



■ [www.thewireless.co.nz](http://www.thewireless.co.nz)

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## What is THEWIRELESS?

**THEWIRELESS** delivers something different. **THEWIRELESS** is an online innovation from Radio New Zealand. Taking a multimedia approach, the website will target the interests and issues of an audience that has grown up in the digital age. Radio Zealand is taking its informative, insightful and entertaining storytelling to a new generation.

## Where did the idea come from?

Radio New Zealand has been developing this concept of a youth network for several years because New Zealanders under the age of 30 do not currently have access to quality public service radio broadcasting relevant to their age, lifestyle and interests, which older listeners take for granted.

## So why is this not a youth radio network?

Radio New Zealand does not have the resources to provide a full public broadcasting service targeting younger listeners. Even if the national radio frequencies were available, the cost to produce high quality audio content on a 24/7 basis, along with power and transmission charges, would be prohibitive.

However, there's a more significant reason – as audience research shows a clear and increasing trend of non-engagement with traditional broadcast media among those under 30.

Nielsen focus group research undertaken for the development of the youth online website confirms these trends – as every participant confirmed that their lives are significantly online, and that the single piece of technology which is most important to them is their smartphone.

## What is the purpose of THEWIRELESS?

Despite New Zealand having one of the most deregulated media markets in the world, there is a gap in what is provided for people aged from 18-30: high-quality, impartial, public service content targeted to the interests of this group, and delivered in a way which suits the way they prefer to consume media.

It might be argued that people in this younger age group are among those in greatest need of accurate, reliable news and information which comes with no strings attached.

## Who is it aimed at?

Our audience is defined more by a stage of life than a strict age group. They feel they are still trying to find their place in the world and have a number of major life

decisions ahead of them. They are less likely to have bought a house, married and/or had children. Loosely, they fall between the ages of 18 and 30. However, anyone of any age can appreciate great storytelling.

### Why Radio New Zealand?

Radio New Zealand already provides innovative broadcasting services for a full range of age groups, however audience research shows our current services (including Radio New Zealand National, which has extremely high levels of audience satisfaction, and audience share) do not always appeal to a younger demographic.

Radio New Zealand has long argued that there is a pressing need for a national youth network underpinned by the values and objectives of quality non-commercial public service broadcasting.

We have the skills and background to produce authoritative, engaging content which can be trusted and shared readily by New Zealanders aged 18 – 30. Content will be delivered in a style and language that is relevant to that audience.

### How is this different to what you can already view online at [www.radionz.co.nz](http://www.radionz.co.nz)?

**THEWIRELESS** will explore stories in depth, with each month dedicated to a theme and each week exploring a topic as part of that theme.

We'll be delivering multimedia content – writing, photos and video, as well as audio.

Content will be underpinned by the same editorial policies that apply to all Radio New Zealand services. Being a source of trustworthy information, free of commercial imperatives is a keystone for this project.

### Who is creating the content?

**THEWIRELESS** is produced by a team of four.

Project leader Marcus Stickley has spent most of his journalism career working in digital media. Prior to joining Radio New Zealand to set up The Wireless he was the night editor of Stuff.co.nz. He cut his teeth as a news reporter at The Nelson Mail and has had major stories published in all of New Zealand's daily metropolitan newspapers.

Senior producer Megan Whelan is a highly experienced radio journalist. Over the past several years she has worked as a reporter for both Radio New Zealand News and Radio New Zealand International.

Producer Elle Hunt was named the Junior Magazine Feature Writer of the Year in 2011 Canon Awards. While studying, Elle worked for the student magazine, Salient. She held several roles, including chief feature writer and co-editor. After graduating, Elle worked as a journalist for The Dominion Post.

Project co-ordinator Lena Hesselgrave started at Radio New Zealand in 2012 working in the scheduling department for Radio New Zealand Concert. Prior to joining Radio New Zealand, she worked in advertising as a video producer and campaign specialist.

She trained as a classical pianist at the New Zealand School of Music and during her studies contributed to student media in New Zealand and the UK. She brings valuable technical and organisational expertise to the team.

### We also have four blogs

Adam Goodall and Hugh Lilly will be covering film and television.

Ally Garrett will provide social commentary.

Amber Craig is our resident technology geek.

Jamie Wall and Zoe Ferguson take on issues in sport.

Emma Smith and the Radio New Zealand Music 101 team will provide an insight into the music industry.

### How is it funded?

THEWIRELESS is owned and funded by Radio New Zealand. Radio New Zealand's funding has been capped for the past five years but cost savings and reallocation of existing budgets have allowed us to develop this cutting edge project.

We have also secured a further \$197,000 in funding from NZ On Air to support the development of a strand of content, "Fresh Voices" which will showcase new creative talent. This funding is over and above Radio New Zealand's general funding. "Fresh Voices" is funded as a stand-alone online project until 31 October 2014. Any future funding from NZ On Air will need to be sought through a new contestable funding application.

### How does the project fit in with the rest of Radio New Zealand?

THEWIRELESS is another service of Radio New Zealand to complement Radio New Zealand National, Radio New Zealand Concert and Radio New Zealand International. The difference is that instead of being a radio station, we're an online platform.

We'll be producing some radio content, which will be broadcast on other Radio New Zealand stations as well as being published on [thewireless.co.nz](http://thewireless.co.nz).

We'll also be working closely with other Radio New Zealand journalists to develop stories on-air and online.

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