

TVNZ is New Zealand's television public broadcaster. Our remit is to fulfil the objectives and reflect the values of the TVNZ Charter, while maintaining our commercial performance.

We are engaged in the task of transforming our programming, operations and organisational structure in line with our Charter commitment to reshape TVNZ as a true public broadcaster.

Our Charter makes TVNZ unique among New Zealand's television broadcasters. The Charter governs our over-riding commitment to reflect and promote our national identity. TVNZ is the 'home place' for New Zealanders where we can expect to see ourselves richly, fully and compellingly presented – the place we turn to for our defining moments and a sense of shared experience.

Being the voice for the nation means that we operate in both a local and an international framework. Our mission is to bring you more and better of New Zealand on air as well as the best from around the world.

In order to deliver our Charter well, we expect to be attentive and responsive to our viewers. Getting close to viewers and satisfying them with the range and quality of our programming we see as the best way of earning the trust and respect that will reinforce our claim to be the voice for the nation.

We believe we have laid the groundwork for a whole new style of television in this country.

Ian Fraser, TVNZ Chief Executive Officer

TVNZ
our nation. our voice.

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TVNZ CHARTER

The TVNZ Charter was formally implemented on 1 March 2003. The Charter shall apply to all those parts of TVNZ's operations that contribute to its broadcast content. It shall be predominantly fulfilled through free-to-air broadcasting.

TVNZ SHALL:

- feature programming across all genres that informs, entertains and educates New Zealand audiences
- strive always to set and maintain the highest standards of programme quality and editorial integrity
- provide shared experiences that contribute to a sense of citizenship and national identity
- ensure in its programmes and programme planning the participation of Maori and the presence of a significant Maori voice
- feature programming that serves the varied interests and informational needs and age groups within New Zealand society, including tastes and interests not generally catered for by other national television broadcasters
- maintain a balance between programmes of general appeal and programmes of interest to smaller audiences
- seek to extend the range of ideas and experiences available to New Zealanders
- play a leading role in New Zealand television by setting standards of programme quality and encouraging creative risk-taking and experiment
- play a leading role in New Zealand television by complying with free-to-air codes of broadcasting practise, in particular any code with provisions on violence
- support and promote the talents and creative resources of New Zealanders and of the independent New Zealand film and television industry.

IN FULFILMENT OF THESE OBJECTIVES TVNZ WILL:

- provide independent, comprehensive, impartial, and in-depth

coverage and analysis of news and current affairs in New Zealand and throughout the world and of the activities of public and private institutions

- feature programming that contributes towards intellectual, scientific and cultural development, promotes informed and many-sided debate and stimulates critical thought, thereby enhancing opportunities for citizens to participate in community, national and international life
- in its programming enable all New Zealanders to have access to material that promotes Maori language and culture
- feature programmes that reflect the regions to the nation as a whole
- promote understanding of the diversity of cultures making up the New Zealand population
- feature New Zealand films, drama, comedy and documentary programmes
- feature programmes about New Zealand's history and heritage, and natural environment
- feature programmes that serve the interests and informational needs of Maori audiences, including programmes promoting the Maori language and programmes addressing Maori history, culture and current issues
- include in programming intended for a mass audience material that deals with minority interests
- feature New Zealand and international programmes that provide for the informational, entertainment and educational needs of children and young people and allow for the participation of children and young people
- maintain and observe a code of ethics that addresses the level and nature of advertising to which children are exposed
- feature programmes that encourage and support the arts, including programmes featuring New Zealand and international artists and arts companies
- reflect the role that sporting and other leisure interests play in New Zealand life and culture
- and feature programming of an educational nature that support learning and the personal development of New Zealanders.