



#### Livestream and podcasts:

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

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

**Twitter:** @AccessMediaNZ

**Facebook:**

@CommunityAccessRadio

**Youtube:** CAMA

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

**Website:** [cama.nz](https://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.

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.

#### COSTING FOR ADVERTISING (GST exclusive)

|       | MAJOR MARKET | MINOR MARKET | VOICING/ PRODUCTION |
|-------|--------------|--------------|---------------------|
| 30s   | \$10         | \$8          | \$200               |
| 60s   | \$20         | \$12         | \$200               |
| 5min  | \$100        | \$50         | \$300               |
| 15min | \$200        | \$100        | \$300               |
| 25min | \$300        | \$150        | \$400               |
|       | Auckland     | Hawkes Bay   |                     |
|       | Waikato      | Taranaki     |                     |
|       | Wellington   | Manawatu     |                     |
|       | Nelson       | Wairarapa    |                     |
|       | Christchurch | Kapiti       |                     |
|       | Dunedin      | Southland    |                     |

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

#### 12 ACCESS MEDIA STATIONS ACROSS AOTEAROA



# 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.

# Community

Access media's purpose is to provide broadcast opportunities for underrepresented groups; this function means stations provide training and pastoral care to communities specific to each region.

Between September 2022 and March 2023, 346 community groups and organisations were either directly involved or affiliated with the 12 stations. Some of these groups have worked with stations for more than 30 years, highlighting the sector's trusted nature and ability to connect with niche communities.

## Total affiliated community organisations

346

\*The survey period deadline was extended, with stations submitting responses earlier than others, impacting robustness of figures

### Testimonials

*"Coast Access Radio has provided a reliable and very supportive means for the Otaki and District Memorial RSA to communicate with members across the Kapiti Coast. A weekly 15-minute online discussion with the host has developed to address "topical issues" such as Anzac Day and other events, while also allowing the RSA to pass messages about the club's activities, events, functions, and services to a wide audience."*

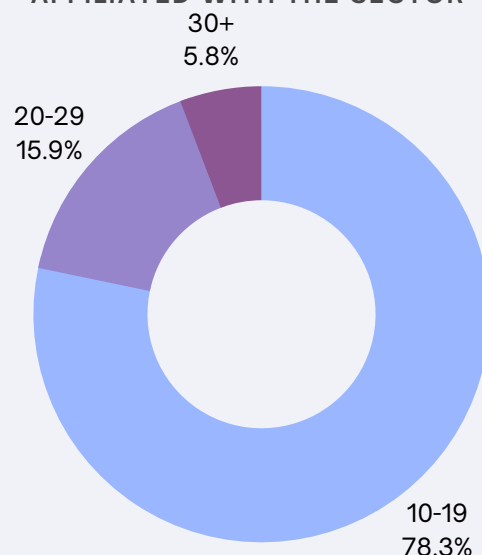
*Coast Access Radio has used their very interactive social media platform to share and carry messages to social media participants. Over the last three years, the station has become the interactive cornerstone for our communications."*

### Testimonials

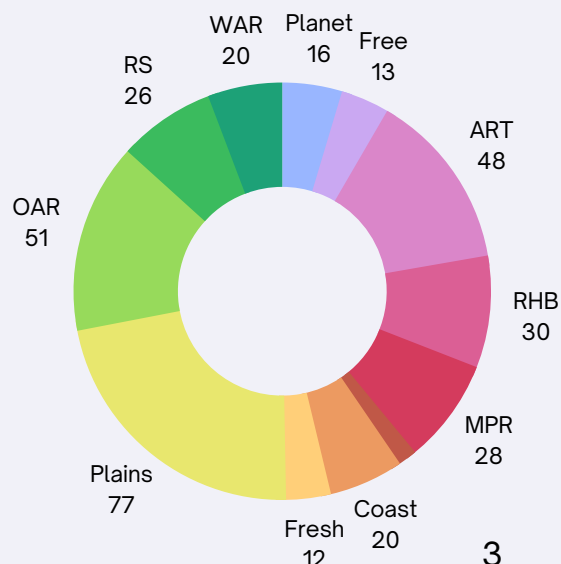
*"I just want to say a big thank you for the series 'Talking About Seeing'. The show with Christine talking about losing the left field of vision really hit home for me. I too have the same vision as Christine and have learned to adapt over the past 20 years. Her story was extremely comforting - to hear someone who faces the same challenges as I and put into words what I couldn't, meant a great deal."*

*"I am a born and bred from Taranaki however moved to Australia in 1985. Somewhere, somehow I have been given links etc to this show called colours of the heart and wanted to say a quick thank you to whoever instigated this show as I find it extremely interesting. Since being from this region, it always hit home a bit deeper than most talkback shows and I thought I would reach out to your station."*

### NATIONAL SNAPSHOT - YEARS AFFILIATED WITH THE SECTOR



### STATION SNAPSHOT - ORGANISATIONS AFFILIATED WITH STATIONS



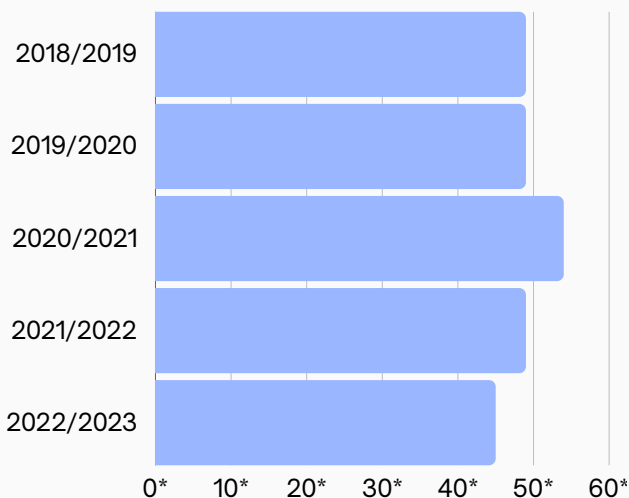
# Programming

## Testimonials

*“Wonderful opportunity for Youth to play their instruments on radio and have a new experience.”*

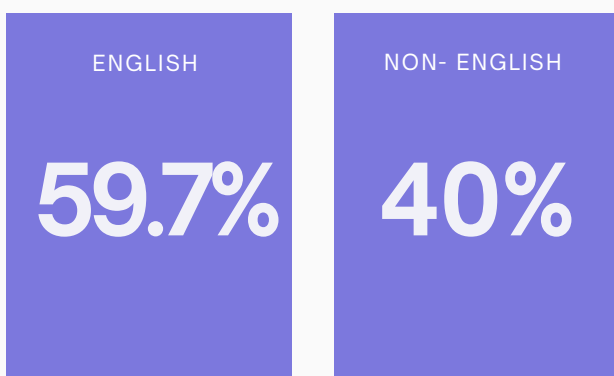
*“I record 2, 30 min broadcasts each month with Access Radio and I doubt a month goes by when I don't receive positive feedback from a listener! This proves the worth of the Radio Station as many older persons choose to listen to their programmes. The Kapiti demographic is such that we have a very high percentage of residents who are over 65 years in age, and these listeners are often very loyal in their choice of radio station to whom they tune in.”*

## NO OF LANGUAGES BY YEAR

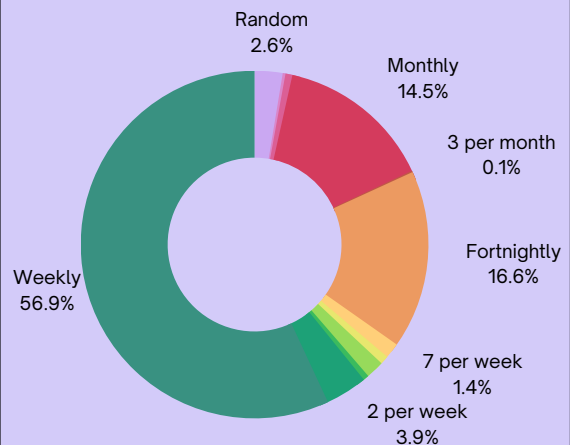


\*All other metrics sourced from NZ On Air reports

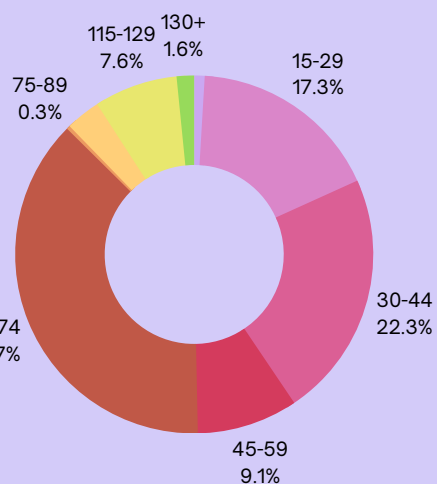
## ENGLISH AND NON-ENGLISH PROGRAMMES



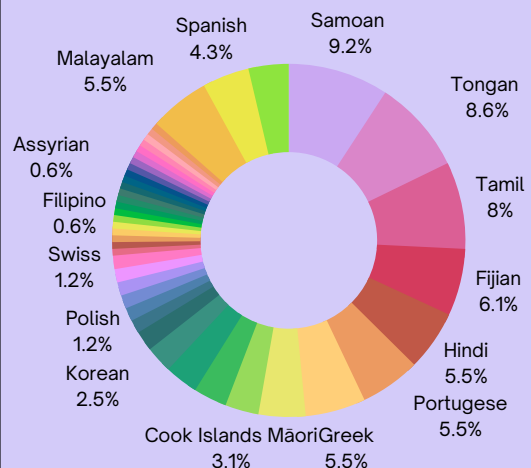
## FREQUENCY OF SHOWS PER WEEK



## PROGRAMME LENGTH IN MINUTES



## NON-ENGLISH % OF PROGRAMMES



# Programming

## Programming snapshot

According to New Zealand Census data, approximately 96.1% of the population aged 15 years and over reported speaking English in 2018; with access media's core function to provide an outlet for under-represented groups, programmes spanned **166 identified themes** and in **45 languages**.

Between September and December 2022, the majority of programmes were **more than an hour in length**, with new shows created weekly.

759

TOTAL PROGRAMMES

166

IDENTIFIED THEMES

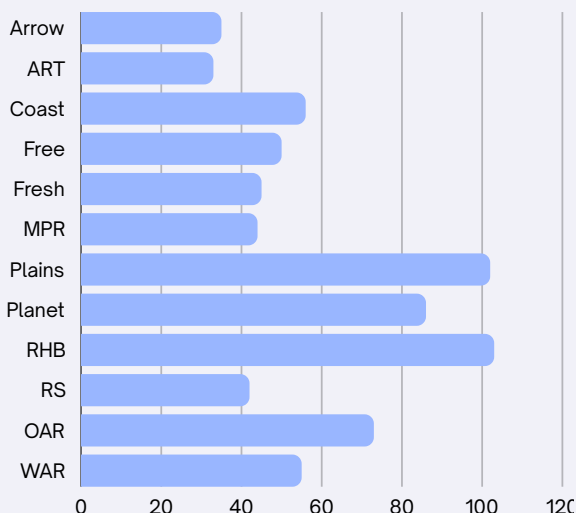
45

LANGUAGES

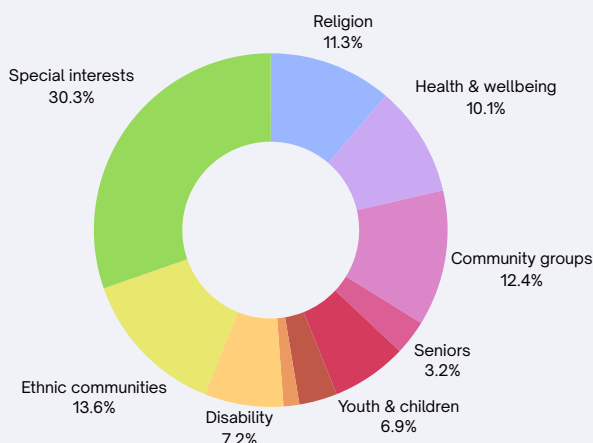
60+

MINUTE SHOWS

TOTAL PROGRAMMES PER STATION



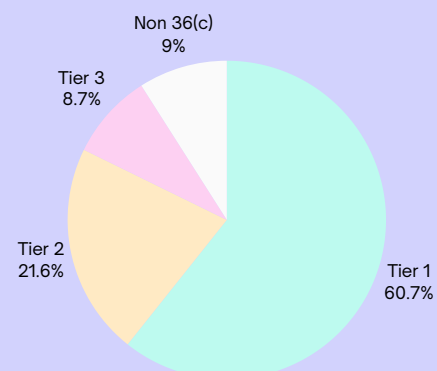
PROGRAMMING CONTENT BY THEME



Prioritised s36(c) content as per the Broadcasting Act

|        |   |
|--------|---|
| TIER 1 | <ul style="list-style-type: none"> <li>Minority language.</li> <li>Women.</li> <li>Children.</li> <li>Disabilities.</li> <li>Youth.</li> <li>Religious, spiritual, ethical.</li> <li>Minority interest.</li> </ul>  |
| TIER 2 | <ul style="list-style-type: none"> <li>Smaller groups lacking resources.</li> <li>Support groups for people with special needs.</li> <li>Minority political groups.</li> <li>Local arts, crafts, music.</li> <li>Educational and training institutes.</li> <li>Local sporting interest.</li> <li>Larger local, regional, national organisations.</li> <li>Those unable to access other media.</li> <li>Local hobbies, special interest, recreational.</li> <li>People with a cause, concern, message, or interest.</li> </ul> |
| TIER 3 | Special music shows not catered for elsewhere: <ul style="list-style-type: none"> <li>(a) Non-derivative ethnic music</li> <li>(b) Local and regional music</li> <li>(c) NZ music not currently marketed</li> <li>(d) Other music categories.</li> </ul>  |

S36(C) ACROSS THE MEMBERSHIP





# Podcasting

## Accessmedia.nz

Podcasting platform accessmedia.nz allows content-makers to retrieve and share content and connect to communities (at home and abroad).

22.8k

EPISODES

17.5k

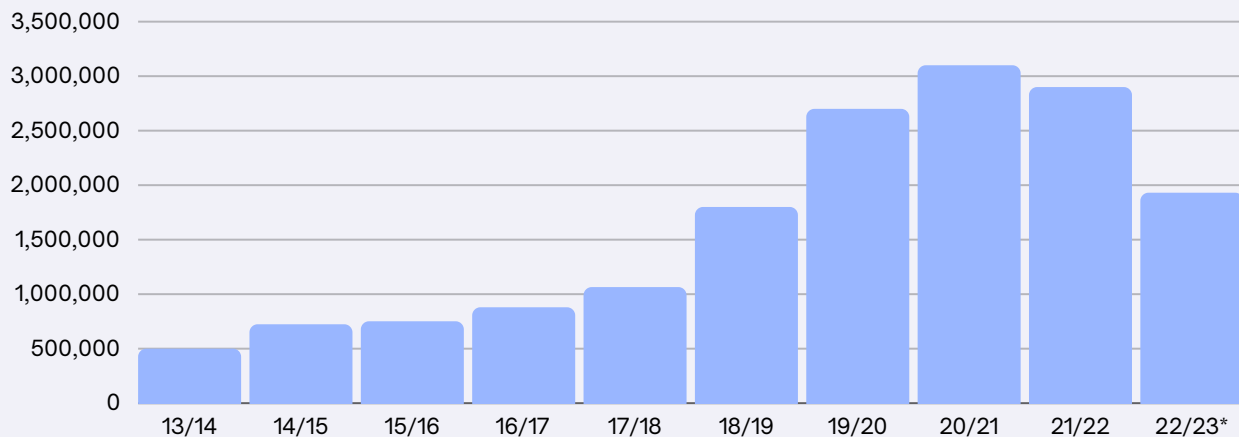
HOURS OF CONTENT

1.9m

STREAMS/DO  
WNLOADS

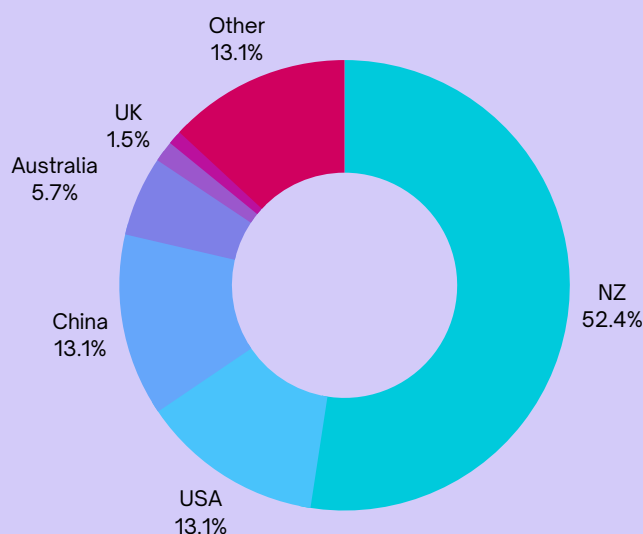
*\*Accessmedia.nz data for 22/23*

### NUMBER OF DOWNLOADS/STREAMS BY YEAR



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

### ACCESSMEDIA.NZ VISITORS BY LOCATION JAN-NOV 22



### PODCAST CONSUMPTION (>1MIN) PER STATION OCT-DEC 22

