

the Porirua Licensing Trust Operations Manager and the man who has been responsible for making Liquorland look so fantastic today—Bill congratulations.

B.M.: Thank you very much Dick.

D.W.: Gosh you'd done a great job, you guys must have been working about 20-hour days over the last few . . .

B.M.: It's been a long time, all the guys have helped a lot, of course wives haven't seen much of us obviously—wake up in the morning, oh it's you again, you know.

D.W.: Well it's just fantastic, there are balloons everywhere, there's a beautiful Christmas tree, there are signs everywhere, and great Liquorland carnival celebrationary signs all over the place and today of course Bill, the big day, the official opening of Liquorland and we're looking forward to all the different activities. I see the Big Brand Barbeque man is out there at the moment with about 20 beautiful succulent lambs on the spit all getting ready for the free sampling of lamb and the free lunch giveaways after about half past 11 quarter to 12 today. There are all sorts of things to be won here at Liquorland between now and 2 this afternoon. Santa Claus arrives at 12 so try and catch Santa Claus if you can, he'll be here at 12, and just after 11 after the official opening the Big Brand Bavarian Band is going to be entertaining, there's going to be various taste-ins, you'll be able to come along and have a free taste-in and so many different things happening, there's going to be valuable products actually given away for only 1 cent today and just so much, and it's a beautiful Wellington day—Tawa, Porirua you've never looked so beautiful, so your brand new facility is going to officially open in just a few minutes on the hour at 11 o'clock—try and get down sometime between now and 2 today for the big gala carnival opening of Liquorland, Kenepuru. Thanks Brian.

Track Two

D.W.: Getting on, I tell you what it is fantastic here today, of course Wellington has blessed us with the most magnificent day and I tell you what it is no less magnificent in the Tawa-Porirua area right here at the end of Tawa Main Road and Kenepuru Drive where the new Liquorland grand opening carnival is taking place right now and inside there are hundreds and hundreds of people who have been making the most of the various bargains that are available today, who have been looking at the various activities and listening to the Bavarian section of the Porirua Municipal Band—Big Band Carnival Band—let's here it for Liquorland boys.

Band SFX

During the last little while these guys have been entertaining us here at Liquorland and playing all sorts of Christmas carols, Bavarian, Austrian and German music, a great selection.

Well all the activities are on all day today at Liquorland, at the end of Tawa Main Road and Kenepuru Drive and it's such a beautiful day to come on out, we had Santa Claus here just a little while back about an hour ago and he said hi to all the boys and girls and various people have been winning magnificent prizes, you can do it right throughout the day today, today the official opening, the big carnival celebration of Liquorland, Liquorland from the Porirua Licensing Trust, just at the end of Tawa Main Road and Kenepuru Drive, so try and take the opportunity of sometime today to get on down to the new Liquorland in Porirua-Tawa area—this is Dick Weir on 2ZB.

Decision No. 14/84
Bro. 60/84

Before the Broadcasting Tribunal

IN the matter of the Broadcasting Act 1976 and in the matter of an application by the BROADCASTING CORPORATION OF NEW ZEALAND for a sound radio warrant for Te Kuiti:

Chairman: B. H. Slane.

Member: L. R. Sceats.

Co-opted Member: M. J. Henshall.

Hearing: At Te Kuiti—9 July 1984.

Counsel: G. R. Rowe for Broadcasting Corporation of New Zealand.

DECISION

The Application

The applicant proposes to establish a station with studios at Te Kuiti to serve Te Kuiti and Otorohanga from a 400 watt transmitter sited north of Te Kuiti.

The station would provide a 24-hour service. On weekdays 3 hours would be locally originated between 7 a.m. and 10 a.m. From 6 a.m. to 7 a.m. and from 10 a.m. to 12.30 p.m. the station would rebroadcast 1ZU Taumarunui.

From 12.30 to 2 p.m. it would rebroadcast the national programme and from 3 p.m. to 7 p.m. 1ZH Hamilton. From 7 p.m. to 5 a.m.

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the station would rebroadcast the Radio New Zealand community network shows. From 5 a.m. to 6 a.m. the *Earlybird Show* a community network commercial programme would be broadcast.

On Saturdays the local originated hours would be from 8 a.m. to 10 a.m. There would be no local programming on Sundays, when the station would rebroadcast either 1ZH Hamilton or the national programme.

In support of the application the Corporation stated that the Taumarunui station provided a mix of programmes from other sources and from local origination for a population of about 12 000.

The Te Kuiti borough and district had about 7250 people and Otorohanga and district about 4750. The population therefore totalled about 12 000 within the area which could be covered by a good primary signal.

The main objective was to provide an adequate signal for the listeners of the area whose reception was unsatisfactory from both 1ZH Hamilton and the private commercial station 1XW. The FM signal from Mount Te Aroha provides adequate reception of an alternative FM music programme.

The long term objective of the corporation was the provision of 2 complementary programmes, one local commercial and one national and non-commercial, and in the medium term future they would be complemented by mass appeal and special music programmes on FM.

Evidence was given by G. H. Wykes, National Operations Manager for Radio New Zealand. He said the purpose was to extend coverage to an area which had experienced indifferent reception and to fulfil an important community role which should be available to rural communities not well served at present. Entertainment and local information were the main ingredients in the community role.

It was intended that the proposed service would generate sufficient income to just cover the additional cost involved. It was unlikely that the hours would be extended unless local support warranted the extension. Mr Wykes said the Corporation believed the proposal would provide an improved service to the area, was economically viable, provided for improved utilisation of existing technical facilities at Hamilton and Taumarunui, represented a local extension of existing services and made appropriate use of a suitable and available AM frequency.

D. J. Gatland, supervising engineer for medium and high frequency radio coverage planning for the BCNZ, outlined the radio coverage from the existing FM stations, stating that the low field strengths provided stable though noisy reception during the day but at night the signals were affected by skywave co-channel interference from overseas, mainly Australian stations and heterodyne whistles from adjacent New Zealand channels.

He said the transmitter site chosen was approximately 7 kilometres north-northeast of Te Kuiti and 11 kilometres south-southwest of Otorohanga in the Mangapu Stream valley to the west of State Highway 1 and south of Hangatiki Caves road. The site was as far south as the service planning requirements for Otorohanga allow to ensure that rural coverage to the south of Te Kuiti is maximised. He produced a coverage map showing the expected field strengths of the new station and those for 1ZU and the Hamilton stations.

J. S. A. Stubbs, Station Manager of 1ZH and 1YW in Hamilton is responsible for the Corporation's operations in the greater Waikato area. Mr Stubbs said that most radio listeners in the Te Kuiti/Otorohanga area tuned to Hamilton stations which are being required to maintain a liaison with the region in community information, news, sport and advertising.

Mr Stubbs would take principal responsibility for the operation as the senior manager in the area but he would co-ordinate the activities relating to the station and input required from Taumarunui. Assistance would be given the station in the matter of sales, sporting coverage, news and staff relief from the Hamilton stations and farming matters would be serviced by the rural reporters in Hamilton.

During the period from 3 p.m. to 7 p.m. Monday to Friday, 1ZH would pay attention to requests for information to be broadcast pertaining to the north King Country area and this would also occur in the summer on Saturdays between 1 p.m. and 5 p.m. when more emphasis than currently would be placed on King Country sport. On Sunday there would be no relay from Taumarunui.

There would be 2 full-time staff as well as local part-time staff.

A. D. King, Station Manager of King Country Radio 1ZU Taumarunui, outlined the proposed programming which would be basically light popular music aimed to satisfy a 10-54 year old age spread. 1ZU's programmes when linked with Radio Waitomo, would include items of regional interest and the same would happen when the station joined with 1ZH Hamilton. There would be stronger support for regional sport in the area, particularly rugby coverage.

The station would be invaluable in providing commentaries on inter-club, inter-provincial and international matches played in the area as well as provide publicity for annual events such as A & P shows. The 6 a.m. to 7 a.m. period would include broadcast material of rural interest, featuring items concerning dairying activities in