

## Appendix to Working Party's Report:

### Working Party's Revised TVNZ Charter Draft (with tracked changes)

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As a public broadcaster TVNZ will play a leading role in New Zealand television, especially in respect of the principles laid out in its Charter. The Charter shall apply to all of TVNZ's operations that contribute to making its content available to New Zealanders. In fulfilling the Charter TVNZ will make this content available through free to air broadcasting and other media technologies.

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#### 1. An Informed Society

To provide impartial and comprehensive New Zealand and international programmes that are essential to having an informed and educated society, TVNZ will:

- (a) Provide a range of programmes across all genres;
- (b) Strive for the highest standards of programming quality and editorial integrity;
- (c) Provide independent, comprehensive, impartial and in-depth news and current affairs;
- (d) Promote democratic participation by examining the activities of public and private institutions;
- (e) Provide programmes of an educational nature which support and encourages learning; and
- (f) Provide programmes that extend the range of ideas and experiences available to New Zealanders

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## 2. ***National Identity and Citizenship***

To provide entertaining, educational and informative programmes that reflects the diverse range of cultures and interests that contribute to an understanding of who we are as New Zealanders, TVNZ will:

(a) Provide shared experiences that contribute to a sense of citizenship and national identity;

(b) Provide programmes that contribute towards intellectual, scientific, cultural, sporting and spiritual development;

(c) Enhance citizens' opportunities to participate in public life by featuring programmes that provide a forum for critical and many-sided debate;

(d) Provide programmes about the diverse cultures, history, heritage and natural environment of New Zealand, and its regions;

(e) Provide programmes that cater for minority interests; and

(f) Provide programmes intended for general audiences that address minority interests.

(g) strive to enable New Zealanders of all abilities to engage with the fullest range of programmes

## 3. ***Maori***

To provide entertaining, educational and informative programmes that reflect Maori interests, including language, history, culture and

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~~contemporary issues~~, and to convey these interests to a wider New Zealand audience, TVNZ will:

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- (a) ~~Provide programmes by, for and about Maori, involving significant Maori participation and perspectives; and~~
- (b) ~~Provide programmes intended for general audiences that promote Maori language and culture.~~

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#### 4. Diversity

To provide entertaining, educational and informative New Zealand and international programmes that serve the interests and needs of different audiences, ~~cultures, beliefs, abilities, lifestyles, age groups and regions~~, and particularly those ~~not provided for in a purely commercial broadcasting environment~~, TVNZ will:

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- (a) ~~Provide programmes across all genres;~~
- (b) ~~Provide programmes catering for interests not normally provided for by other national television broadcasters;~~
- (c) ~~Balance the programme needs of general and smaller audiences;~~
- (d) ~~Provide programmes that promote understanding of New Zealand's diversity of cultures and regions;~~
- (e) ~~Feature New Zealand films, drama, comedy and documentaries;~~
- (f) ~~Provide programmes that educate, inform, entertain and involve children and young people;~~

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- (g) Provide programmes that support and encourage awareness of environmental issues and sustainable development;
- (h) Provide programmes that support, encourage and feature the sciences;
- (i) Provide programmes that support, encourage and feature the arts;
- (j) Provide programmes that reflect the role of sport and recreation in New Zealand; and
- (k) Provide programmes that support awareness of business, commercial and financial matters.

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**5. High Standards**

TVNZ will:

- (a) Set the highest standards of programme quality, editorial independence and integrity.
- (b) Comply with the Free-To-Air Code of Broadcasting Practice, which includes standards on violence and good taste and decency; and
- (c) Comply with the codes relating to the level and nature of advertising, particularly that to which children are exposed.

**6. Innovation**

To promote innovation in form and content TVNZ will provide programmes that display creative risk-taking and experimentation.

**7. New Zealand Talent**

TVNZ will support and promote the talents and creative resources of New Zealanders, including the independent television and film industries.

***8. Presenting New Zealand Overseas***

TVNZ will reflect New Zealand to the Pacific region and to New Zealanders overseas.

21 September 2007

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