker Cheryl Mudawarima, who organises events such as 'Africa Day'.

## What our content-makers have to say:

*"I am a local Kapiti resident. I am 61 years of age with mobility issues due to a stroke as well as partial hearing and blindness. The opportunity to be on the radio is a lifelong dream. I often talk about disability, both mental and physical, as well as my interest in words, idioms and phrases."* - **Paul Curwen, host, Coast Access Radio**

*"In many circumstances we are probably the only avenue for many local writers to discuss their books and for local literary event organisers to publicise what is coming up for those wanting to participate. It also allows a wide range of listeners free access to the discussion of local, national and universal issues of interest. PlainsFM continues to provide essential platforms on air and online for our programme."* - **Morrin Rout, 'Bookenz' host, Plains FM**

*"Otago Access Radio plays a crucial role in providing a platform for diverse voices, fostering a sense of community, and promoting local culture and events. The station has been instrumental in bringing together residents of all ages and backgrounds, creating a shared space for information, entertainment, and community engagement. Moreover, Otago Access Radio has a proven track record of collaborating with local organisations, schools, and businesses to promote community development and awareness."* - **Kitty Brown, Dunedin Writers and Readers Festival events manager, OAR FM collaborator**

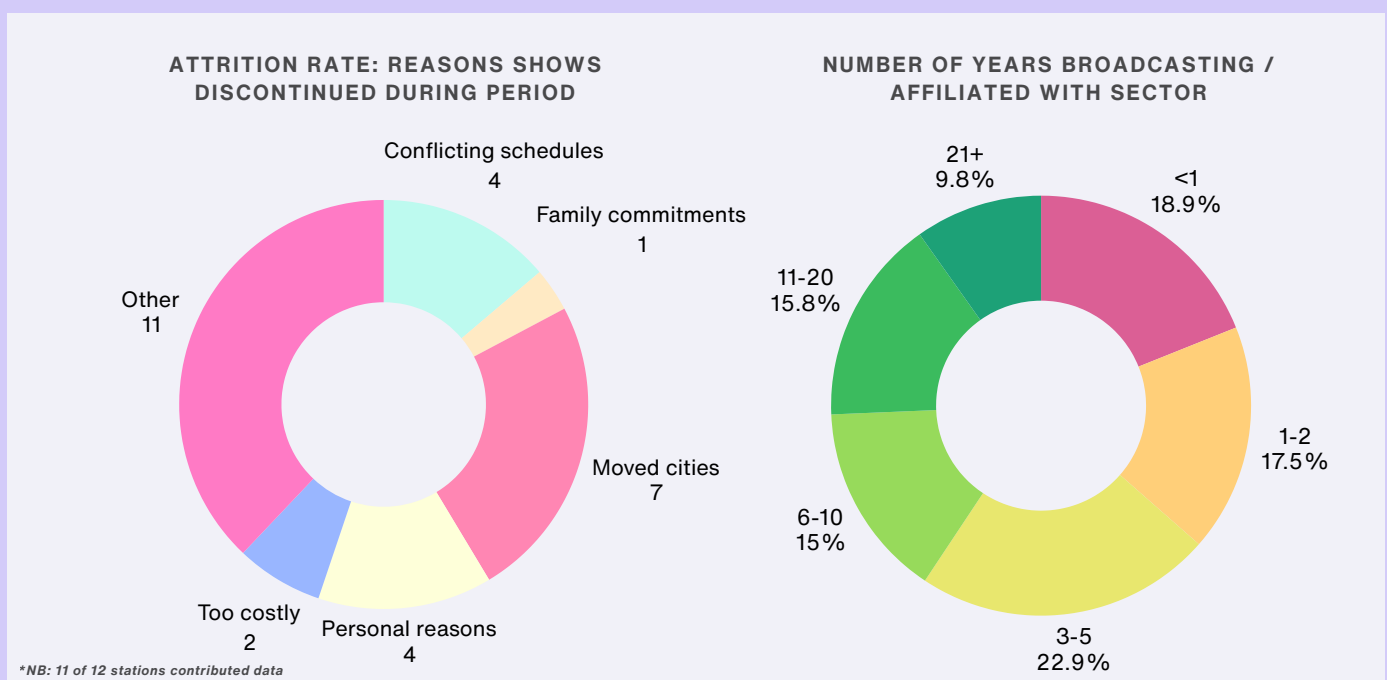
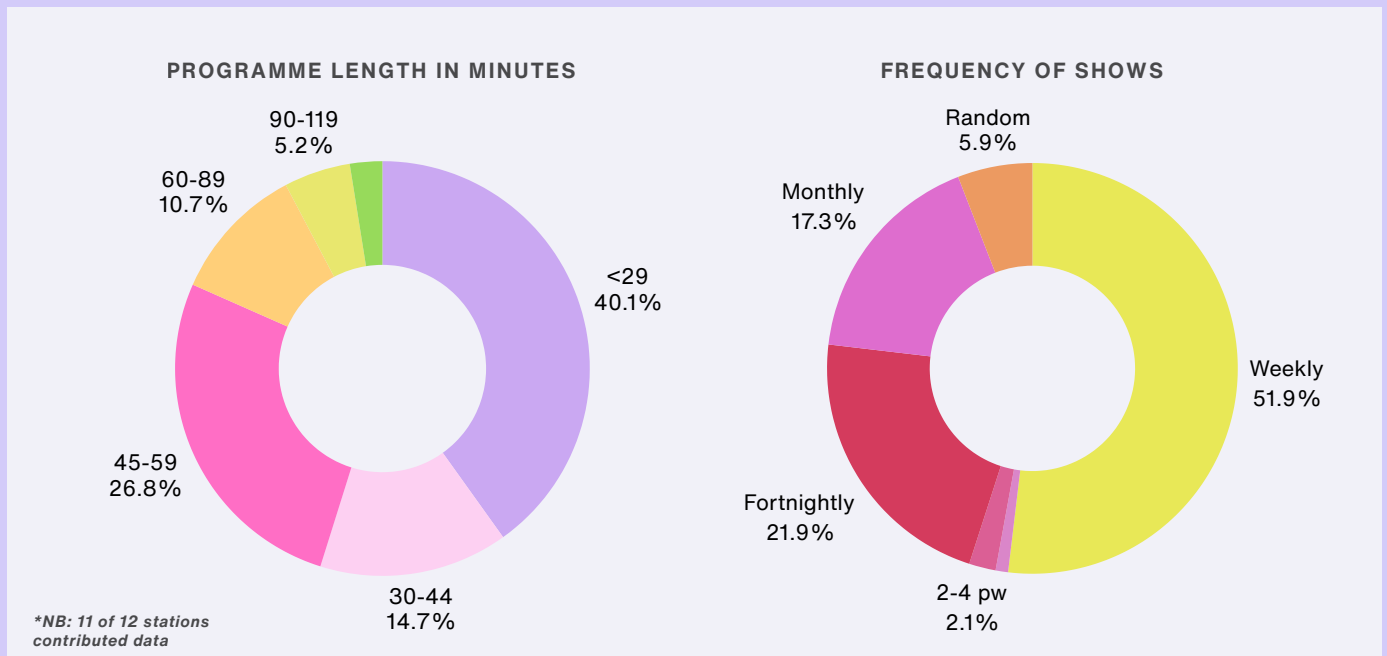
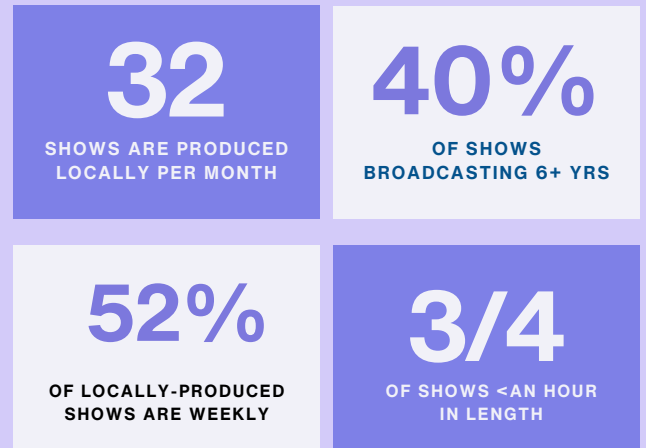
# 2. Services: Hyper local content

## 2 (a) National snapshot: Programming

Throughout the survey period, **713 shows were produced and broadcast locally** across the membership. On average, stations **produced 32 shows in a month**.

The majority of programmes were **less than an hour** in length and broadcast once a week. Almost **20% of shows were new**, and 40% of shows had been broadcast for more than six years.

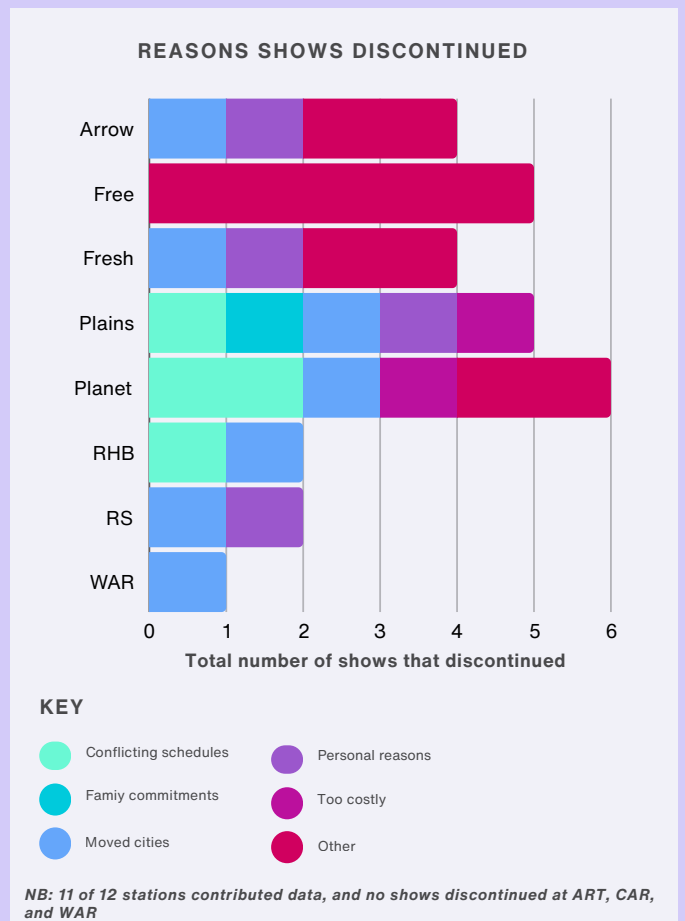
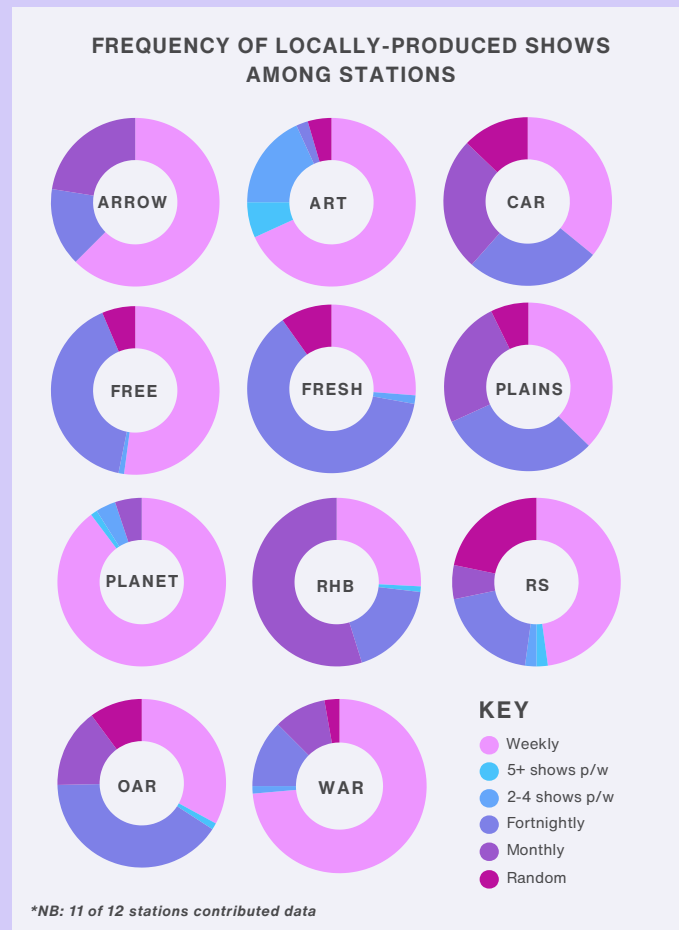
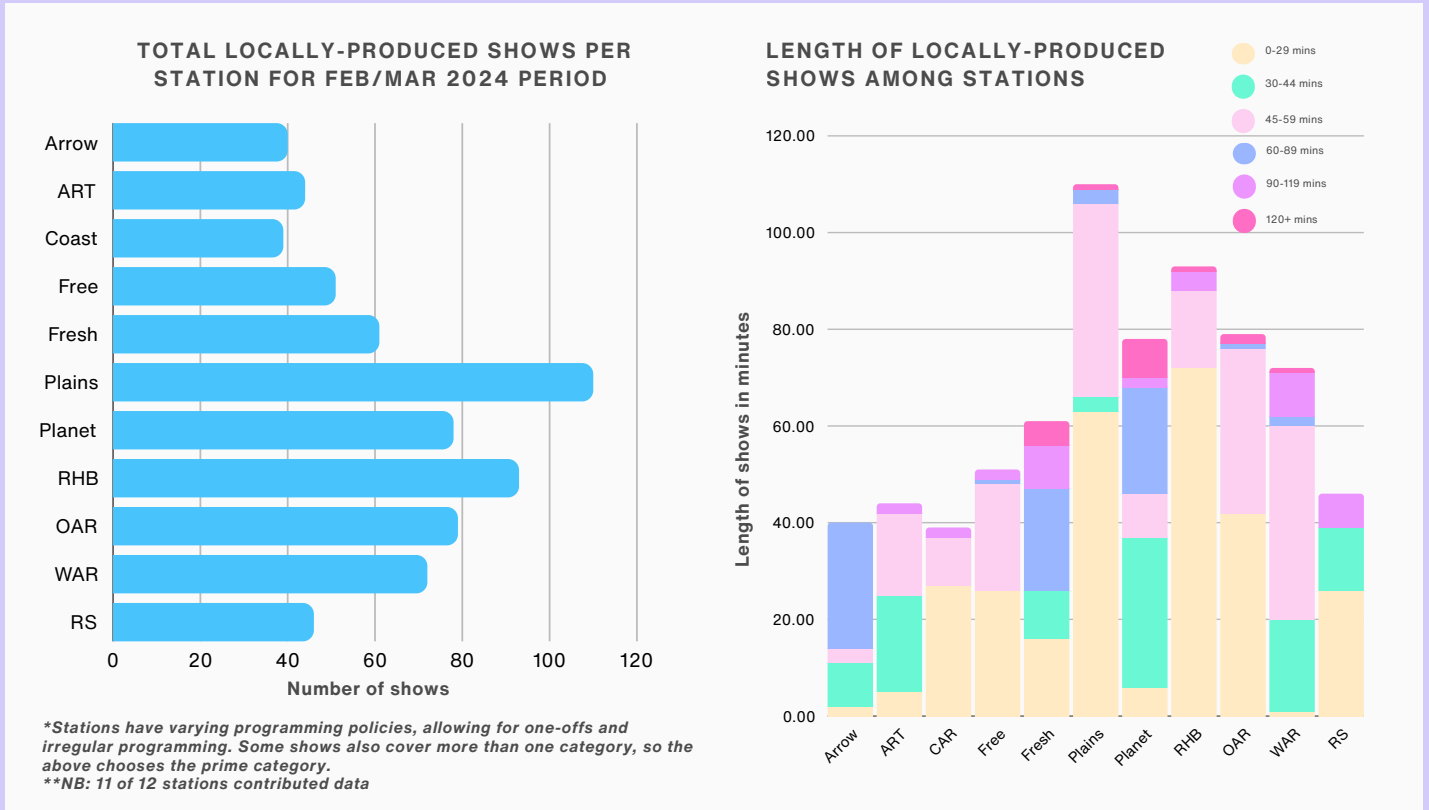
The **attrition rate was 4%**, with 29 discontinued shows among eight of the 11 stations during the survey period.





# 2. Services: Hyper local content

## 2 (b) Station snapshot: programming



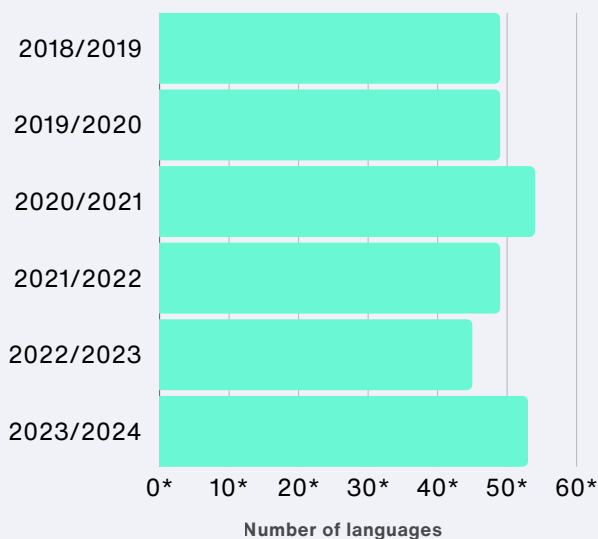
# 3. Services: Ethnic diversity

**Community Access Media offers a welcoming, safe environment for people of all backgrounds to create and distribute multi-language content.**

Having evolved to meet the changing consumption habits and needs of Aotearoa's diverse population, Community Access Media offers a welcoming, safe environment for people of all backgrounds to create and distribute multi-language content.

The sector fundamentally respects and values all content equally. For migrant and former refugee communities, the ability to create broadcast and digital content may be a new concept, allowing them to celebrate their culture, language, and history freely.

NUMBER OF LANGUAGES BROADCAST BY YEAR



\*Metrics sourced from NZ On Air reports

\*\*NB the 23/24 figure is a projection based off of the Feb/March survey period.

## What our content makers have to say

*“Planet FM plays a crucial role in preserving and promoting our Konkani culture, traditions and language. It provides a platform for our artists, musicians, and storytellers to showcase their work and ensures that our cultural heritage is not lost or forgotten.” - Susegad Danpar, Planet FM*

*“[Our show] enables us to discuss a range of topics that are relevant to the community and are particularly relevant to migrants navigating life here. To reach a wide audience and provide credible, helpful support and advice on OAR FM is a vital parts of CAB’s service.” - Anna Leslie, Citizens Advice Bureau Dunedin manager, host of ‘Resettling in Aotearoa’, OAR FM*

*“[Our show] is an important part of the lives of the Tongan Community in Auckland and particularly the older people and those who do not understand, or have limited understanding of the English language. It is an information source for health matters, and it gave out information during COVID-19 as well as other health problems affecting the Tongan community.” - Amelia, Leo o Felenite, Planet FM*

*“With Masterton recently welcoming refugees of our community, the radio programme is extremely useful for us in developing relationships, creating acceptance and understanding with the wider Wairarapa community.” - Tashriq Hanif, Ahmiddaya Muslim Community Arrow FM*

*“Radio is one of the best ways we can reach out to our communities on matters important to them. Migrant communities encounter so many challenges and difficulties in their new, adopted homeland. Oftentimes, these challenges cause anxiety and at times, depression. The inspirational articles we share on radio help alleviate their anxiety and help avoid people getting into depression.” - Pilipinas Mabuhay, Planet FM*



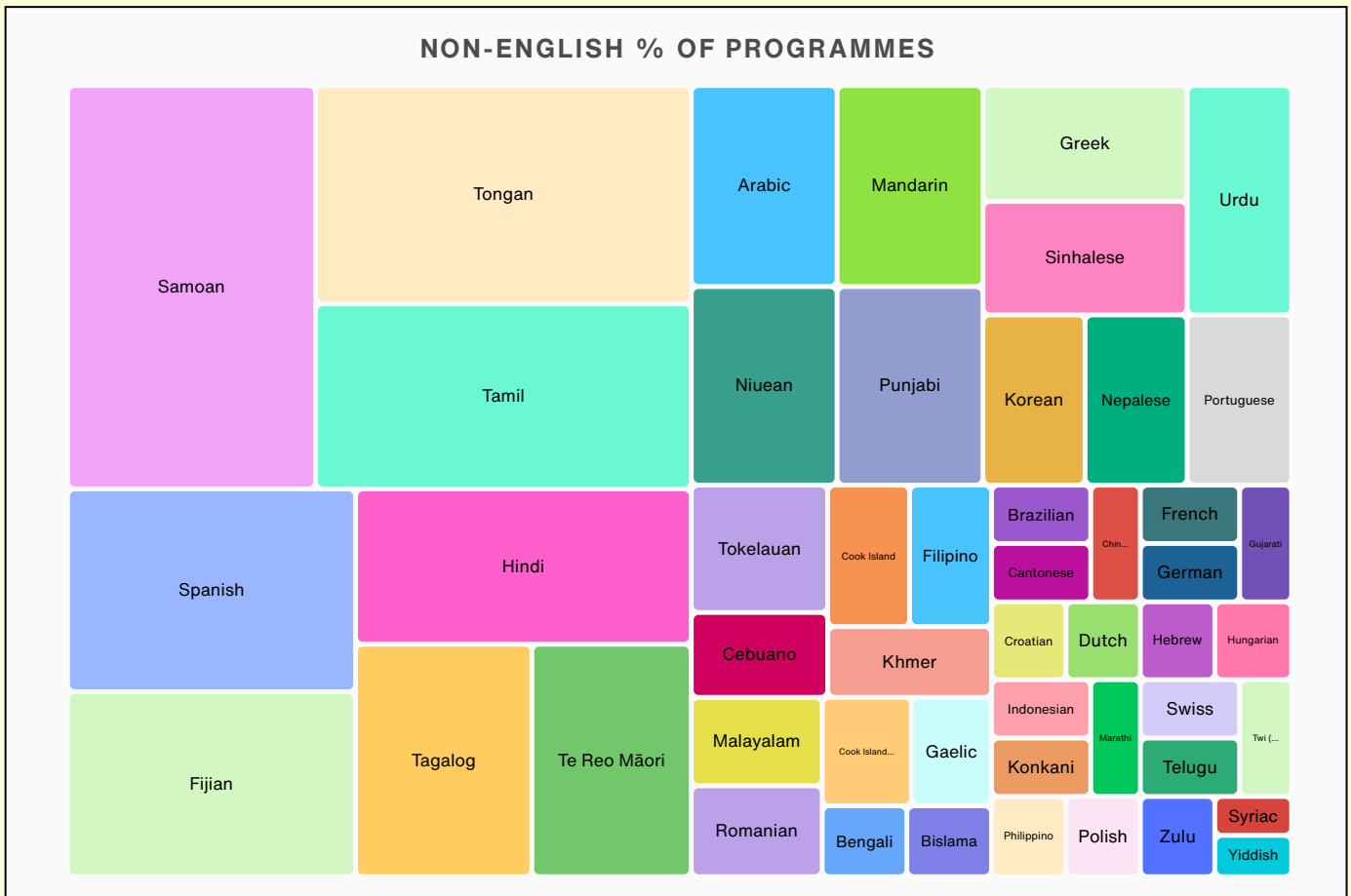
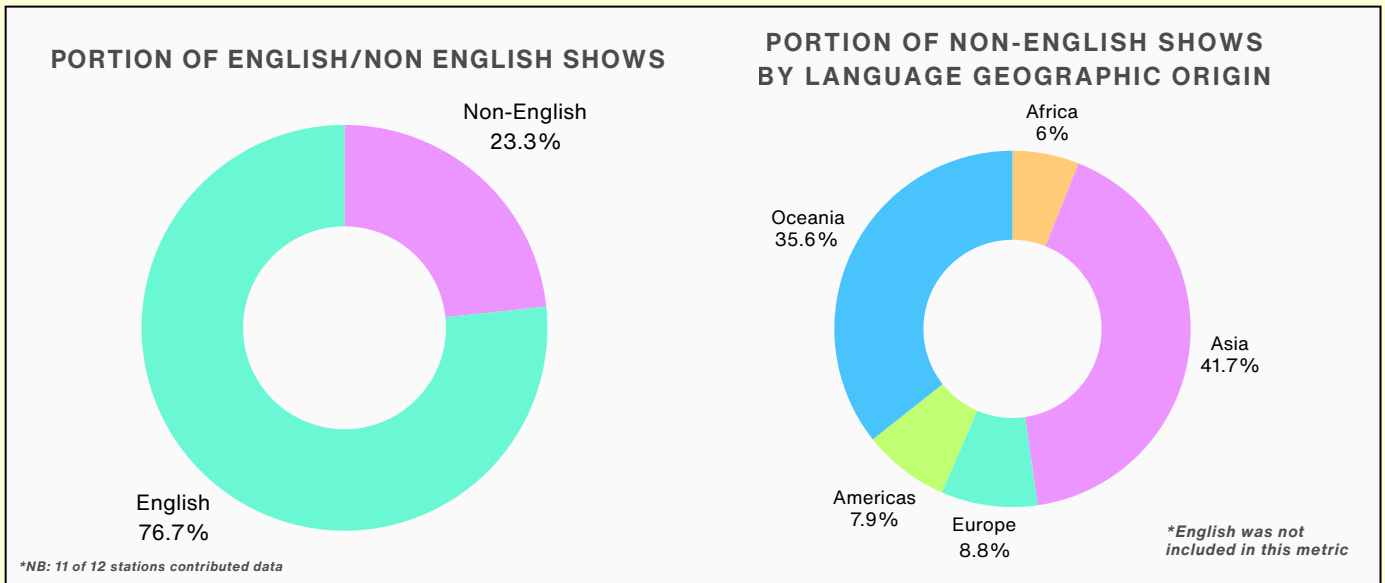
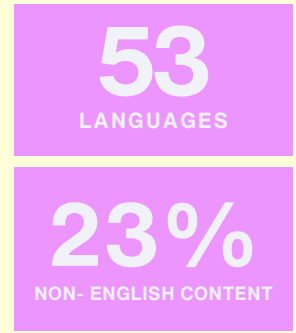
# 3. Services: Ethnic diversity

## 3 (a) National snapshot: Multi-language content

Although 2023 Census data relating to languages has yet to be released, 2018 data revealed that approximately 96.1% of the population aged 15 years and over reported speaking English.

Compare this to Community Access Media's core function of providing an outlet for underrepresented groups, including the 3.9% of non-English speakers. Throughout the survey period, 23% of all locally produced programming featured non-English languages.

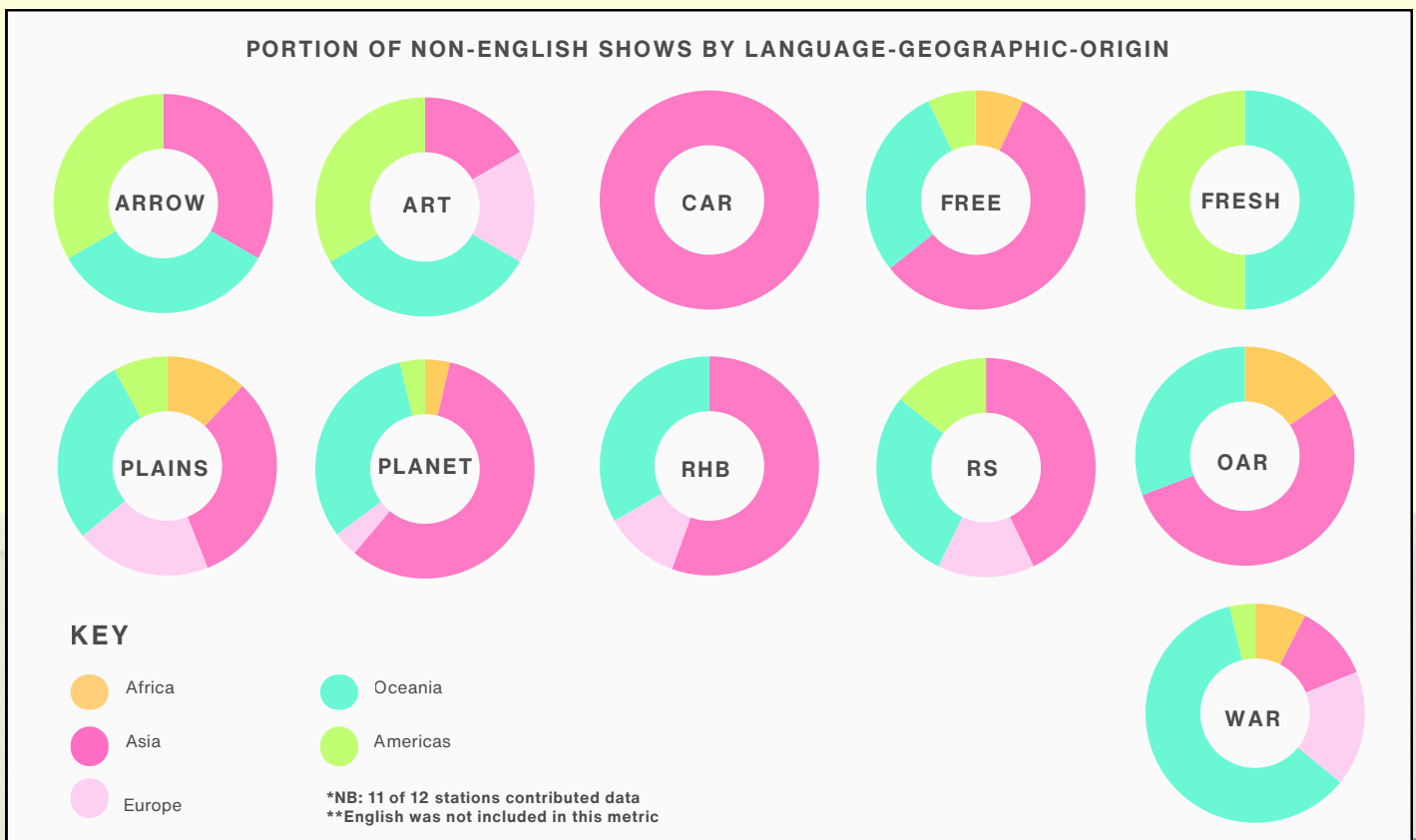
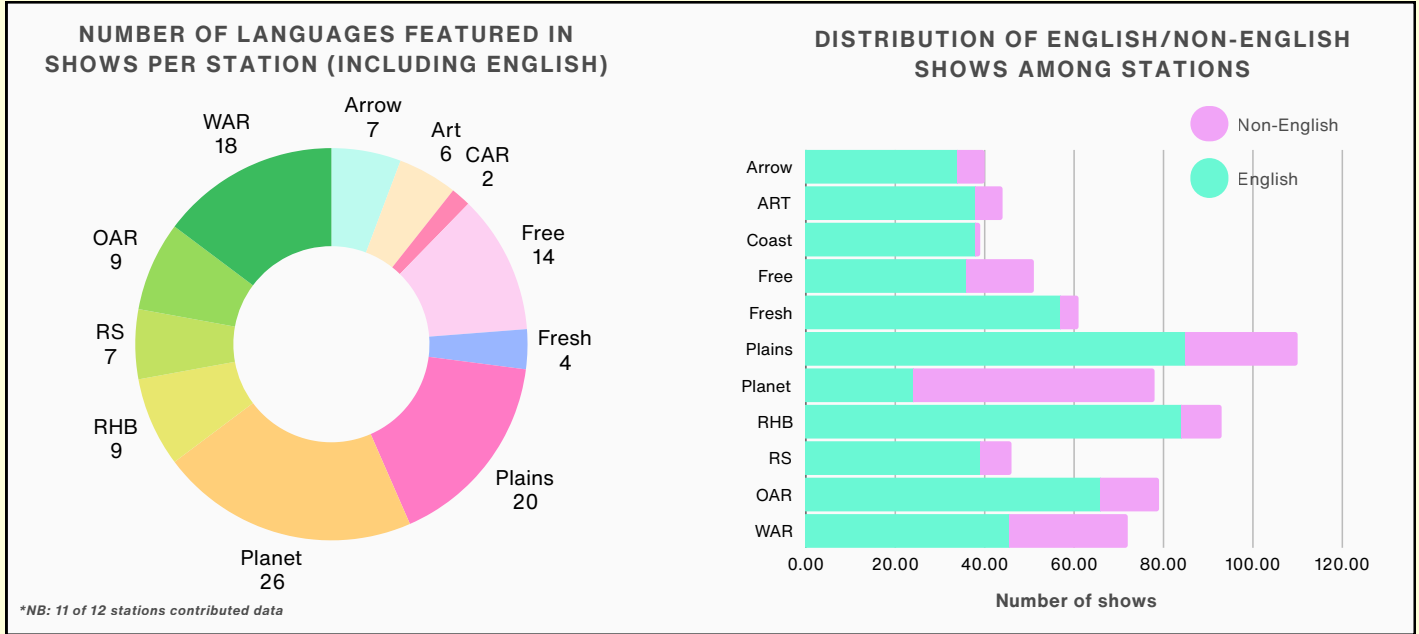
In total, locally produced shows were delivered in 53 languages (including English).



# 3. Services: Ethnic diversity

## 3 (b) Station snapshot: Multi-language content

The number of languages featured in locally produced shows varied significantly across the 11 stations that contributed to the February/March 2024 survey. The number of languages was understandably higher among stations situated in urban areas that are greater in size, population, and ethnic diversity.





# 4. Services: Training & pastoral care

**Community Access Media provides support, resources, and training to upskill people from diverse cultural and social backgrounds - including those with varying physical and intellectual abilities - to produce content, connect with communities, access services when needed, and feel empowered.**

Pastoral care and training give people a sense of purpose, worth, and confidence, which improves the community's overall well-being. The services also equip content-makers with skills that can lead to employment pathways and opportunities.

Notably, stations are not publically funded for training and pastoral care core services.

## **Example 1: Plains FM 'Resources for Schools'**

With the push for schools to create authentic learning experiences by integrating digital technologies and project-based learning into the classroom, busy teachers carry the burden of learning, planning, teaching, and assessing topics outside their expertise.

In 2023, Plains FM created a programme that takes students through the audio content production process and reduces the amount of time teachers need to spend planning, preparing and organising these projects.

## **Example 2: Arrow FM automated systems**

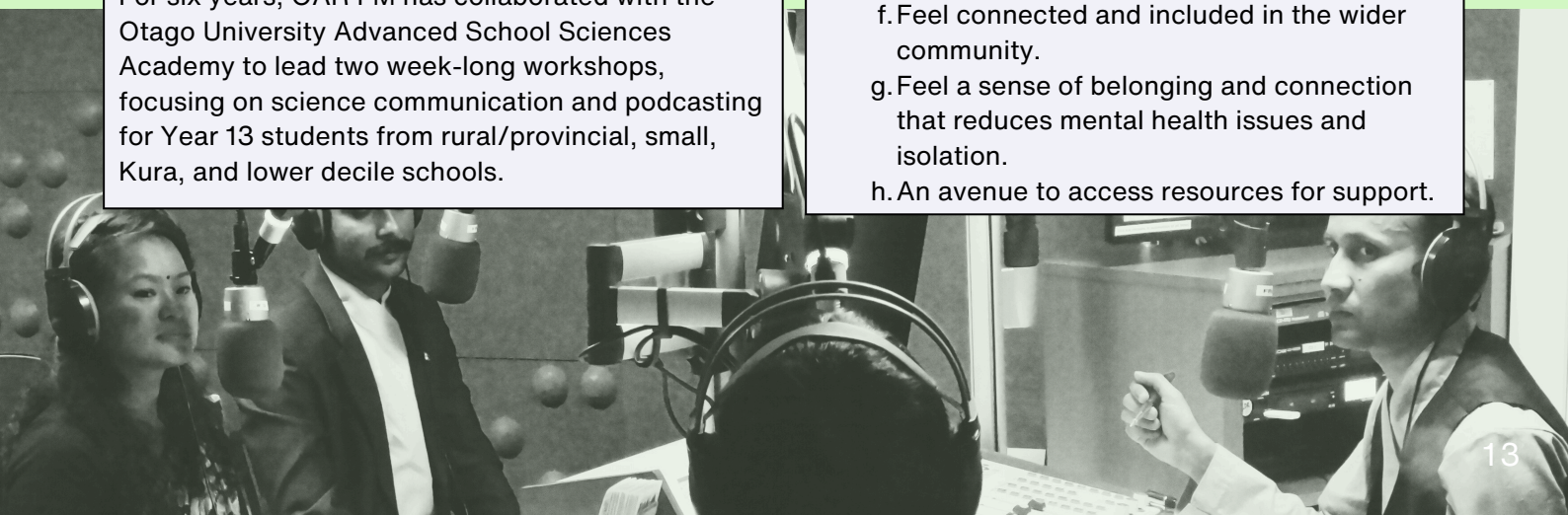
Arrow FM uses a console-less automated system in its live studio. It was developed to reduce the need to operate equipment and to cater to a range of content makers' technical abilities and varying physical abilities. The trailblazing system is easy, accessible, and efficient.

## **Example 3: OAR FM student workshops**

For six years, OAR FM has collaborated with the Otago University Advanced School Sciences Academy to lead two week-long workshops, focusing on science communication and podcasting for Year 13 students from rural/provincial, small, Kura, and lower decile schools.

## **Training includes:**

- 1. Technical training**
  - a. Operating studio broadcast desk.
  - b. Production and recording equipment.
  - c. Microphone techniques.
  - d. Using the Community Vox Pop app.
  - e. Editing (in some cases).
- 2. Content development**
  - a. Formulating an initial idea and developing this into a clear concept.
  - b. Researching and planning.
  - c. Scripting.
- 3. Communication skills**
  - a. Voicing.
  - b. Interview skills.
  - c. Engaging and inviting guests to be interviewed.
- 4. Regulatory requirements**
  - a. Broadcasting Standards.
  - b. Station (CAMA) Code of Conduct.
- 5. Promotion outreach**
  - a. Social media.
  - b. Sharing podcasts.
  - c. Marketing and public relations upskilling.
  - d. Networking.
- 6. Benefits of training:**
  - a. Gain confidence in expressing themselves to carry into future employment, their everyday lives, and the wider community.
  - b. Gain valuable skills, experience, and references that can lead to further education, qualifications, and employment.
  - c. Feel valued for having their stories and opinions heard.
  - d. Feel valued for contributing to the community and society.
  - e. Feel included in their access media station's community.
  - f. Feel connected and included in the wider community.
  - g. Feel a sense of belonging and connection that reduces mental health issues and isolation.
  - h. An avenue to access resources for support.

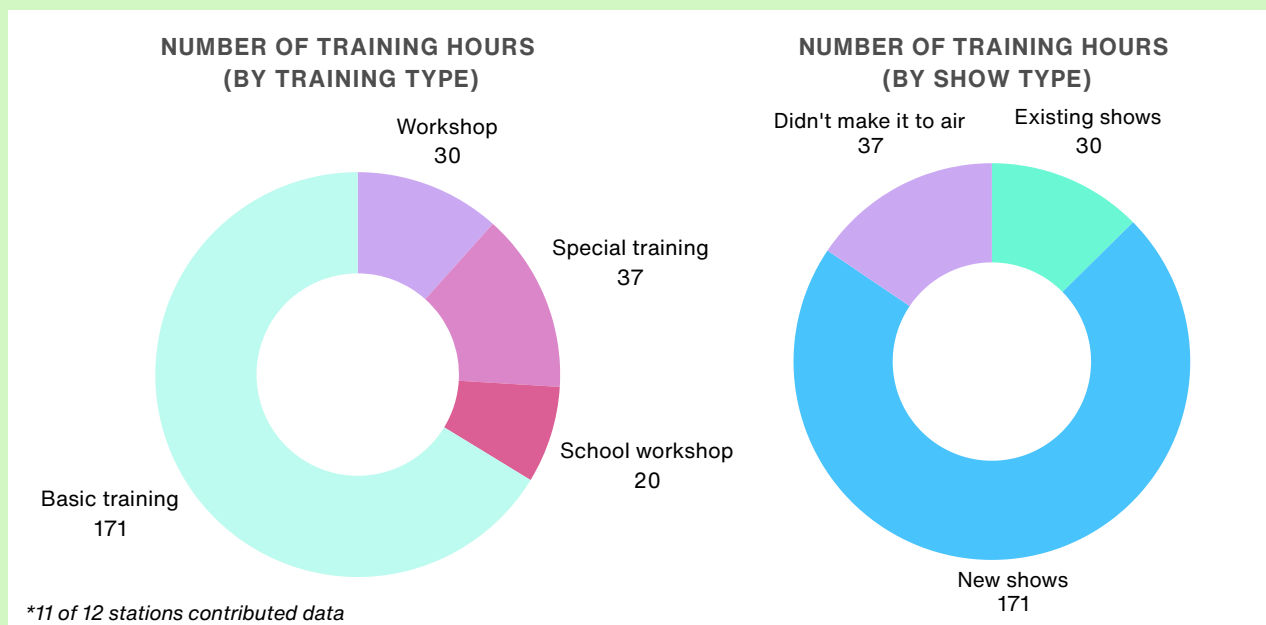
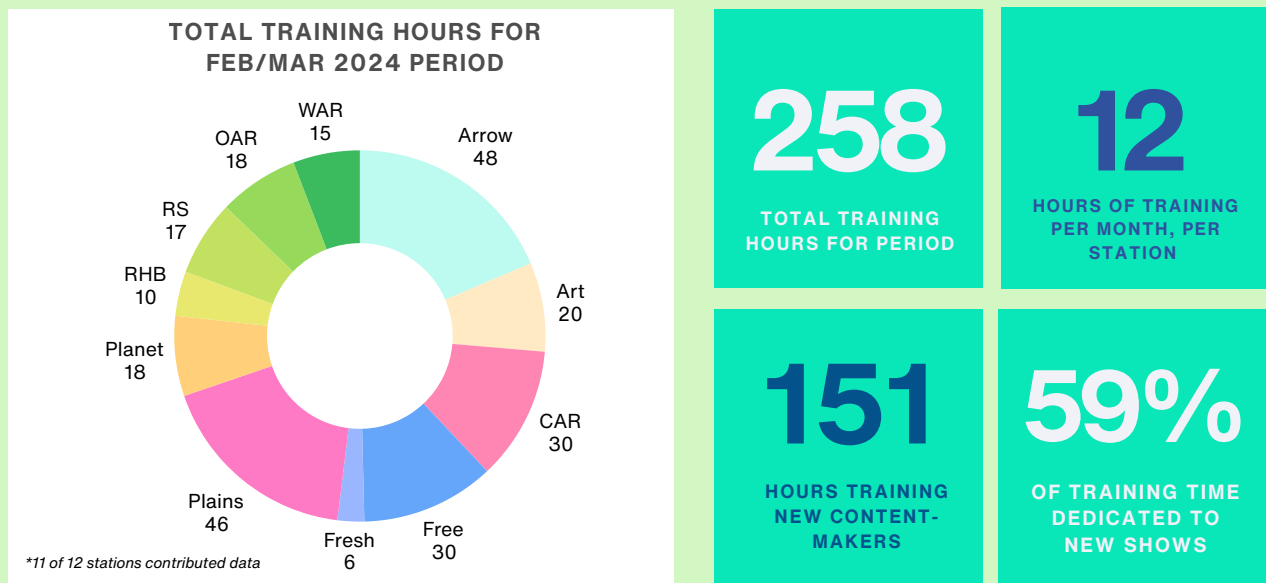


# 4. Services: Training & pastoral care

## 4 (a) National snapshot: Training and pastoral care

Although NZ On Air funds the majority of station operations, funding agreements do not recognise the time and resources taken to train content makers. Training and pastoral care vary significantly depending on the format of the show (whether live or pre-recorded) and the level of need and experience of content makers.

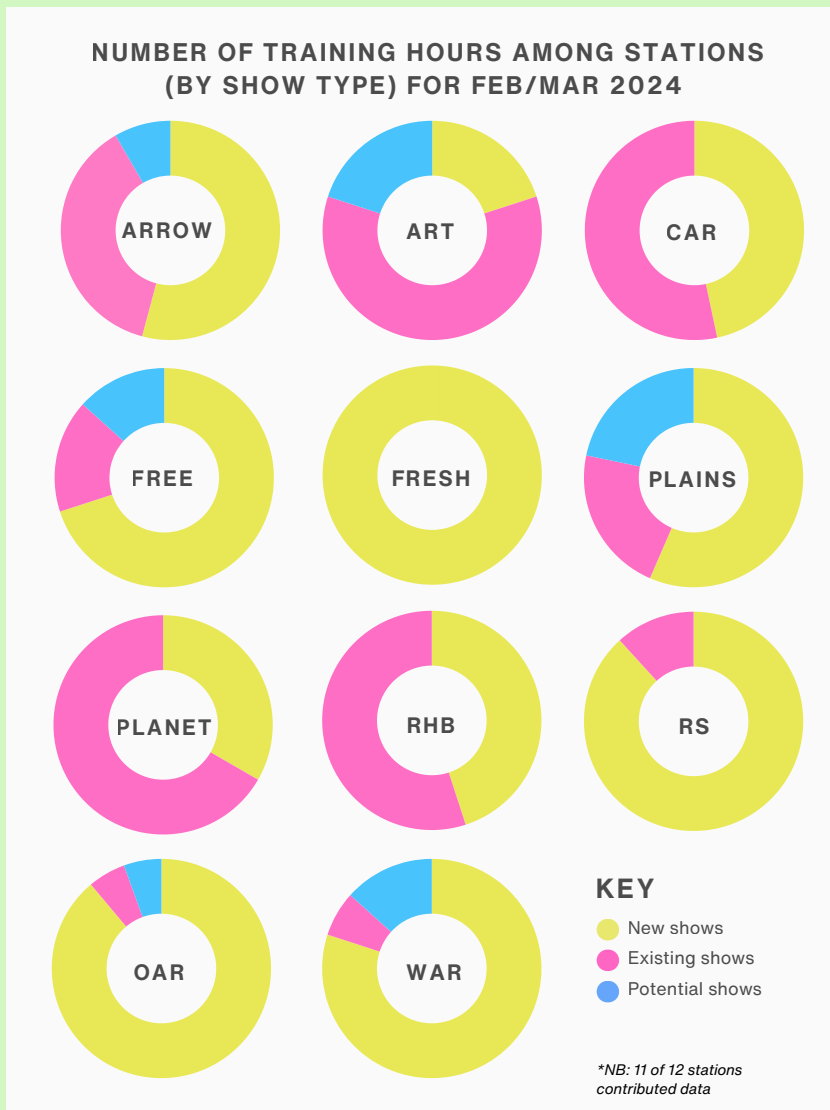
Content-makers received 258 hours of training during the 60-day survey period (equating to an average of 12 hours per month, per station). Almost 13% of those hours were for existing content-makers, illustrating the ongoing nature of the training required.



*“Creating a show to be recorded, apart from being fun and exciting, also develops students’ research and writing skills. It’s a pleasure to see them grow in confidence as they become more aware of how to engage with their audience with each recording. Different students are involved each year.” - Neil Preston, Greytown School deputy principal, affiliated with Arrow FM*

# 4. Services: Training & pastoral care

## 4 (b) Station snapshot: Training and pastoral care



### From the membership:

*“One programme loss affects base numbers until a new one gets onboarded, which takes time. Some can only commit to producing monthly shows. Training is time-intensive, and there have been moves to create more training videos to ease this, but this is not a one-size-fits-all solution as everyone has specific needs, and face-to-face is always best.” - Plains FM*

*“Pastoral care constitutes a significant part of our activity, especially, as many [content makers] represent vulnerable communities and presenters themselves may have unique vulnerabilities that require careful and customised attention.” - Arrow FM*

*“All content creators are trained so they can be self sufficient (with no producer or panel operator support services.” - Free FM*

### What do our content makers say?

*“Arrow [FM] has given me the opportunity to do a radio show about mental health. I suffer from depression and the radio show has helped me immensely, so it has been a wonderful experience for me...I offer hope and encouragement and am in turn given hope for the future.” - ANON, Arrow FM*

*“Brent started at [Radio Hawke’s Bay] on 16th November 2012, doing a music program. This was huge undertaking for him as he has a mental health disability, which has resulted in only one half of his brain functioning. He loves music, it is his calming place. We as a family are proud of him for doing this as it has brought him "out of his shell", made him more confident, wanting to talk to people, not shut himself away, he has become over time a totally different person.*

*He spends hours happily researching who he is going to record and is now writing up his own script for his shows. Where he was in 2012 to where he is now in 2024 is absolutely mind blowing.” - Jan*

**Rule, mother of content-maker Brent, Radio Hawke’s Bay**

*“It helps me connect with people I wouldn’t usually connect with and learn a new skill... public speaking has been a hard thing for me and with the show I’ve improved.” - High school student Lewis, who now hopes to pursue a career in media, Fresh FM*

# 4. Services: Training & pastoral care

## 4 (c) Case study: Single-day snapshot - varied nature of core services

Community Access Media stations are significantly publically funded to provide facilities so that s36(c) communities can produce content. Notably, aspects of the sector’s core services, such as training, pastoral care, and civic value, fall outside of the public funding framework.

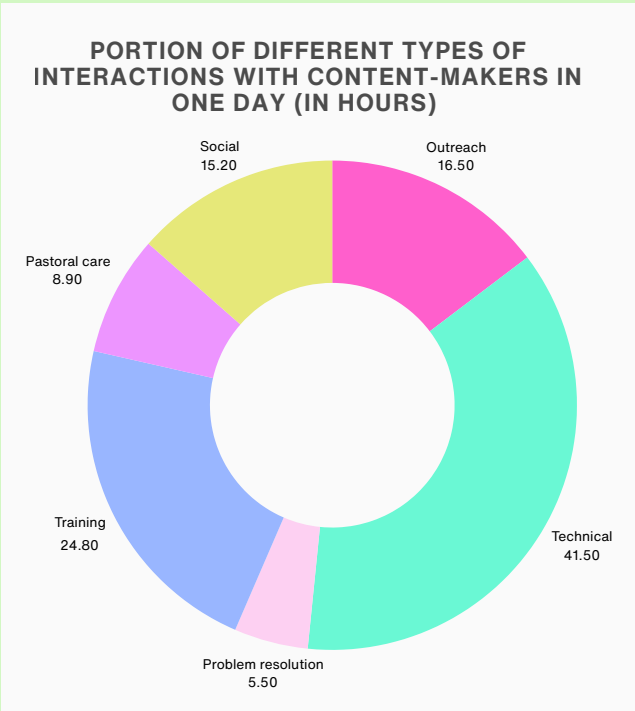
To assess the varied nature of our core services, stations were asked to complete a diary of a typical day at each station. The ‘single-day snapshot’ was completed in May. Stations could choose any day, and staff were tasked with noting down every interaction with content-makers or potential content-makers—immediately after it occurred—in chronological order.

Each notation could be categorised into the following areas: outreach, technical, problem resolution, training, pastoral care, and social. Between 6:55 a.m. and 8:30 p.m., there were 345 submissions across the 12 stations.

The majority of the time (41.5 hours in total, 3.45 hours per station on average) was ‘technical’ in nature, namely, resolving issues pertaining to content creation with content creators. Training took 24.8 hours, or two hours per station, on average. Almost 16 hours (1.4 hours per station) related to outreach, such as promotional activities or engaging with potential content creators. Social activities, which could include meet-and-greets, for example, amounted to 15.2 or 1.3 hours per station.

**42 hours**  
SPENT ASSISTING CONTENT-MAKERS WITH TECHNICAL MATTERS IN ONE DAY

**17 hours**  
SPENT ON REACHING COMMUNITIES / OUTREACH IN ONE DAY ACROSS THE SECTOR



### Single-day snapshot notation examples

Time	Detail described by staff member
8:30am	Technical issue with computer monitors failing to function. Problem eventually resolved.
8:30am	Email conversation with content creator and daughter about plans for season two.
8:30am	Check on all 3 studios, reload settings and make sure they are ready for broadcasters
9:00am	Completed Social Media Audit: Analysed performance of current social media platforms and identified opportunities for improvement.
9:27am	Email to prog maker interested in show but not currently able to commit.
9:45am	Email exchange with remote content creator unable to meet deadline for file delivery due to emergency. Provided support and assured there was no panic at our end. Ensuring content creator is not stressed by events. Extended deadline 24 hours.
9:45am	Teaching, helping a new broadcaster editing and finishing recording his show.
10:30am	Chat to content maker about how the world is falling apart.
11.30am	Welcomed regular content creator, tech'd 25 min show. Broadcasters disability prevents them from using equipment. Talked during show to see what they were up to. Edited and added to website.



# 5. Services: Civic value

**In addition to fostering a sense of belonging, Community Access Media offers underserved communities the chance to see, learn, connect, and seek help and services when needed. Listeners can discover engaging and entertaining content to broaden their thinking, which improves resilience and social cohesion.**

Unlike national-focussed, mainstream media, Community Access Media's regional nature of services, robust AM frequency for some stations, and relationships with key community leaders, officials, and organisations means we are the first port of call for communities in times of emergency or distress – especially those needing to access information in their own language.

Providing a platform for traditionally hard-to-reach communities allows communities and officials to share civic information, which enhances political participation, emergency preparedness, civic education, and social harmony.

## What the community has to say:

*“I would personally like to thank you and your organisation for the hard and diligent effort that your organisation, its professional staff and volunteers have undertaken in helping keep us all safe from the spread of the COVID-19 virus. Organisations such as yours which serve our ‘Culturally and Linguistically Diverse’ communities play an essential role in reaching audiences with English as a second language.” - John Ombler, COVID-19 Government Response Group, OAR FM*

*“As you will know, radio plays a large part in blind people’s lives. It is the one media truly accessible to providing us with spoken and audible information. Many blind, vision impaired and deafblind people are elderly, losing their sight in later life, so radio continues to play a major role in obtaining audio information. Southland Community Radio is the one place we can go to for local information, current affairs, and opinions.” - Carolyn Weston, Association of Blind Citizens, Radio Southland*

*“Through Coast Access Radio I have the opportunity to share information with the community regarding crime trends, crime prevention advice, road safety tips and other relevant topics that support the Police Prevention First strategy. It has also been a platform to share with the community interesting stories about policing and police work and helping to break down barriers and stereotypes about Police.” - Constable Brett Polglase, host of ‘Community Beat’, Coast Access Radio*

## Emergency and civil defence examples

### 1: RHB / Vox Pop EBS pilot

Cyclone Gabrielle highlighted the need for communities to access vital information during emergencies. Kinga VoxPop Ltd, together with Radio Hawke’s Bay, has developed and piloted a new Emergency Broadcast System (EBS) to provide residents with reliable, detailed, and timely information during disasters. EBS leverages AM/FM infrastructure and adds a unique digital platform so that residents, emergency services, and media outlets can connect and share vital information.

### 2: RHB’s ‘When The Grit Hits the Fan’

RHB also drove a free variety show, When ‘The Grit Hits the Fan’, in May 2024 to bring joy and love to the regions hardest hit by Cyclone Gabrielle. A Givealittle page was also established by RHB to raise funds for Napier Family Centre, Heretaunga Women’s Centre, and the Rural Support Trust to help support counselling post-cyclone services.

### 3: Multi-language emergency messaging

Thanks to funding from the Ministry of Civil Defence & Emergency Management, Christchurch City Council collaborated with Plains FM to deliver foreign language emergency messaging. The first iteration of the project resulted in the ‘Civil Defence Preparedness Project’ in 16/17. ‘Strengthening CALD Communities - Foreign language emergency messaging for radio’ was developed in 18/19. The audio created was made available to all stations in 10 languages.



# 5. Services: Civic value

## 5 (a) National snapshot: Connecting communities

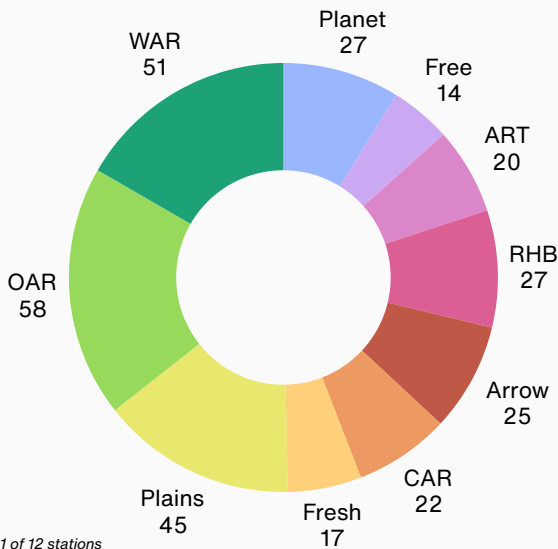
Throughout the survey period, there were **306 community groups and organisations affiliated** with 10 of the 12 Community Access Media stations (MPR and Radio Southland did not contribute data). The majority of organisations focus on delivering services to ethnic communities, followed by organisations that give community advice or education.

The majority of organisations have been affiliated with our services **for more than five years (60%)**: 28% between 6-10 years, 17% between 11-20 years, and 15% for more than 21 years. Our longstanding relationships with community groups illustrate that our services are trusted and deeply connected to the community.

**306**  
TOTAL NO. OF COMMUNITY GROUPS AFFILIATED WITH SECTOR

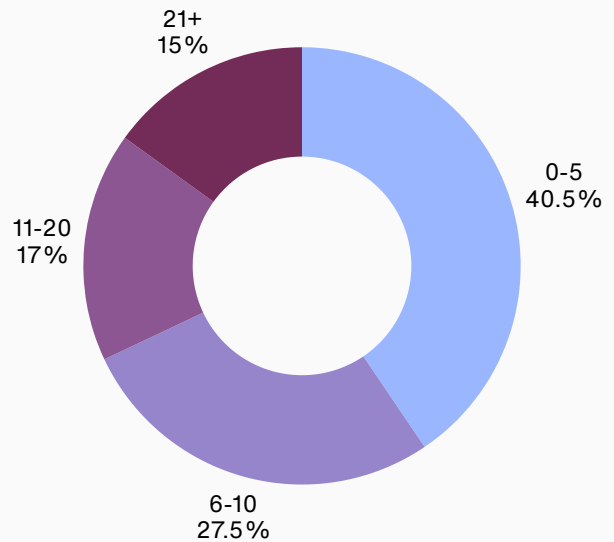
**60%**  
OF ORGS AFFILIATED WITH SECTOR >5 YEARS

NUMBER OF ORGANISATIONS AFFILIATED WITH STATIONS

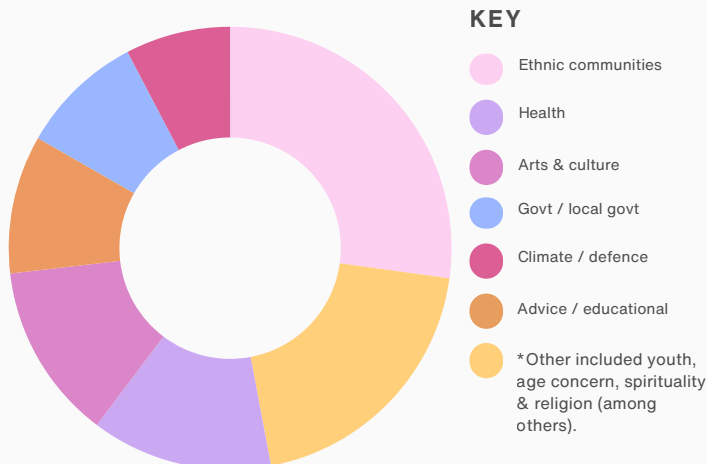


NB: 11 of 12 stations contributed data

YEARS ORGANISATIONS HAVE BEEN AFFILIATED WITH THE SECTOR



PORTION OF COMMUNITY ORGANISATIONS AFFILIATED WITH THE SECTOR BY TYPE



NB: 11 of 12 stations contributed data

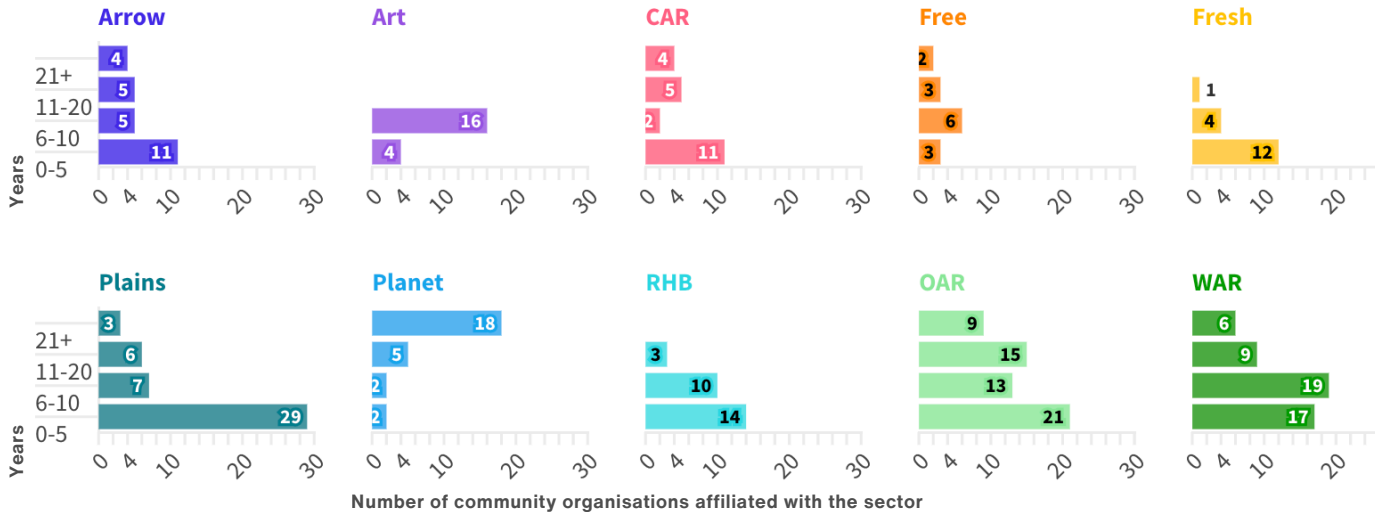
*"We currently have 28 local businesses actively sponsoring our programmes; these range from local hospitality establishments to tourism ventures to health and wellness businesses. [We also] have 13 businesses who sponsor Fresh FM as a whole both financially and through in-kind support.*

*Having local contra-based agreements provides local businesses with multiple ways to interact with community radio, something that is not seen with mainstream radio where there is a stronger focus on commercial arrangements. For example, we have a great relationship with one of our local theatres whereby they supply us with tickets for upcoming giveaways and provide us with a venue when we need it." - Fresh FM*

# 5. Services: Civic value

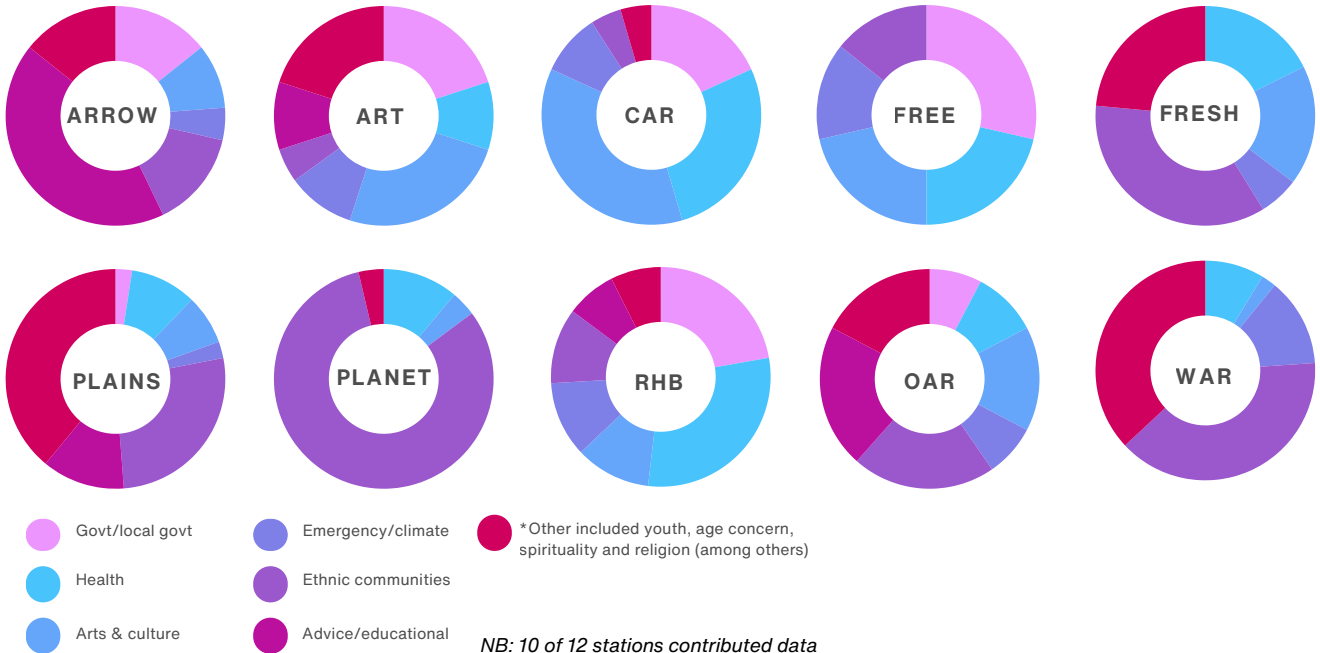
## 5 (b) Station snapshot: Connecting communities

NUMBER OF YEARS ORGANISATIONS HAVE BEEN AFFILIATED WITH STATIONS



NB: 10 of 12 stations contributed data

PORTION OF ORGANISATIONS AFFILIATED WITH STATIONS BY TYPE





# 6. Services: Multi/transmedia delivery

While Community Access Media remains dedicated to providing core radio station services, thanks to the development of podcast content services, communities can utilise multiple platforms to reach local and global audiences.

Transmedia delivery means content can be easily shared among stations, listenership data can be retrieved and tracked, and distribution helps promote podcasts, content makers, and the sector. While content is available on most third-party podcasting platforms, accessmedia.nz is unique and owned by the sector. This means we are not at the mercy of business decisions made by third parties. We can also develop and shape the platform to meet the needs of the sector, communities, and audiences. accessmedia.nz also:

- Reduces the need for struggling organisations to pay for or source hosting services; and
- Allows content-makers to archive and send their content to their communities in Aotearoa and beyond.

Data is useful, but it's important to ensure we don't lose sight of our underlying point of difference. Namely, appointment listening means we have a qualitative over quantitative approach to listenership, and 'success' is determined by the sector's representative function through prescribed s36(c) programming.

**24.7k**

EPISODES (UP 8% FROM 22/23)

**19.3k**

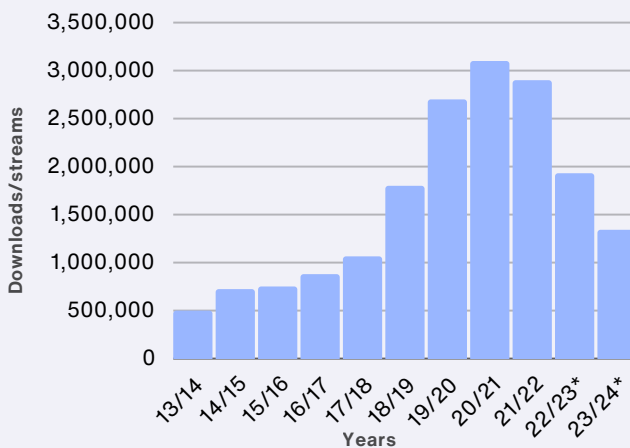
HOURS OF CONTENT

**1.3m**

STREAMS / DOWNLOADS

\*FOR 23/24 YEAR

**DOWNLOADS/STREAMS BY YEAR**



\*22/23 / 23/24 figures reflect changes to the reporting mechanism

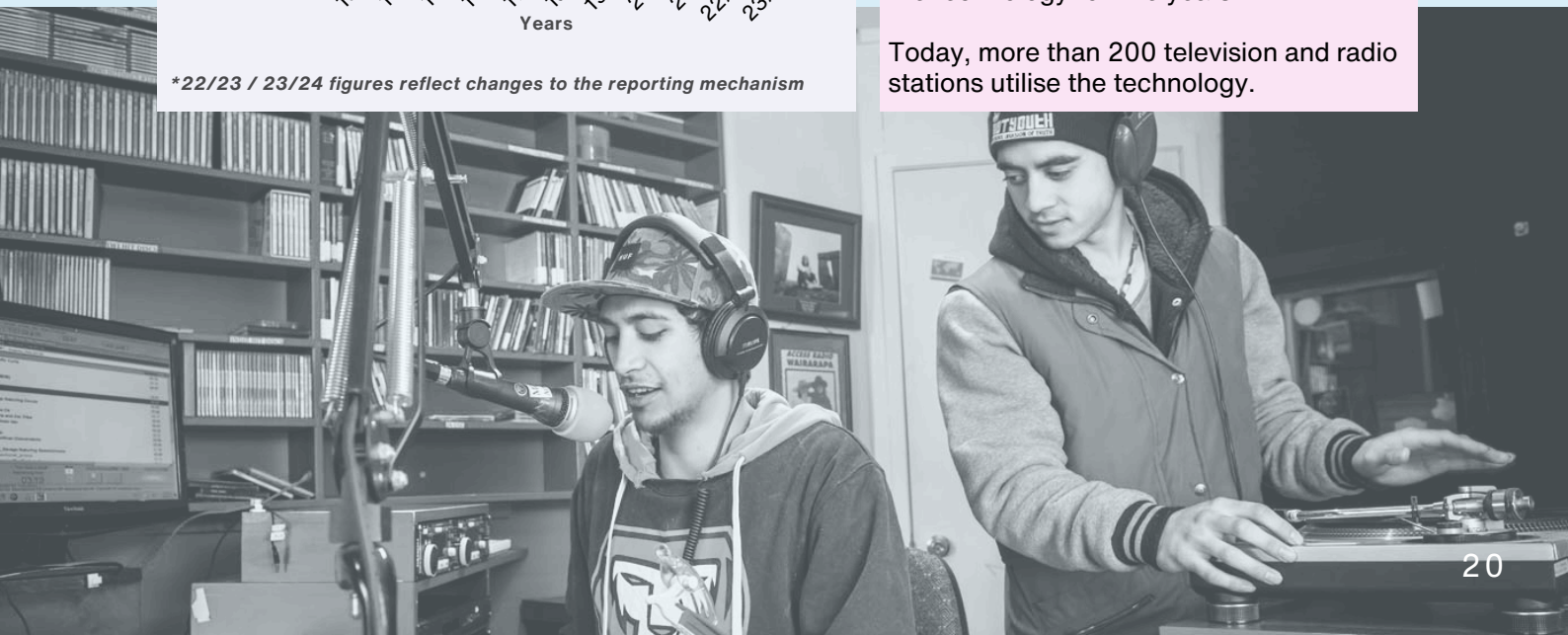
## Example: Arrow FM trailblazing tech

The sector not only provides a vehicle for niche communities to create hyper-local content, it's also a training ground for technological advancement.

Enter Virtual Video Director (VVD). Unlike traditional camera software, VVD automatically follows content makers as they're broadcasting live.

Thanks to a collaboration with Noise Productions' Toby Mills - who offered free IT services in exchange for monitoring and testing - Arrow FM has successfully utilised the technology for five years.

Today, more than 200 television and radio stations utilise the technology.





# 6. Services: Multi/transmedia delivery

## 6 (a) National/station snapshot: accessmedia.nz consumption data

Throughout the survey period, 3.6k episodes were uploaded onto accessmedia.nz, equating to 2.8k hours of content, and 210,000 streams and/or downloads.

**210k**

STREAMS /  
DOWNLOADS

**3.6k**

EPISODES

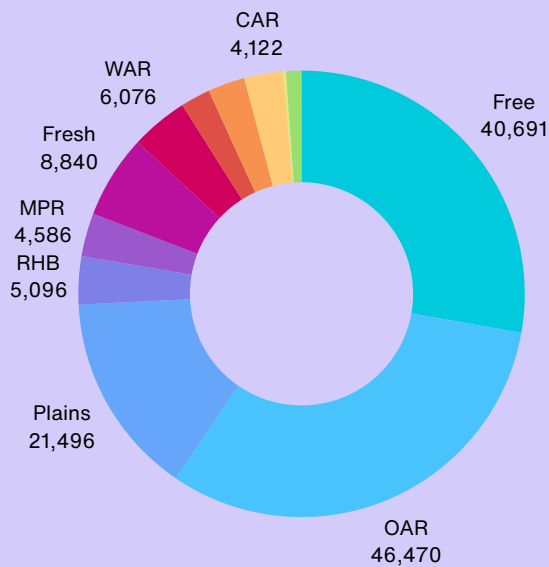
**2.8k**

HOURS OF  
CONTENT

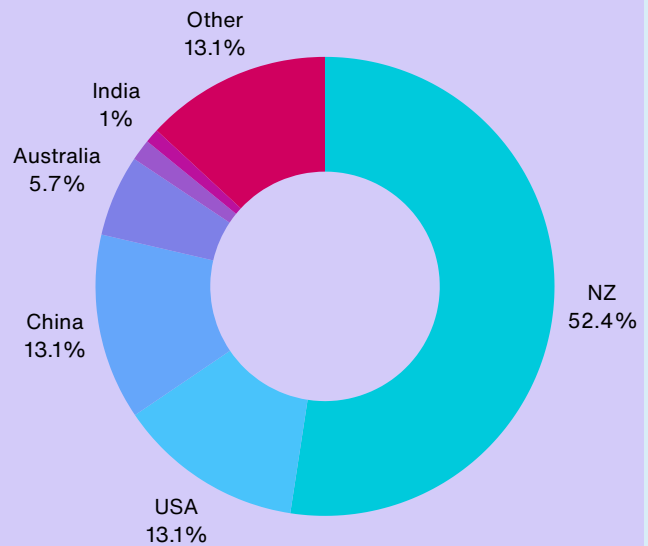
Although Community Access Media fundamentally aims to serve local communities, this doesn't limit international reach. For the February/March 2024 period, the majority of listeners were New Zealand-based (52%), followed by USA (13%), and China (13%).

As many of our content-makers are ethnically diverse and broadcast in multiple languages, it's no surprise that our content has international appeal.

PODCAST CONSUMPTION PER STATION FOR JUNE 2024 (>1MIN)



ACCESSMEDIA.NZ VISITORS BY LOCATION FEB/MARCH 2024



### What our content makers have to say:


*"We live down south, further away from what is happening in the rest of New Zealand, and a lot of Samoan and Pacific Island things do not come to Dunedin – visitors, things pertaining to Samoan people. We are here to say, 'Hey, we are Samoan as well. We have a lot to contribute to our Samoan community.' Radio is more important to many of our people than other media. It's more broad-reaching. Covid-19 and the changing of Parliament in Samoa have been examples of huge issues, and many of our people do not have access to the new technologies to hear about what's happening, in their own language."* - **Afamasaga Pavihi, co-host of Fono Faufautua A Samoa, Otago Leitio, OAR FM**


*"[We] regularly receive feedback from people about how interesting and useful the show is for them via listening to it at its weekly slot or by downloading past episodes. We have been contacted by people in Australia who have found it helpful and listen to it regularly as well. The show enables us to reach more of our community and is a valuable marketing tool for us that can't be reached by other media."* - **Stephanie van Waas, 'Addicted to Recovery' host, Radio Hawke's Bay**

*"My listeners in NZ and the UK have told me they really enjoy the show and its content. I've enjoyed the challenge of working in the studio, learning new skills, and I appreciate the enormous help and friendly encouragement given."* - **Anne Spear, 'Focus on Folk' host, Fresh FM**

# Thank you!

Thank you for taking the time to read this information document. Any questions, please reach out.

 027-304-8151

 [camaaotearoa@gmail.com](mailto:camaaotearoa@gmail.com)