



THE MANAWATŪ PEOPLE'S RADIO
MONTHLY NEWSLETTER
FEBRUARY 2020



the doctor is in on-air

Nelson Lebo - Eco Design Advisor for PNCC
explores ideas and gives advice on
making your home healthier, warmer and
drier on a budget. MONDAYS 11AM
mpr.nz/show/housedoctor

PROGRAMME MAKER PROFILE

Nelson helps people assess their homes for heating and moisture issues, and who in collaboration with other community organisations offers workshops on permaculture based themes.

What attracted you to making a show on MPR?

I find that the best promotion is not paid advertising and am always on the lookout for opportunities to raise awareness that this is a free service offered by the council. This is a unique opportunity to get the word out.

What are you enjoying about what you do?

I love problem solving and looking at difficult homes, diagnosing the issue and then prescribing the most cost effective strategies for house owners. Its great to work with people and have instant and usually positive feedback when helping them work with their homes.

What has been rewarding about your experience with MPR so far?

Having a great conversation with an intelligent person as part of my work! I have been on the radio frequently so feel confident around interview techniques and creating content.

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NEW FEILDING
AND ASHHURST
FOCUSED
SHOWS

THANK YOU
NEW RULES

FIND US ON
SPOTIFY

MPR MORE
POPULAR
THAN EVER

MPR PANUI

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MPR PROVIDES OUR SERVICES WITHOUT CHARGING THE COMMUNITY. HOWEVER, WE **REALLY** APPRECIATE DONATIONS. FIND OUT MORE AT **MPR.NZ/DONATE**

thank you cafe royale

Robert and the team at Cafe Royale have generously donated vouchers and coffees for us to use as giveaways in upcoming initiatives! Keep your eyes on social media to find out how you can win.

THANK YOU TO:

PUB CHARITY FOR
FUNDING
TOWARDS FIRST
AID TRAINING FOR
ALL MPR STAFF

LION FOUNDATION
FOR FUNDING
TOWARDS OUR
PREMISES RENT
COSTS

ASHHURST AND FEILDING PROGRAMMING FOR 2020

FANTASTIC FEILDING

Feilding, the rural hub of Manawātū and a veritable hive of activity and amazing events. With fantastic parks and great facilities, it's a superb place to live and raise a family.

This is a show that highlights the stories within the community and the people and organisations that make it a vibrant place to be.

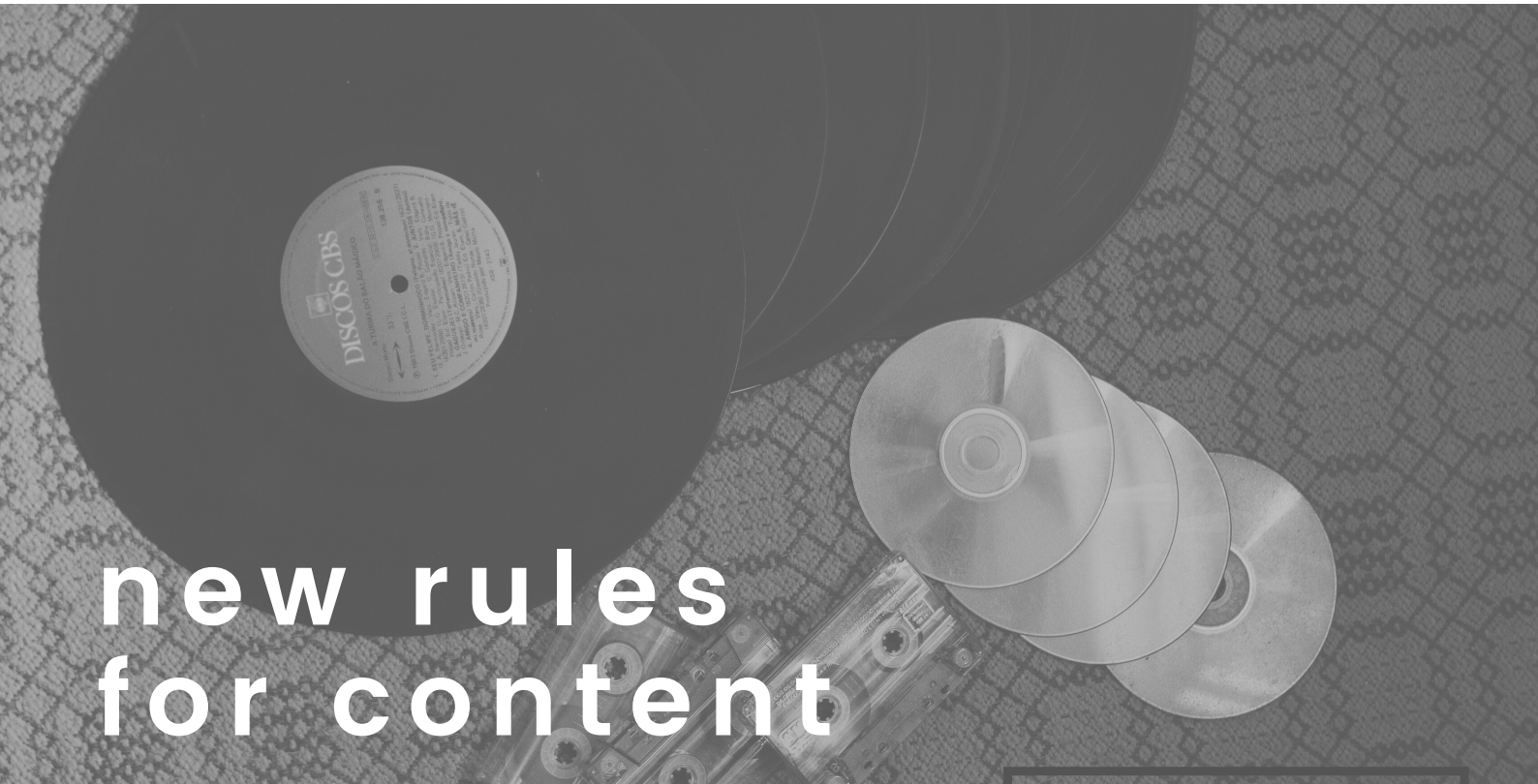
WEDNESDAYS AT 11AM mpr.nz/show/fantasticfeilding

ALL THAT'S AMAZING IN ASHHURST

This is a show that highlights the stories, projects and events within the Ashhurst and Pohangina community, proudly hosted by RECAP (The society for the Resilience and Engagement of the Community of Ashhurst and Pohangina).

The first episodes were recorded in Ashhurst Library!

WEDNESDAYS AT 1PM mpr.nz/show/amazingashhurst



new rules for content

BROAD/PODCAST RULES ARE CHANGING

At the very end of last year, the Community Access Media Association (CAMA) signed its new agreement with Recorded Music New Zealand.

This agreement is what lets our programme makers use commercial music in the way that they do – most other stations need to do detailed playlist reporting and pay per song.

The way that CAMA have negotiated means that our programme makers still have a pretty big advantage over many other New Zealand broadcasters (RNZ recently announced that they're severely limiting the amount of content with music that they'll podcast from here on out). However, the new agreement is somewhat stricter than the previous one, and people who break it do risk copyright claims – particularly with regard to online content.

The actual rules are fairly long and complicated, but the basic version you need to know to keep yourself and your show safe is:

- Songs must be separated by something that is not music. This can be you talking or a pre-recorded sting, just not another song.
- You are now limited in terms of the number of songs you're allowed to play from any given artist or album.
 - You can play **two** songs from any album by a single artist – so your Beatles special can only include two tracks from "Sergeant Pepper's" (and two from "Revolver", two from the "White Album" and so on).
 - You can play **four** songs from any given compilation album.

If you have any questions about any of this, or you want to know the really arcane details, come and have a chat to Hugh or send an email to hugh@mpr.nz

If you are a programme maker, are you aware that there is an online resource for you? There are ways to update the information on your show and episodes, training and editing notes, promotional advice and more! Speak to a staff member to arrange getting access.

MPR PANUI

MEMBERS OF
CAMA
Community Access Media Alliance

MPR WILL ONCE AGAIN BE PRESENT AT FESTIVAL OF CULTURES ON THE 7TH OF MARCH. FIND US AT STALL 59 IN THE SQUARE! WE'LL BE RECORDING LIVE SHOWS AND INVITING YOU TO BE VOICE OVER ARTISTS. YOU COULD WIN A CAFE ROYALE VOUCHER AS WELL AS BE A VOICE OF MPR!

your show now on...



Spotify®

MPR KEEPING CONTENT DISCOVERABLE

MPR content is now more consumable than ever! If you can't always tune in to 999am during broadcast hours to hear your favourite programmes, there are a multitude of ways to catch the shows you want, when you want.

All of our locally-produced programmes are made available for OnDemand listening through MPR.nz. This is made possible thanks to the CAMA's own platform: accessmedia.nz (formerly known as Access Internet Radio), this platform allows participating Access Media stations to deposit their programming for streaming, and sharing with audiences across NZ! (Bonus: There's also an APP – on GooglePlay and iOS stores! Search for "accessmedia.nz" and look for the kiwifruit icon).

Excitingly, as of January 2020, our content can now also be found on SPOTIFY! Over the last month, programming has slowly made its way onto the popular streaming service, increasing opportunities to reach an even greater audience! Without any massive push, listeners have already begun finding and following our content! Spotify users can find us via searching: "MPR – Manawatu People's Radio"

Our overall streaming listenership for 2019 was over 128,000 streams, this is more than double our end of year total for 2018! The Most-Streamed programme for 2019 was The 80s at 8, followed closely by Friend of Marilyn and Doing it in the Dirt.

Content downloads did decrease by half for 2019. 2018 saw over 2,000 downloads, for the year, with last year bringing just over 1,000 downloads – this is nothing sinister, but perhaps reflects a changing in listener behaviour. The Top-Downloaded Programme was: The Audio Archive with 366 downloads in 2019. With The Roots of Rock, and Musical Confection also popular among the download community.



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