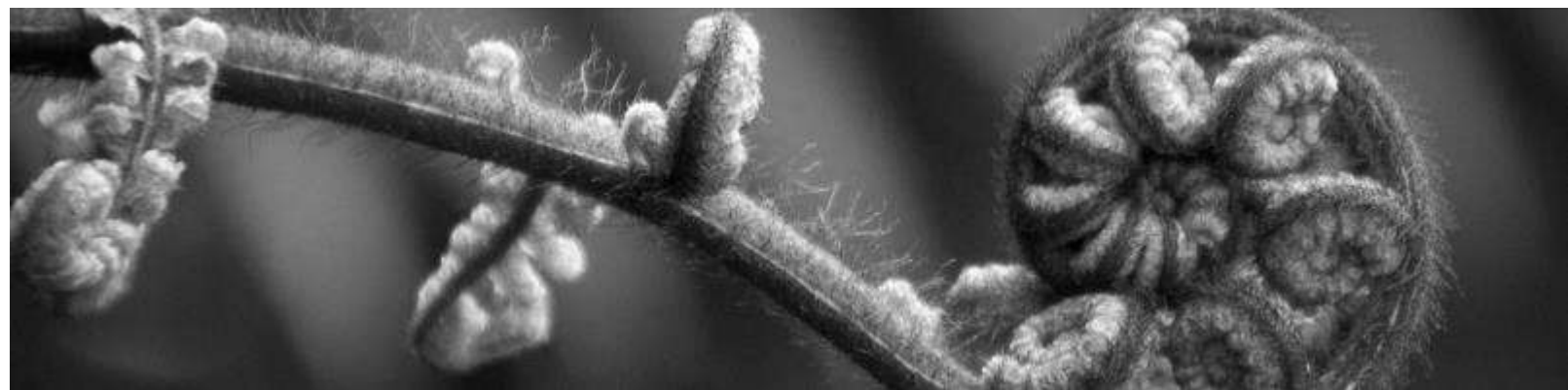


**MĀORI**  
TELEVISION  
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# Māori Television's Māori Language Plan

2015-2018

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# Vision and Mission Statement

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# Vision and Mission Statement



Māori Television's vision is for te reo Māori to be valued, to be embraced and spoken by all New Zealanders. Our mission is to contribute to Māori success through te reo me ōnā tikanga Māori.

The principle function of the service is to contribute to the protection and promotion of te reo and tikanga Māori through the provision, in te reo Māori and English, of a high quality, cost effective television service that informs, educates and entertains viewers and enriches New Zealand's society, culture and heritage.

As well as emphasising our primary function of promoting te reo and tikanga Māori, the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003 also requires that we:

- Broadcast mainly in te reo Māori during prime time and a substantial proportion at other times.
- We may provide a range of functions and services on a choice of platforms
- Have regard in our programming to the needs and preferences of children participating in te reo Māori immersion education and all people learning te reo Māori.
- Provide broadcast services that are technically available throughout New Zealand and practically accessible to as many people as is reasonably possible.
- Foster and develop the broadcasting capacity of Māori Television through training and education.



# Māori Language Strategy

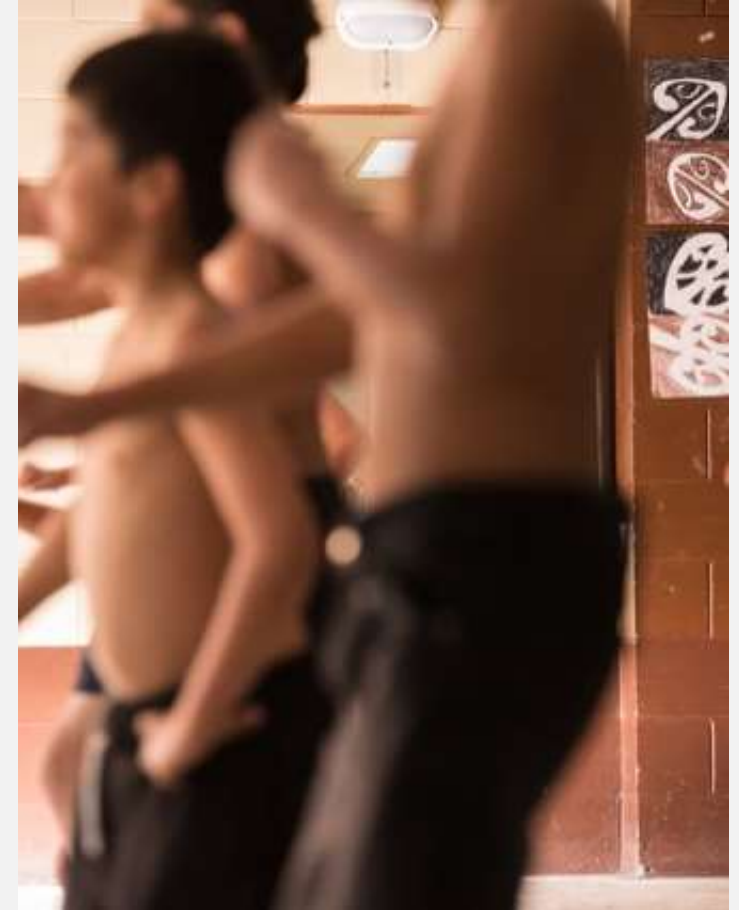
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# Māori Language Strategy

Māori Television is one of the key Māori language entities of the Māori Language Strategy, alongside Te Taura Whiri i Te Reo Māori and Te Māngai Pāho. As a Māori language broadcaster in Aotearoa New Zealand, Māori Television produces authentic content and gives an advanced level of access to multiple platforms and channels. In this regard, it has a unique role to play in Māori Language Revitalisation, in particular, the growth, protection, promotion and normalisation of te reo Māori me ngā tikanga. Māori Television will provide quality reo for all levels of fluency from receptive, second language to fluent language levels.

Māori Television is committed to working in partnership with all government agencies; Te Puni Kōkiri, Te Taura Whiri i Te Reo Māori and Te Māngai Pāho to ensure that it effectively contributes to the achievement of the Māori Language Strategy. In addition to fulfilling its statutory responsibilities and achieving its business objectives, Māori Television has developed a plan to support the Māori Language Strategy. Māori Television recognises that language revitalisation is a long term commitment which requires the collective efforts of all Crown agencies, and other institutions involved in Māori language revitalisation, working together and in conjunction with whānau, hapū and iwi.





# Whakamana Whānau, Whakapiki Hapū me ngā Iwi

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# Whakamana Whānau, Whakapiki Hapū me ngā Iwi

As a Māori language organisation Māori Television seeks to expand its daily reach of whānau, hapū and iwi with Māori language content that informs, educates and entertains and affirms a Māori world view.

In this way, Māori Television contributes to strengthening whānau, hapū and iwi.

Our authentic material also plays a vital role in language revitalisation by helping to 'normalise' the use of the wherever people choose to engage with us. 'Normalisation' is also affirming of whānau, hapū and iwi.

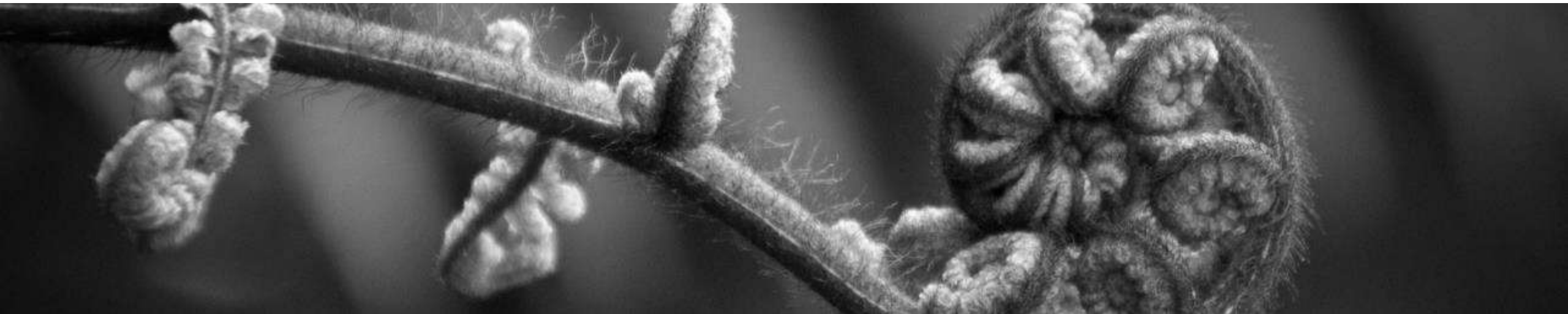






# Accessibility to Māori Language Programmes

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# Accessibility to Māori Language Programmes

Accessibility through broadcast television, digital channels, internet platforms and **mobile devices enables Māori Television to** contribute to strengthening the use, acquisition, status, awareness and corpus of the language wherever our people want to engage. This is the key to intergenerational transmission of the taonga.

Te reo programming is broadcast daily to the nation, with the aim of reaching the widest possible range of viewers from those who are learning te reo to those who are fluent speakers. Supporting our traditional television channels and new media platforms, which can also be linked to social media, allows viewers of all ages and te reo proficiency to view programmes on demand online.

A **focus of cross promotion of Te Reo Channel on Māori Television creates a double-pronged** approach. Te Reo Channel is an initiative which prioritises the broadcast of **100% Māori Language** from 4pm to 11pm daily.





# Strategic Direction 2015 - 2018

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# Contribution to Māori Language Strategy

At the core of all Māori Television's strategic planning is the **revitalisation of te reo Māori me ngā tikanga**. Māori Television is one of a number of agencies and initiatives charged with contributing to this outcome.

The Māori Language Strategy has the following objectives:

Te mana o te reo	Increasing the status of the Māori language in New Zealand society.
Te ako i te reo	Increasing the number of whānau Māori and other New Zealanders who can speak Māori
Te Mārama Pū ki te Whakaora Reo Te kounga o te reo	Increasing critical awareness about Māori language revitalisation. Supporting the quality and appropriate use of the Māori language, and iwi dialect maintenance.
Te kōrerotanga o te reo	Increasing the use of the Māori language among whānau Māori and other New Zealanders on multiple platforms

# Grow the Māori Language

Te Taura Whiri i te reo Māori identifies five main components for Māori language health:

## Status



The language and its use needs to be held in high regard and valued by those who use it and by other communities, including all New Zealanders.

## Corpus



There must be an accessible body of language and associated development resources to assist those wanting to learn, use and retain the language. It is important to create a bridge from beginner level so that users can progress into immersion and mid-acquisition *areas*.

## Acquisition



There must be a regular flow of new people learning and using the language. We need to cover all types of reo from high level to colloquial. Everyone is constantly learning and improving their te reo. A key focus is to extend the use of te reo from the classroom environment into everyday scenarios and contexts to be functional and relevant to the various levels of language learning from passive to second language to active and fluent.

## Usage



Te reo Māori is in common usage in various domains. Promote advocates and champions of Te Reo across the various levels of language from receptive, second language to fluent.

## Critical Awareness



There is promotion of what can be accessed to assist in learning te reo and a pathway to increase proficiency, competency or to maintain quality.

b.

## Grow the Māori Language

Te Taura Whiri i te reo Māori identifies five main components for Māori language health:

Māori Television connects with up to 1.5 million or more people every month, and therefore has significant potential and capacity to contribute directly to the status, corpus, acquisition, usage and critical awareness of te reo Māori. In crafting content Māori Television aspires to inform, explain, inspire, motivate and excite people about te reo Māori, in particular, to enable people to take the next step in their journey.

One of the effects of our unique programming is the sense of nationhood and nation-building that Māori Television has contributed to by providing viewers access to te reo, engendering pride in speaking the language and providing a window to Te Ao Māori.



1

## Fluent Speakers

Produce engaging content for fluent viewers

11% of the Māori population are fluent (Te Kupenga Statistics NZ, 2013). This group has advanced te reo ability and like hearing the language and like **hearing the language, seeing Māori news and events.**

We intend on cross promoting Te Reo **channel more on Māori Television** to create a dual channel approach. Increased awareness of our core fluent language programmes across all of our platforms is critical.

We will continue providing shows that offer a high level of fluency and technical excellence.

2

## Language Learners

Promote pathways of language learning

35% of the Māori population speak **Māori in their homes** (Te Kupenga Statistics NZ, 2013). This group are **proud of their Māori heritage, learners of te reo and like hearing te reo and positive Māori stories.**

We will create compelling second screen and interactive material to make language learning more engaging. In order to create a bridge from beginner level to immersion and mid-acquisition fluency, we need to create genuine second language shows where the mix of Te Reo and English flows naturally.

Build stake holder relationships in the language learning sector to improve our promotion and pathways.

3

## Tamariki

Enhance relevant content for tamariki

31% of the Māori population are tamariki under 15 years old (NZ Census, 2013).

We want to concentrate on entertaining, fluent content for tamariki.

We will develop a non-commercial zone in peak time viewing for our tamariki.

We want to build stakeholder relationships in the education sector to ensure alignment with the kaupapa.

4

## Rangatahi

Provide innovative and interactive content for rangatahi

This group are particularly important as **we know half the Māori population is under 23 years old** (NZ Census, 2013).

Rangatahi spend more time online, they want programmes in Te Reo and **English, they want to see Māori people,** and they like bilingual programmes. A key focus is to cater for a younger demographic of te reo speakers and to produce relevant content that is accessible via their most preferred platform.

# Key Growth Personas

As a result of our audience segmentation research this year we established 5 key personas to concentrate on as part of Māori Television's content plan for 2015-2018. These personas were part of an original list of 10 different potential areas of growth. As part of the research we have also ascertained key language behaviours in relation to each of the personas.

## Rangatahi Viewers

- Māori 15-29 years
- Strong in te reo (and also very open to learning more te reo) and cultural connection
- More than a third (36%) of all rangatahi frequently tune in to Māori Television's platforms
- A focus on providing content on digital platforms for Rangatahi by Rangatahi
- 26% speak te reo Māori very well
- 26% use te reo Māori all/most of the time
- 84% open to learning more
- Online platforms will be important to reach this young and technically savvy group
- Challenge reality, observation documentaries and music is what they love to watch
- Highly entertaining and engaging content is their thing.

## Youth Potentials

- A mix of 15-29 year old Māori non-viewers and 15-29 year old non-Māori 'receptive' who are open to learning more te reo
- Less te reo overall but with a sub-group of speakers ... and most in this segment are open to learning more
- 13% fluent and second language learners
- 87% speak words only or not at all
- 94% open to learning more
- They're after a broad range of entertaining and engaging content including movies, comedy, cooking shows, reality TV, game shows, music and concerts

## Loyals

- 30+ years old who watch Māori Television weekly / occasionally – in particular, busy mums aged 30-49 years
- 36% of all Māori aged 30+ fall into this segment
- The most culturally connected of all the 30+ segments and very open to learning more te reo
- Only 13% do not speak te reo Māori at all
- 6% use te reo Māori all/most of the time
- 76% open to learning more
- Māori Television is a favourite for this group, and we want them to watch more frequently
- They love watching documentaries, drama and music – they want engaging and entertaining content for the whole family



# Key Growth Personas

As a result of our audience segmentation research this year we established 5 key personas to concentrate on as part of Māori Television's content plan for 2016-2018. These personas were part of an original list of 10 different potential areas of growth. As part of the research we have also ascertained key language information in relation to each of the five personas.

## Lapsed

- 30+ years old who no longer watch Māori Television regularly – largely non-viewers
- 25% of all Māori aged 30+ fall into this segment
- Mixture of te reo ability (some high some low)
- 44% do not speak te reo Māori at all
- 67% never use it
- BUT 14% use it sometimes / most / all the time (3rd highest)

## Urban Professionals

- 30+ years old largely non-Māori segment of regular MTS viewers
- They tend to be older females, with no kids, living in high income households who like that the channel has show's about New Zealand and New Zealanders
- 53% only speak some words
- But 50% are open to learning more (2nd highest)
- They tune in to Māori Television for one or two specific shows – largely our documentaries and movies – and would tune in more frequently if they could understand the titles of the shows on the EPG and if they were more aware about the types of shows we have on and when they will be on.
- This demographic speak highly of MTS and add to a positive perception for MTS but we need to ensure this group get on a language pathway. Many are open to learning so we must motivate them.

f. **Remain** Relevant and Accessible

The television/media industry is changing with the rapid expansion of new technologies and new devices that influence social behaviours. This environment has changed the ways in which viewers can access and engage with our content. As well as maintaining our traditional television operations we must also keep pace with these new developments from technical, production and distribution perspectives.

We need to provide for the younger te reo speakers and produce relevant content on their most used platforms and devices. We need to push interactivity for our language learning content.





# Outcomes Framework

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# Outcome 1 | Contribution to Māori Language Strategy

OBJECTIVE	<b>Māori Television Contribution and Alignment</b>
<p><b>Te mana o te reo</b> Increasing the status of the Māori language in New Zealand society.</p>	<p>Being a Māori language based organisation that is successful.            Showing people from all walks of life using te reo.            Showing well known “stars” learning and using te reo.            Having reo versions of well-known/high profile programmes – e.g. Dora &amp; SpongeBob.            Making our programmes available online – internationally and to increase its use across multiple platforms.            Making specific content for all audience sectors to engage in and with te reo Māori.            Providing English subtitles to specific content to appeal to a wider audience.</p> <ul style="list-style-type: none"> <li>• By promoting and informing viewers of our specific content with English subtitles.</li> <li>• Promoting each other’s content on either channel and online.</li> <li>• Broadcasting Te Reo in Primetime.</li> <li>• Increase multi-platform engagement.</li> <li>• We must make shows for fluent and highly proficient te reo Māori speakers, learners of te reo Māori, as well as tamariki and youth in Māori immersion.</li> </ul>
<p><b>Te ako i te reo</b> Increasing the number of whānau Māori and other New Zealanders who can speak Māori.</p>	<p>78% of Māori language learners watched MTS in last 7 days and language learning was the primary reason for viewing for 10% of our regular viewers (Impact Survey 2011).            66% of those trying to improve their reo found Māori Television assists their development.            60% of those wanting to maintain their knowledge of te reo watch Māori Television.            Using specific content to engage all those who view Māori Television on any of its platforms.            Our focus is to join stakeholders, provide expertise to mesh with our entertainment and media knowledge and produce content that is about learning in casual and formal environments. Special emphasis on inter-activity and digital growth</p>
<p><b>Te Mārama Pū ki te Whakaora Reo</b> Increasing critical awareness about Māori language revitalisation</p>	<p>Supporting, promoting and reporting on Māori language revitalisation initiatives within different iwi.            Supporting, promoting and reporting on Māori language revitalisation initiatives undertaken nationally.            Participating in and reporting on Māori language revitalisation initiatives directly.            Undertaking research that signposts change from revitalisation to normalisation.</p>

# Outcome 1 | Contribution to Māori Language Strategy

OBJECTIVE	<b>Māori Television Contribution and Alignment</b>
<p><b>Te kounga o te reo</b> Supporting the quality and appropriate use of the Māori language, and iwi dialect maintenance.</p>	<p>Producing high quality te reo Māori content. Producing content focused on using iwi dialects. Producing content where exemplars of te reo, and iwi dialects, are to the fore. Continuing to independently measure the quality against quantity of te reo Māori content. Reporting monthly on the independent quality assessment of our te reo content. Creating the best Māori Language plans for all of our Internally Commissioned shows and content.</p>
<p><b>Te kōrerotanga o te reo</b> Increasing the use of the Māori language among whānau Māori and other New Zealanders.</p>	<p>Providing te reo Māori content to cater for tamariki, (0- 9 years old) and the wider community. Providing bi-lingual content to cater for rangatahi, (10- 18 years old) and the wider community. Providing content (te reo or bi-lingual) that appeals to a range of audience sectors. Providing content that caters for those receptive audiences. Broadening genre content and the introduction of te reo. Creating a cross reference around content between online and linear.</p> <ul style="list-style-type: none"><li>• Promoting the use of informal and formal use of reo across all platforms.</li><li>• To inspire, encourage, and promote the language across the various language levels.</li><li>• To promote aspirational role models of Te Reo.</li></ul>



# Relevance and Accessibility

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# Persona Overview for Language



## GROWTH PERSONAS

## STATUTORY PERSONAS

Personas	Rangatahi Viewers	15-29 Youth Potentials	Loyals	Urban Professionals	Lapsed	FLUENT	LANGUAGE LEARNERS	TAMARIKI	RANGATAHI
Māori Television Service 	●	●	●	●	●	●	●	●	●
Te Reo 	●		●			●	●	●	
maoritelevision.com	●	●	●	●	●	●	●	●	●

● PRIMARY

● SECONDARY



# Language Quality Assurance

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Māori Television works closely with Te Māngai Paho on quality assurance of the te reo Māori language broadcast.

Māori Television has appointed a Tumuaki o Te Pūmanawa Tāngata, te reo me ngā tikanga. A key aspect of this new role will be to develop an internal Māori language strategy that ensures that Māori TV staff have the opportunity to learn Māori in order for the organisation to be bilingual by 2020. This role will also include sharing Māori TV's strategic vision with iwi and Māori communities, the Tumuaki o Te Pūmanawa Tāngata and will also be responsible for implementing Māori Television's language and tikanga plan for all prospective content.

Māori Television also has a full-time Te Reo Commissioner reviewing language quality for productions and programmes. The Commissioner also monitors for language quality and quantity requirements.

Each programme funded by Te Māngai Paho has rigorous language plans attached to them. Each production has a te reo consultant attached to the production who monitors language quality and quantity.

Te Reo department contract an independent language expert to review News and Current Affairs language quality on pronunciation, vocabulary, grammar, euphony and the quality of subtitling.

An independent review is conducted every month on a selection of programmes against the Te Taura Whiri I Te Reo Māori quality-indicator framework, and an average rating of 4.0 is achieved. (1 = Very poor; 2 = Poor; 3 = Good; 4 = Very good; 5 = Excellent)



# In Summary



# In Summary

**Māori Television's Language Plan** is based on our vision and strategic objectives. With its range of platforms **Māori Television has** the ability to reach large numbers of people, making it possible for the language to be seen and heard on all devices for all New Zealanders. In particular, **those of whānau, hapū and iwi across the motu and throughout the world.**

In all respects, MTS has an influential role in contributing to the achievement of the holistic **Māori Language Strategy**. **Māori Television is** committed to developing all our key language levels including second language, receptive and fluent, the blend of Te Reo and English content **across Māori Television's schedule and** a strong emphasis on building appealing and relevant content for Te Reo Channel.

We need to create genuine second language shows where the mix of Te Reo and English flows naturally, creating appealing and engaging content. A key focus of the strategy is to cater for our rangatahi demographic of te reo speakers and to produce relevant content that is accessible across their most preferred platforms.



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