

proved to me and my elders, that the broadcasting language is the fundamental identifying factor of radio stations, and their audiences. The same is true in all countries. It determines the nature of the audience.

Let's use the model

Clearly we need to settle on a successful model for Maori broadcasting. It must be a model which will serve all age groups in Maoridom, particularly the young. It must be a model which, like the experimental radio stations, meets with the audience's approval.

It must be a model where the staff are smiling, confident and allowed to be themselves. A model where the staff can speak Maori, go to important hui and perhaps so-called unimportant hui, but still be alive in the modern world. It must have bilingual commercials.

A regime for successful Maori television or radio should, in my view, be based on five key principles.

1. It is independent.
2. It will have control of an entire television channel or regional radio frequencies.
3. Its constitution and management structures are governed by Maori values, and are directly accountable to the Maori community.
4. It is loyal to Maori language as the people wage war for its survival.
5. It is supported by a financial base from our licence fees within the BCNZ.

The point of no return

Between now and the end of this century the Maori language may well reach the point of no return which academics have so long described, the point at which the spirit leaves the body and sets out for Te Reinga.

It will be then that our ancestors will appear before us and call out, like Tane to Hine-titama: "E hoki koe i te Po matao, ka mate koe i kona!" Return from the night of death lest you be lost forever!

If like Hine-titama, our language cannot return, it will become a portent of our nation's spiritual collapse. Like Hine-titama, who became Hine-nui-ote-Po, who draws men to destruction, we will have to face an utterly irrevocable sign of our failure.

Piripi Walker is a descendant of Raukawa, and a member of the Ngati Kikopiri hapu of Ngati Raukawa. A radio producer employed in the Continuing Education unit of Radio New Zealand for the past four years, he has helped to organise a number of short-term Maori radio stations, using Maori as the operating language.

He Poroporoaki ki a Wiremu Parker



Kua hinga tetahi o nga o Aotearoa te tohunga whaka-iri korero ki runga i nga marae, i rangona ai te ngako o te reo Maori.

Kua tau mai ki te tihi o Hikurangi maunga te kapua pouri. Koia nei kei te riringi i nga roimata ki a Hine-nui te po. Kei te tangi tikapa nga au o Waiapu awa e kawe nei o tatou mate ki Hawaiki nui, Hawaiki roa, Hawaiki pamamao.

Kua wahangu te manu tioriori o te reo Irirangi. I tona wa koia te waha ki o te motu, te tangata panui i nga mamaetanga o nga waka tae atu ki nga mahi whakahirahira, whaka hari koakoa i te ngakau. I tenei ra ka hoki nga mahara ki a Tumatauenga, tenei te tangata whakapaoho i a koutou mahi i te muranga o te ahi. Inaianei kua whai atu ia i a koutou.

Kua riro te ahorangi o te Whare Wananga o Wikitoria, te pou o te matauranga, te tangata mo nanahi tonu nei i kakahuria ai ki te tohu Takuta o nga Tuhituhinga, te kaumatua o Te Herenga Waka marae, te kaiako o nga tauira.

Kua noho mokemoke te whanau, ana

tamariki, ana mokopuna, tana hoa rangatira o roto o Whanganui awa. Kua wheturangitia tenei rangatira kua rere amiomio ki te rangi titiro mai ai ki te hunga kua mahue mai i a ia.

E koro Wiremu, haere ra ki o pari karangaranga, ki o hapu, ki to iwi. Haere, mene atu koutou ki a kui ma ki a koro ma. Whakahuihui koutou ki te wehenga atu o te tangata, ki te tini, ki te mano. Ka tokia to kiri ki te anu matao, a, i tenei ra kua takoto mai koe ki runga i te atamira o te mate, i huri ai to kanohi ki tua o te arai.

Tenei matou o whanaunga o karanga maha, o hoa mahi e tangi atu nei ki a koe.

E taku hei piripiri, taku hei moke-moke, taku kati taramaea, taku kohatu turua, taku kawau aroarotea haere, haere, haere.

Kua riro atu koe i te tai ata, waiho mai matou ki te tai ahiahi whai atu ai. No reira e koro, e te matua, e te hoa haere, haere, haere.

— Hirini Moko Te Miiri
(Prof. Hirini Mead).