



Maui and The Pointer Sisters at Mormon College, Hamilton.

plete control, because they're sympathetic to our cause.

"They press and package and deliver to the record shops. We take the record round to the radio stations for programme directors to listen to. Usually we come up against the line, that market research has shown that listeners don't want to listen to Maori music. I say back to them, how many Maoris or polynesians did you survey? Even though 'E Ipo' was well known, it wasn't played much on radio.

"Rock music programmes on television are even harder to crack. There's Ready to Roll and Radio With Pictures which is programmed for a white middle class audience. Herbs have been the only polynesian band on RTR this year. One of our bands, Taste of Bounty made it on Shazam and have a RTR video for release soon.

"Of course a release in the rock music field by a Maori club such as Patea, presents all sorts of problems for some television programmers. I mean is a poi song performed by an obviously Maori group with a disco beat, acceptable stuff as contemporary music."

Away from the razamataz of the recording world, Maui has met up with kaumatua who've encouraged him on his voyage, and other composers, musicians and singers. Maui is chairman of the steering committee of the Maori Com-

posers' Federation and it's received twelve thousand dollars from the Maori and South Pacific Arts Council to hold a hui in March next year on the Hoani Waititi Marae. Here it'll look at the question of Maori music.

"Maori money is needed, not just grants and subsidies, but for investment in the Maori recording industry and performing arts to create vehicles. We're aiming to have Independent Recording Industry awards. There are eight independent recording companies in New Zealand distributing and recording Maori and polynesian artists, RCA, CBS, Ode, Warrior, Kiwi Pacific, Viking Seven Seas and now Maui Records.

"They would be the Aotearoa Waiata Awards, to recognise and celebrate the polynesian sound. As well as different categories such as best song, best group, there'd be awards to technical people behind the scenes and a Maori lyrics section judged by native speakers. Judges of the music would be from America, Australia and New Zealand.

"The awards would cover television and recording as well as concert material. Some sections would be open to public voting, the rest would be judged by the industry. We think this is the way to encourage talent that's laying untapped at the present."

As for Maui Records, it's tapped the talent of four groups. Taste of Bounty, a

Samoan family group who've released a four track extended play 'Party time' have a great rock sound and song-writing ability, with tracks like 'White Sandshoes' and the title track. The Tama Renata Band and Ruinz have recorded. And the Patea Maori Club should have another out soon.

Maui is planning to do a musical next year entitled 'Raukura' as well as 'Whats Be Happen', a television show profiling Maori music and reviewing releases.

Sandwiched into this busy schedule is some personal homework for Maui. He's attending a six week long record producers course in Ohio, United States that's being run by people who've worked with all the top groups in the world. While in the States he'll be boning up on the black music industry with visits to black radio stations and recording companies. On the way back he'll stop off in Hawaii to take a course with composer Tommy Taurima, who runs an arts faculty there.

Whatever musically develops in the future, Maui Prime wants the Maori people and their cousins of the Pacific to have a share and say in it.

The way he sees it is symbolised on his record label. Maui Records, like the ancestor Maui, is pulling maoridom into the new world of today, Te Ao Maarama.