

11. TVNZ DRAFT CHARTER

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Corporate Plan Output: Policy Advice	

The purpose of this report is to inform the Committee of a proposed Council submission on the TVNZ Draft Charter.

INTRODUCTION

The government released a Draft Charter in late September for consultation with the public and with the broadcasting industry (attached). The Mayor and the Chairman of the Strategy and Resources Committee have requested that a draft submission on the TVNZ Draft Charter be prepared.

It is government policy to retain TVNZ in state ownership and for it to operate according to a charter. The Draft Charter is a statement of broad objectives. It sets out in broad terms the kind of broadcast content TVNZ is to feature. However, the Charter also makes a commitment to protect TVNZ's editorial and creative independence from political interference.

COUNCIL SUBMISSION

The Policy and Communication Teams propose to prepare a submission in consultation with local media.

We are proposing that the Council endorse the following components of the Charter:

- the affirmation of public sector broadcasting role,
- the affirmation of editorial and creative freedom,
- the promotion of TVNZ's role in fostering democratic participation and public debate,
- the commitment to provide choice beyond what strictly commercial considerations will allow,
- the commitment to Maori language and culture,
- the commitment to regional programmes

However, we propose that the Council request that the Charter include an additional clause regarding the need for TVNZ to work co-operatively with local television.

The Charter requires that TVNZ Charter: "promote informed debate and enhance opportunities to participate in community life" and "serve and reflect the regions of New Zealand". It will be difficult for an organisation based in Auckland and Wellington to achieve this. Therefore, it is important that TVNZ work with local television.

We also propose that the Council recommend that, as part of its public service role, TVNZ promote health lifestyles, for example by screening quality 'infomercials' at prime time. The Council may also wish to raise concerns regarding the excessive verbal and physical violence screened on television.

We have contacted the local television channels and other film and visual media agencies and asked for input and suggestions. Based on their feedback we propose to prepare a comprehensive submission. Submissions close on 31 October 2000.

- Recommendation:**
1. That, following consultation with local media, a submission based on the principles outlined above be prepared.
 2. That authority be delegated to the Chairperson and Deputy Chairperson of the Strategy and Resources Committee to approve the submission.

Chairman's

Recommendation: That the above recommendation be adopted.