

The TVNZ logo is rendered in a stylized, outlined font. The 'T' is white, the 'V' is red, the 'N' is green, and the 'Z' is blue. The letters are interconnected, with the 'V' and 'N' sharing a vertical stroke.

Charter

If you would like to contact us, write to:

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or email us via the TVNZ website:

www.tvnz.co.nz



THE CHARTER

The TVNZ Charter was formally implemented on 1 March 2003. The Charter applies to all those parts of TVNZ's operations that contribute to its broadcast content. It shall be predominantly fulfilled through free-to-air broadcasting.

TVNZ shall:

- feature programming across all genres that informs, entertains and educates New Zealand audiences.
- strive always to set and maintain the highest standards of programme quality and editorial integrity.
- provide shared experiences that contribute to a sense of citizenship and national identity.
- ensure in its programmes and programme planning the participation of Maori and the presence of a significant Maori voice.
- feature programming that serves the varied interests and informational needs and age groups within New Zealand society, including tastes and interests not generally catered for by other national television broadcasters.
- maintain a balance between programmes of general appeal and programmes of interest to smaller audiences.
- seek to extend the range of ideas and experiences available to New Zealanders.
- play a leading role in New Zealand television by setting standards of programme quality and encouraging creative risk-taking and experiment.
- play a leading role in New Zealand television by complying with free-to-air codes of broadcasting practise, in particular any code with provisions on violence.
- support and promote the talents and creative resources of New Zealanders and of the independent New Zealand film and television industry.

In fulfilment of these objectives, TVNZ will:

- provide independent, comprehensive, impartial, and in-depth coverage and analysis of news and current affairs in New Zealand and throughout the world and of the activities of public and private institutions.

The TVNZ Charter - a first for New Zealand television - is the blueprint for all programming decisions, as the network returns to its role as a public broadcaster. Introduced on 1 March 2003, the Charter heralds a new, more inclusive era for New Zealand viewers. TVNZ's new role as reflected by the Charter is to engage and inform, to amuse and entertain, to analyse, debate and challenge.

"The Charter creates exciting opportunities for TVNZ to invest in talent and imagination, to take creative risks and provide a more diverse and challenging range of programming for all New Zealanders." - Ian Fraser, TVNZ Chief Executive Officer.

If the Charter is unique, then so too is TVNZ - the only television company owned by Kiwis for Kiwis. TVNZ is uniquely placed to provide the programmes, the information and entertainment that promote a deeper, shared experience of what it means to be a New Zealander.



leading New Zealand television into the future.

- feature programming that contributes towards intellectual, scientific and cultural development, promotes informed and many-sided debate and stimulates critical thought, thereby enhancing opportunities for citizens to participate in community, national and international life.
- in its programming enable all New Zealanders to have access to material that promotes Maori language and culture.
- feature programmes that reflect the regions to the nation as a whole.
- promote understanding of the diversity of cultures making up the New Zealand population.
- feature New Zealand films, drama, comedy and documentary programmes.
- feature programmes about New Zealand's history and heritage, and natural environment.
- feature programmes that serve the interests and informational needs of Maori audiences, including programmes promoting the Maori language and programmes addressing Maori history, culture and current issues.
- include in programming intended for a mass audience material that deals with minority interests.
- feature New Zealand and international programmes that provide for the informational, entertainment and educational needs of children and young people and allow for the participation of children and young people.
- maintain and observe a code of ethics that addresses the level and nature of advertising to which children are exposed.
- feature programmes that encourage and support the arts, including programmes featuring New Zealand and international artists and arts companies.
- reflect the role that sporting and other leisure interests play in New Zealand life and culture.
- feature programming of an educational nature that support learning and the personal development of New Zealanders.

