



NZ MUSIC INTERNATIONAL STRATEGY 2010-2011

GOAL:

The purpose of NZ On Air's international programme is to increase broadcast exposure of New Zealand music in Australia and on college radio in the US to help New Zealand repertoire-owners to expand the market and audience for New Zealand music and at the same time, stimulate greater broadcast and audience and investment interest in the artists and music back in New Zealand.

KEY PERFORMANCE MEASURES:

The NZ Music International Programme key performance measures identified in NZ On Air's 2010-2011 Statement Of Intent are –

- a) At least 50% of the New Zealand songs promoted by NZ On Air in Australia will achieve certified national radio network playlist adds;
- b) At least 10 New Zealand artists will chart on the CMJ college radio airplay charts.

STRATEGY 01: AUSTRALIA

In 2010-2011, Australia will be the focus of about 70% of NZ On Air's international New Zealand music promotion work. We will –

- a) Identify, in consultation with New Zealand record companies and artist managers, up to 10 New Zealand music artists that have credible plans to release a record in Australia in the 12 months commencing 01 July 2010 and will be targeting the broadcast media (radio, music television and online) as part of the campaign to promote the record. These 10 New Zealand artists will be known as NZ On Air's "A-List Artists".
- b) Liaise with these New Zealand record companies and artist managers to develop a broadcast media plan for these 10 A-List Artists.

- c) Assist the New Zealand record companies and artist managers to implement these broadcast media plans, including (where appropriate) organising showcase opportunities, trade festival appearances, features in music and radio industry trade publications and plugging the songs at Australian radio and music television in consort with the Australian company that is releasing the record.
- d) Provide funding to reimburse the New Zealand repertoire-owner for 50% of the “eligible” costs of a radio/music television/new media promotion campaign by an A-List artist in Australia, up to a maximum of NZ\$20,000 per artist in any one year, so as to act as an incentive to achieve broadcast exposure. “Eligible costs” are defined in the guidelines for this funding scheme.
- e) Develop and maintain relationships with the Australian record companies and artist managers that are involved with the promotion of these A-List Artists in Australia.
- f) Develop and maintain relationships with Australian broadcast media and exploit those relationships to benefit the A-List Artists.
- g) Travel to Australia as and when necessary to give effect to these functions (but at least once every two months) to maintain these relationships and help promote the A-List Artists.

STRATEGY 02: US COLLEGE RADIO

In 2010-2011, the campaign to infiltrate New Zealand music into college radio in the US will be the focus of about 30% of NZ On Air’s international New Zealand music promotion programme. We will –

- a) Maintain a relationship with NZ On Air’s US college radio partner, the College Music Journal, in New York.
- b) Produce at least four New Zealand music sampler discs for distribution to college radio stations in the US via the CMJ New Music Report according to a schedule of delivery and distribution deadlines agreed with the Editor of the College Music Journal.
- c) Monitor the response from college radio and any other international music media interests to the songs on the samplers and maintain an “impacts register” that records details of international interest in the artists or songs on the samplers and any airplay or licensing or synching results achieved.
- d) Use our best endeavours to ensure that as many of the songs on the annual NZ On Air CMJ New Zealand music samplers as possible appear in the CMJ airplay charts.

- e) Provide funding to reimburse a New Zealand repertoire-owner for 50% of the “eligible” costs of a college radio/music television/new media promotion campaign by a New Zealand artist in the US, up to a maximum of NZ\$20,000 per artist in any one year, so as to act as an incentive to achieve college radio broadcast exposure. “Eligible costs” are defined in the guidelines for this funding scheme.
- f) Broker and manage a reporting relationship between the New Zealand b.net student radio stations and the College Music Journal.
- g) Maintain close communication with the NZ Music Commission’s International Manager throughout the process of track-listing and producing the samplers to ensure, as far as possible, synergy with the Music Commission’s Outward Sound funding programme.

STRATEGY 03: TRADE PUBLICATIONS

In 2010-2011, NZ On Air will work with the following music media trade publications to profile New Zealand music –

- *The Music Network* in Australia; and
- *The College Music Journal* in the US.

We will –

- a) Provide editorial and advertorial and advertising copy for any NZ On Air New Zealand music features in these trade publications in consultation with the representatives of the A-List Artists and/or the owners of the tracks on the NZ On Air CMJ samplers.
- b) Maintain close communication with the NZ Music Commission’s International Manager throughout the process of drafting and liaison with these trade publications to ensure, as far as possible, synergy with the Music Commission’s Outward Sound funding programme.
- c) Research and identify additional key music media trade publications and/or blogs and websites, including relevant social networking sites, in Australia and the US that can be used to reach Australian music media tastemakers and the college radio community in the US.
- d) Explore a partnership with these trade publications and/or websites to ensure profile and presence for the A-List Artists and/or the tracks on the NZ On Air CMJ samplers.

STRATEGY 04: CONSULTANTS

In 2010-2011, NZ On Air will work, in a reduced capacity, with A&R Worldwide in Los Angeles. A&R Worldwide produces the syndicated new music radio show called *Passport Approved*. We will –

- a) Maintain regular communications with A&R Worldwide in Los Angeles to establish strategies, priorities and opportunities for supplementary exposure in the US for the New Zealand artists and songs, especially the A-List Artists and/or the tracks on the NZ On Air CMJ samplers.
- b) Ensure through regular reporting that A&R Worldwide is using best endeavours to exploit opportunities for exposure for New Zealand music artists and songs in the US.
- c) Select the artists and songs that will be featured in the weekly New Zealand music slot in the syndicated radio show *Passport Approved* produced by A&R Worldwide and broadcast on Indie 103.1FM in Los Angeles, KNRK Portland, WCNR Charlottesville, WXPB Philadelphia, KCCQ Des Moines, WEQX Albany, Motor FM Germany, Xfm UK and Yahoo! LAUNCHcast, taking into account, where appropriate, A-List Artists and/or the tracks on the NZ On Air CMJ samplers.
- d) Arrange with Kiwi FM for the New Zealand music segment in *Passport Approved* to be scripted and recorded and delivered to A&R Worldwide in Los Angeles in time for the weekly broadcast.

STRATEGY 05: REPRESENTATION

In 2010-2011, NZ On Air will be represented at the following international music events –

- MUSEXPO in Los Angeles in April/May;
- The CMJ Music Marathon in New York in October; and
- Selected events in Australia, including the APRA Song Summit in Sydney, Big Sound in Brisbane and One Movement in Perth.

The New Zealand representation at CMJ and Big Sound will be a joint-venture between NZ On Air and the NZ Music Commission.

We will –

- a) Develop plans with the NZ Music Commission for the New Zealand music promotion at each of the events identified as a priority for the 2010-2011 year and will jointly manage the implementation of those plans with the Music Commission, including overseeing the budgets, contracting any necessary local support personnel and producing collateral.

- b) Attend as many of these events as may be required to represent New Zealand music interests and establish relationships with international music media contacts that may be useful to the NZ On Air international music promotion programme.
