

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

# **The Voice of Iwi Radio**

**A thesis presented in partial fulfilment**

**of the requirements**

**for the degree**

**of Master of Philosophy**

**in Business Studies at**

**Massey University**

**Grant Allan**

**1998**

## ABSTRACT

*The author presents findings from a project examining the state of indigenous radio in New Zealand. Interviews with 15 Maori radio station managers were conducted for the purpose of identifying and examining the difficulties stations are presently experiencing. Interviews were also conducted with noted commentators and government agency staff to clarify concerns and identify avenues to overcome difficulties. Results from interviews, including themes generated through a thematic content analysis of participant's responses, are provided. The study has unearthed a number of significant findings. Specifically, the research points to difficulties with funding, staffing and training. While radio stations on the whole were able to fulfil contractual obligations to Te Mangai Paho, limitations with infrastructure have hindered their development. The thesis provides recommendations and identifies further areas of inquiry.*

## ACKNOWLEDGMENTS

I would like to offer my deepest thanks to my primary supervisor, Professor Judy McGregor for her advice and support.

I would also like to thank the input and encouragement of my second supervisor Professor Mason Durie.

This study would not have been possible without the help and participation of the station managers, Te Mangai Paho and the many other participants who gave up their valued time to contribute to this report.

Support for this project was received from the Massey University Research Fund, Massey University, of which I am very grateful.

Finally, I would like to acknowledge the support and friendship of my friends and whanau who have lived through this experience with me. Most importantly, I would like to thank my wife, Kimberley, who I owe a great debt of gratitude for the hours of proof reading and unswerving confidence in my abilities.

Grant Allan

## HE MIHI

*Toi te kupu, toi te mana, toi te whenua,*

*E nga awa, e nga maunga, e nga waka o te motu, tena koutou katoa.*

*Tenei te mihi atu ki a koutou rau rangatira ma.*

*E nga mate huhua o te wa, haere, harere, haere. Haere koutou kua rupeke atu ki tua o te arai.*

*Kei a tatou te hunga ora, tena tatou katoa.*

*He mihi hoki tenei ki toku hoa rangatira ki a Kimberley me toku whanau hoki. Ki toku whanau me toku iwi hoki, ka nui te harikoa o te ngakau.*

*No reira, kia ora huihui mai ano tatou.*

## TABLE OF CONTENTS

	Page number
<i>Abstract</i>	<i>I</i>
<i>Acknowledgements</i>	<i>II</i>
<i>He mihi.</i>	<i>III</i>
<i>Table of contents</i>	<i>IV</i>
<i>List of tables</i>	<i>IX</i>
<b>CHAPTER ONE: SCOPE OF THE RESEARCH</b>	
1.1 Introduction	1
1.2 The Research Question	2
1.3 Aim of the Study	2
1.4 Significance of the Study	3
<b>CHAPTER TWO: DESCRIPTIVE BACKGROUND</b>	
2.1 Introduction	4
2.2 Indigenous Radio - Developments Overseas	4
2.2.1 Introduction	4
2.2.2 Australia	6
2.2.3 Canada	8
2.2.4 United States of America	9
2.2.5 Discussion	10
2.3 Maori Development and Broadcasting	11
2.3.1 Introduction	11
2.3.2 The revitalisation of the Maori language	12
2.3.3 The Maori Language in Court	14
2.4.4 Discussion	19
2.4 Maori Radio Broadcasting	20
2.4.1 Introduction	20
2.4.2 State restructuring	21
2.4.3 Te Mangai Paho	22
2.4.4 Iwi radio: funding and contractual obligations	23

2.4.5	Iwi radio: identified complications	24
2.4.6	Discussion	27
<b>CHAPTER THREE: LITERATURE REVIEW</b>		
3.1	Introduction	29
3.2	Mass Media: Theories, Models & Trends	29
3.2.1	Introduction	29
3.2.2	The Spiral of Silence	29
3.2.3	The Political Economy Theory	30
3.2.4	Hegemony Theory	31
3.2.5	Cultural Imperialism	31
3.2.6	Cultural Dependency	32
3.2.7	Public Service Model	32
3.2.8	Globalisation of the media	34
3.2.9	Discussion	35
3.3	Mass Media and Maori	37
3.3.1	Introduction	37
3.3.2	Coverage of Maori issues	37
3.3.3	Maori journalists	42
3.3.4	Discussion	46
<b>CHAPTER FOUR: RELEVANT METHODOLOGICAL ISSUES</b>		
4.1	Introduction	48
4.2	Choosing the Methodology	48
4.3	Methodology: Strengths and Weaknesses	50
4.3.1	Face-to-face interviewing	50
4.3.2	Semi-structured questionnaire	51
4.3.3	In-depth interviewing	51
4.4	Content Analysis: Background	52
4.4.1	Definition of Content Analysis	53
4.4.2	Content Analysis: procedure	53
4.4.3	Reliability	55

4.4.4	Validity	55
4.5	In-Depth Interviewing: Background	56
4.5.1	Definition of in-depth interviewing	56
4.5.2	In-depth interview: procedure	56
4.5.3	Sampling	58
4.5.4	Reliability & Validity	58

## **CHAPTER FIVE: METHODOLOGIES - IMPLEMENTATION**

5.1	Literature Review	60
5.2	Questionnaire	60
5.2.1	Sample	60
5.2.2	Recruitment	61
5.2.3	Interview schedule	62
5.2.4	Data	62
5.2.5	Themes	63
5.2.6	Data analysis	63
5.3	In-depth Interview	64
5.3.1	Sample	64
5.3.2	Interview schedule	64
5.3.3	Data	65
5.3.4	Themes	65
5.3.5	Data analysis	65

## **CHAPTER SIX: QUESTIONNAIRE RESULTS**

6.1	Introduction	67
6.1.1	Demographics	67
6.1.2	Radio stations programme mix	69
6.1.3	Audience	70
6.1.4	Maori language and culture	72
6.1.5	Staffing	76
6.1.6	Training	77
6.1.7	Facilities	79
6.1.8	General	80



6.2	Discussion	84
6.2.1	The issue of funding	84
6.2.2	The problems with training	85
6.2.3	Monitoring quantity and quality	86
6.2.4	The need for research	87

## **CHAPTER SEVEN: QUESTIONNAIRE RESULTS - THEMATIC CONTENT ANALYSIS**

7.1	Results	88
7.2	Discussion	95
7.2.1	The Need for Improved Consultation	95
7.2.2	Fulfilling Content Quota	96
7.2.3	Recent Developments in the Industry	96
7.2.4	An Unexpected Complication	97

## **CHAPTER EIGHT: IN-DEPTH INTERVIEW RESULTS - THEMATIC CONTENT ANALYSIS**

8.1	Results	98
8.2	Discussion	116
8.2.1	The Development of Maori Language	116
8.2.2	A Single National Provider: past and present	118
8.2.3	The Need for Journalism Training	120
8.2.4	A Maori Media Authority	121
8.2.5	Integration	122

## **CHAPTER NINE: DISCUSSION**

9.1	Introduction	123
9.2	Te Mangai Paho Directives	124
9.3	The Strengths of Iwi Radio	124
9.4	The Weaknesses of Iwi Radio	125
9.5	Funding the Airwaves	127
9.5.1	Public funding: Te Mangai Paho	127
9.5.2	Private radio: the commercial opportunities	128
9.5.3	Iwi radio: an integral part of iwi development	130

9.6	Recruitment and Retention	130
9.7	The Need for Training	131
9.8	Controlling Maori Broadcasting	132
9.9	The Need for Research	133
9.10	A Future Direction	134

## **CHAPTER TEN: CONCLUSION**

10.1	Introduction	137
10.2	Research limitations	138
10.3	Areas of further study	138
10.4	A Final Note	139

## **CHAPTER ELEVEN: RECOMMENDATIONS**

11.1	Short Term Recommendations	140
11.2	Long Term Recommendations	140

## **BIBLIOGRAPHY**

142

## **APPENDICES**

157

Appendix 1: Questionnaire	157
---------------------------	-----

Appendix 2: Information Sheet	172
-------------------------------	-----

Appendix 3: Consent Form	174
--------------------------	-----

Appendix 4: Coding Instructions	176
---------------------------------	-----

## LIST OF TABLES

	Page number
Table One: Sources of funding for iwi radio station	68
Table Two: Types of programmes produced by iwi radio stations	70
Table Three: Survey methodology used by iwi radio stations	71
Table Four: Percentage of time spoken in the Maori language by number of stations	72
Table Five: Staffing breakdown per station	76
Table Six: Types of training received by staff	78
Table Seven: Types of training programmes required by stations	79
Table Eight: Types of difficulties being experienced by iwi radio stations	80
Table Nine: Types of assistance required by iwi radio stations	81
Table Ten: Significant themes and direction of responses in questionnaire data	88
Table Eleven: Significant themes and direction of responses of in-depth interviews	98