

15% of the country's total television advertising revenues. The market value of the arrangement is in excess of \$50 million.

The arrangements which have been made between ABS and BCNZ will be evaluated by most minds as a very valuable, indeed generous, gesture by BCNZ, particularly when seen only in the context of the future. When these arrangements are put into historical perspective, which is pakeha domination of broadcasting to the almost complete exclusion of the Maori, the shine on the BCNZ offer dulls somewhat. An inference to be drawn from the historical experience is that considerable backrent is due to Maori broadcasting.

The last point made gives emphasis to the inequity of the next. In order to launch its broadcasting waka, ABS must secure additional capital funds of \$24 million for accommodation, production facilities, studios and a long list of equipment. The pakeha public broadcasting system, which we have had and still have, was launched and maintained in the absence of this kind of hurdle and the associated risks.

The ministerial directive to call for applicants for the third television warrant may preclude support for ABS from the public purse. The inequity of this when compared with the development of pakeha broadcasting in Aotearoa will be apparent.

The Constitution and Management of The Aotearoa Broadcasting System Inc. (ABS).

ABS is a cash incorporated society. It has no shareholders and no one will receive dividends as such. Its membership is limited to those who have demonstrated their interest in Maori culture by virtue of their membership in an organisation which has among its objects the promotion of Maori culture.

The constitution draws on the two principal languages of Aotearoa and on the two major cultures of this country to express as fully and as clearly as possibly objects and procedures for a national bi-cultural broadcasting organisation. English or Maori is used in the constitution so as to describe as precisely as possible the institutions and concepts from our two cultures.

The very idea of a written constitution and the general framework of the ABS constitution are, of course, pakeha in origin. The following concepts, which are embodied in the constitution are, by contrast, of Maori origin:

- (a) the *tangata whenua* status of Maori people in Aotearoa
- (b) the *privacy of whanau, hapu or iwi* in addition to the privacy of individuals
- (c) a *runanga* which provides for *one kuia* and *one koroua* to ensure that the *role of kaumatua* are capable of being

performed by ABS
(d) the *taha wairua* as a central dimension of good health among Maori people and
(e) *whanau, hapu and iwi* as the principal forms of organisation in the Maori community.

A runanga of 11 to 13 people is to be named by an appointing authority to be specified by the New Zealand Maori Council.

ABS anticipates that a major training programme will be one of its responsibilities. The Maori Economic Development Commission has formulated a proposal for a very substantial programme of training for people of Maori origin and of others who have a strong interest in the Maori culture in all aspects of

the media industry. ABS has been invited to assume responsibility for this 3-year programme which calls for government funding of \$10 million.

The bi-lingual and bi-cultural basis of ABS, including its programming, justifies its channel being called Aotearoa TV or New Zealand TV. It would be more accurate to give the label Pakeha TV to Television NZ as we know it today than to give ABS the label Maori TV. The newspapers and other media in New Zealand appear to have overlooked this point in reporting on the tribunal hearings on the applications for the third television warrant. Reporters have persisted, unfairly, in describing ABS as Maori TV. This has been misleading.

	ARRANGEMENTS & KAUPAPA	MANA MAORI	JOBS FOR MAORI PEOPLE	MAORI TOPICS
A B S 1	An incorporated society with almost wholly Maori membership — with no private ownership — with no dividends and with broadcasting and bicultural development as the overwhelming concern	It will be under Maori control and managed according to tikanga Maori	450-550 new jobs, potentially all Maori	17 hours per week of programming on Maori topics or subject matter, some of which will be of general interest and presented in both Maori and English.
E S T V	A company (or companies with private) ownership and with financial gain through profits on shares and/or dividends being a high priority	Some Maori individuals own shares in ESTV2, one of four regional companies. Permanent Maori control is not assured.	No Maori employment guaranteed	15 minutes per week of programming on Maori subject matter. No Maori language broadcast guaranteed.
I T V	A company (or companies) with private ownership and with financial gain through profits on shares and/or dividends being a high priority	Little, if any, Maori ownership and no permanent Maori control or influence guaranteed	13 jobs for Maori people are proposed	4 hours per week of Maori/multi-cultural/ethnic programming is being discussed. Some of the material would be broadcast at or around mid-morning while the remainder would fit into slots after 10:30pm. No Maori language broadcast guaranteed.
S C T V / U T C	A limited liability company (or companies) with private ownership and with financial gain through profits on shares and/or dividends being a high priority	Minority Maori ownership and no permanent Maori control or decision-making role	No Maori employment guaranteed	About 20 minutes of Maori programming monthly (i.e. about 5 minutes a week) to be broadcast at lunch time on a Sunday and to be repeated on the following Tuesday after 10:30 pm. No Maori language broadcast guaranteed
T V 3	A company (or companies) with private ownership and with financial gain through profits on shares and/or dividends being a high priority	Little, if any, Maori ownership and no Maori control or influence offered or guaranteed	No Maori employment guaranteed	No Maori subject matter guaranteed. No Maori language broadcast guaranteed