



(Incorporating Children's Media Watch)

**Campaigning for a  
better media**

**Our Vision: a Media Environment in NZ that is safe for all:  
free of gratuitous sex, violence, and offensive language.  
So, parents can trust what their children see.**

TELEVISION PLAYS A BIG PART IN ALL OUR LIVES.

YET HOW MUCH ATTENTION DO ITS PURVEYORS GIVE TO THE VIEWS AND OPINIONS OF ITS CONSUMERS?

After 27 years of advocacy for a better say in the way things are run in a service using a resource which we the public own (that is the tv spectrum,) our conclusion IS **ZERO, NADA AND ZILCH**



WE HAVE A RIGHT TO, **AND INDEED DEMAND,** AS CONSUMER REPRESENTATIVES, A PLACE AT THE TABLE WHERE DECISIONS ARE BEING DISCUSSED AND MADE ABOUT THE FUTURE OF TELEVISION BROADCASTING, AT A TIME WHEN UPHEAVAL AND CHANGE ARE THE ONLY CONSTANT.

## THE SIGNS OF A BREAKTHROUGH ARE PROMISING.



Recently appointed Dompost Editor Anna Fifield has stated on Radio NZ “in reference to “Stuff’s” new editorial code, that **“Stuff will now be measuring public trust not clicks It’s really important that we tell readers how we decide to write stories...so that they can see how we come to publish or not publish things....We are asking to be held accountable”**.

This is ground-breaking talk.



Also welcome is a letter we have just received inviting us to submit ideas about how a reformed Television Broadcasting legislative landscape in NZ might look (the present one dating back 35 years) and encouraging our efforts to be heard on “what next”. **“Thank you for taking the trouble to write, and for the ongoing work of Media Matters in advocating for better media in NZ on behalf of consumers I wish you all the best.”**

**THIS IS A REAL BREAKTHROUGH TOO.**



**BRING ON 2021!!!**

**JOHN TERRIS**

**President**