

# mpr panui

THE MANAWATŪ PEOPLE'S RADIO  
MONTHLY NEWSLETTER

MARCH 2021



**INDEPENDENT ACCESSIBLE MEDIA AMPLIFYING DIVERSE AND LOCAL VOICES,  
CONTRIBUTING TO POSITIVE COMMUNITY GROWTH IN OUR REGION.**



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ASKED  
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## **CR. JOHNSON TALKING TO OUR MIGRANT COMMUNITIES**

We're delighted to welcome Councillor Lorna Johnson and her guests to MPR for "Making Palmy Home", a series of episodes in which Lorna asks migrants to our city what their journey was like, what their thoughts are on the city and what advice these new citizens might have for newcomers.

We'll also learn what these people do in our city, their contributions and passions, and what we might do to make our city and region even more welcoming.

WEDNESDAY 3:30pm and SUNDAY at 1:00pm, [mpr.nz/show/makingpalmyhome](http://mpr.nz/show/makingpalmyhome)

We also welcome "Generation Fusion" with Andrew and Amanda Zambazos and "Youthspective" with Hannah Smith. Two new youth oriented shows that have evolved out of "Teenspective" which has now gone into recess.

Generation Fusion: TUESDAY at 3:30pm [mpr.nz/show/fusion](http://mpr.nz/show/fusion)

Youthspective: WEDNESDAY at 11:00pm [mpr.nz/show/youthspective](http://mpr.nz/show/youthspective)

A number of other shows are in the works, and many more people are expressing interest in coming on board. Inside this panui we're answering some frequently asked questions in the hope that you too will consider becoming a content creator on Manawatū People's Radio!

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

# FAQS

## Q1: WHAT'S THE TIME COMMITMENT?

"Oh, I wouldn't have time for that!"

This is something we hear a LOT here at MPR when we're talking to people. It's such a popular misconception. If making Access Media was that time consuming, we wouldn't have 80 locally produced shows running each year, and there wouldn't be 12 Access Media stations in Aotearoa!

Yes, initially, there is an investment in time as you think about the structure of the show, who might be involved, how you might want to promote it and generally getting your "ducks in a row", but after that, the process is incredibly simple.

We have many, many testimonials and quotes from people who have really enjoyed their experience with MPR, citing how much they have learned, and how the experience was drastically simpler than they expected. Content Creators love working with our highly skilled team, and we make it **REALLY** simple.

Once you are up and running, you can expect to put in about an hour a week into a half hour weekly show.

Remember, we offer fortnightly options too!

**"MPR IS AN UNFILTERED SPACE FOR PEOPLE TO SPEAK. IT'S ABOUT INCLUSIVITY AND PEOPLE FEELING CONNECTED. IT IS AN INTELLIGENT, THOUGHT PROVOKING SPACE. IT HELPS TO GET VITAL STORIES OUT THERE."**

**"I LIKE HOW THE STATION INVOLVES DIFFERENT TYPES OF PEOPLE THROUGHOUT THE COMMUNITY AND ALLOWS THEM TO EXPRESS THEIR INTERESTS."**

## Q2: WHAT'S THE COST?

All of our services and opportunities are available to you at **NO** cost. This is not the case in other parts of the country where airtime fees are still in place. It's a remarkable opportunity and it's only getting better as we add portability and accessibility to more rural locations!

Here at MPR, we see access to the media as vital in positive community growth and development. To that end, we've worked hard to keep the barriers to entry as low as possible.

That means simple to use equipment, strong support and guidance and multiple platforms and channels to get your content out into the region (and the world!).

**"...IT IS THE OPPORTUNITY TO GET A MESSAGE OUT. ALSO, IT IS VERY EASY TO RECORD AND CREATE CONTENT AND IF IT WAS HARD, ESPECIALLY AS SOMEONE IN BUSINESS, IT IS SOMETHING THAT WE WOULDN'T DO. STAFF ARE VERY FLEXIBLE AND HELPFUL. IF I NEED ANYTHING, IT IS EASY."**

## Q3: HOW LONG DO I HAVE TO DO THIS FOR?

Simply put, as long as it works for you.

We have programmes on air that have been in place as long as the station has been in existence. At the other end of the spectrum, some people will make limited run series for a specific purpose.

All of this is OK. But, as a general rule, if you are coming on board to make content on MPR, you should factor in at least a 3 month commitment for your show to "bed in." During this time, you'll iron out the kinks, get comfortable with the studio environment and build up a catalogue of episodes that people can access on demand.

The Content team here will also give you feedback, and ways you can improve, as well as advice on promoting your show and getting more people to tune in.

CONTINUING THE THEME OF LAST MONTH'S STATS UPDATE: DOWNLOADS OF OUR ON DEMAND CONTENT IN FEBRUARY ALMOST DOUBLED JANUARY'S NUMBERS. MORE SIGNIFICANTLY, THE COMBINED TOTAL OF DOWNLOADS THUS FAR IN 2021 WAS 2 DOWNLOADS SHORT OF 2019'S ANNUAL TOTAL!

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#### Q4: WHO'S GOING TO LISTEN TO ME?



It's important to know that you're not talking to yourself, and that the content you are creating is resonating and a worthwhile use of someone's time.

What we CAN say is that there is a large listener base for MPR generated content.

In 2018, a survey was conducted that showed a cumulative audience of 2,900 listeners per week on 999AM. More than 2/3 of those people were between 10 and 39 years old.

Further, our on demand statistics have been growing DRAMATICALLY over the past three years, with c. 65,000 hits in 2018 and c. 190,000 in 2020! We're aiming for a quarter of a million in 2021!

That listener base will be exposed to your content, but you should expect to put in some work in the promotional space to give yourself the best shot of gaining listeners quickly and sustainably. Luckily, we have a team that are experienced in precisely that area, and we can help you along the way!

#### Q5: I DON'T HAVE ANY EXPERIENCE AND I HATE THE SOUND OF MY VOICE!



Do you want to know a secret? NO-ONE likes the sound of their own voice to begin with (OK, maybe politicians!). But we are willing to bet that people don't flinch every time you speak. This should NEVER be the reason you don't participate in Access Media. MPR is a place of diverse voices, and yours is MORE than welcome.

And as for experience? Here's another secret. Only 2 or 3% of our content on air originates from a host with some sort of broadcast or media experience. The vast majority of people currently on air have never been in a studio before now. But look how well they are doing. Why? Because it is the precise reason we are here, and we're pretty good at making the whole process simple, fun and creative!

#### Q6: SO WHAT'S THE PROCESS?



The process is straightforward but also non-prescriptive and, after you've made contact, we'll invite you to the station and start out with a chat.

"What do you want to do?", "Who will be involved?", "Here are some things to consider."

We'll make sure we understand what you want to achieve, and you'll know what to think about so you are ready for the next step.

Usually that's an induction. One of our team will introduce you to the studio environment and the most commonly used pieces of equipment. You'll also get a copy of our "quick start guide" which is a reference handbook in case you forget anything.

Once inducted, we'll look at slotting you into our schedule, and setting up your show page on our website. We'll also discuss promotion and some good, easy, low/no cost ways to promote your show.

The final step will be to record your first episode. We prefer if at least the first few episodes are pre-recorded, so you can be comfortable with the environment before you have the option of going "live." Some people prefer to keep pre-recording, as it gives you the flexibility to record at a time that suits you (that might change week to week) instead of committing to a regular time each week.

This is how it usually goes, but as we said before, it's non-prescriptive. If you need longer, we'll take longer. If you want us to do a second induction, we'll do that.

Similarly, you might want to jump in feet first and get going. That's cool too... This is YOUR space. We're here to help in a way that works for you.

If you have any more questions regarding MPR, Access Media or other promotional opportunities, please do not hesitate to get in touch!

**ready to give it a go? (06) 357 9340 info@mpr.nz**

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from Spark Foundation

**accessmedia.nz**  
New Zealand's best community access media

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MEMBERS OF  
**CAMA**  
Community Access Media Alliance

PROVIDING OPPORTUNITIES, FACILITIES, SUPPORT AND TRAINING TO INDIVIDUALS AND ORGANISATIONS IN OUR COMMUNITY, TO CREATE CONTENT THAT REFLECTS THEIR VIEWS AND VALUES.

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Anyone with an NZ bank account can register as a CommUnity member, and when you register you can choose up to three CommUnity Groups to receive a small percentage of every in-store and online purchase you make at participating CommUnity merchants.

More information at [www.comm-unity.kiwi](http://www.comm-unity.kiwi)

## WHAT WILL MPR BE DOING IN 2021 - 2022?

We've got a lot in the pipeline!

You can expect the return of Sounds of Summer in January and February next year, and the planning for that is beginning soon.

We're also hoping to further engage with communities outside the main centres of Palmerston North and Feilding through our hubs project.

But our primary focus will be on increasing the diversity of content people can hear on the radio and on demand. With that in mind, there are two key areas of focus.

Firstly, we want to hear more from our "geographic" communities. What is your neighbourhood / village / community committee / school community up to? What do you want people to know about? What are you proud of? What challenges are you facing? What's the history of your area? Who are the movers and shakers? All of this is vital to telling the story of our region, and we want to help you document it, share it and promote it.

Secondly, our region is home to a stunning array of cultures and ethnicities, and we want to demonstrate that on air.

Some migrant and refugee communities are doing amazing work in celebrating their language, music, culture and experience in events and gatherings. These are isolated events however, and the power of Access Media is the regular opportunity to connect communities and share experiences.

We want to help you strengthen your community and celebrate what makes you unique and special.

Maybe that's through your passion for your music, or relaying news from your native country. Maybe you want to interview important members of your community, or connect with the more isolated people of your culture.

Cultural and Community content is a priority for us at MPR over the next 12-18 months, and if you are interested in what we can help you achieve, please do get in touch.

We are happy to come and talk to you and your community, to answer questions and elaborate on our various opportunities and facilities.

Get in touch today to find out more! (06) 357 9340 or [info@mpr.nz](mailto:info@mpr.nz)

## SUPPORTING COMMUNITY EVENTS

On the 14th of March, MPR supported the Apiti Family Mountain Bike Ride with our OUTSIDE support package. Similarly, we were at the Hiwinui Community Picnic on the 21st!

We provided a PA, MC & stage management and liaised with Manawatū's awesome music community to provide entertainment for these two great community events.

This was particularly important to us as not only do we maintain relationships with these rural communities, but we hope to bring them back under the Sounds of Summer banner for 2022 (like they were in 2020).

If you're planning a community event in the summer of 2022, we'd love to hear from you to see if we can include it in our regional tour and celebration of creativity and community in Manawatū.

