

# WHY IS IZM NOW PLAYING LESS ALTERNATIVE MUSIC?

Radio IZM is openly flaunting the Broadcasting Tribunal's directive to remove the station from commercial competition and play ALTERNATIVE MUSIC.

As soon as the Corporation realises it can be less ratings conscious with this station, so we believe opportunities for public broadcasting will be manifest. We cannot believe that the Corporation will adhere to its present intention to run this station exactly as before but with a limited commercial content.

BROADCASTING TRIBUNAL Decision No. 7/83

The dismissal of BARRY JENKIN and ANDREW PAGE and the cancellation of their Midnight to Dawn Alternative show is a calculated transgression of the spirit of the Broadcasting Tribunal's decision. The Broadcasting Corporation is continuing to run IZM as a commercial enterprise. The opportunity for an alternative radio station is a unique one which must not be allowed to slip by.

With two more popular music stations established in the FM band, it provides an unprecedented opportunity for Radio New Zealand to use the station as part of public broadcasting in New Zealand free from commercial constraints which in the past have limited it to the tight format of a popular music station directed to the interests of a specific age group. It is clear from the pattern elsewhere in New Zealand, that where strong competition occurs, the Corporation is, as with any other commercial broadcaster, less innovative and more reliant on tried and true formulae for securing the highest possible ratings. This leads to a mass programming approach which tends to eliminate that which may produce a turn-off factor.

BROADCASTING TRIBUNAL Decision No. 7/83

In the young music market, for instance, it would be an opportunity to give exposure to New Zealand music which is not perhaps immediately appealing but which may gather support if it is given sufficient exposure. Innovative programming techniques, alternative rock music and the introduction of a service to the young Polynesian population, as well as the possibility of access programmes are only some of the options aired in the hearing before the Tribunal.

BROADCASTING TRIBUNAL Decision No. 7/83

To register your protest, sign a SPAM petition at RECORD WAREHOUSE, Durham St or The Corner or post this form to your local Member of Parliament or The Secretary of the Broadcasting Tribunal.

Post to: The Secretary  
Broadcasting Tribunal of New Zealand  
Dept of Justice Tribunal Division  
Private Bag  
Wellington.

I/We the undersigned are appalled by the decision of IZM to play less alternative music by dismissing Jenkin and Page and cancelling the Midnight to Dawn show.

I/We trust that some action will be forthcoming to remedy the situation and ensure that IZM follows the directives of the Tribunal.

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Society for Promotion of Alternatives in Music  
Contact Mark 487-301.

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