



Office of the Prime Minister

Prime Minister
Minister of Tourism

Ministerial Services
Minister in Charge of the
NZ Security Intelligence Service
Minister Responsible for the GCSB

9 NOV 2011

Mike Smith
Email: mikesmith464@gmail.com

Dear Mike Smith

Official Information Act Request for Information Relating to the Prime Minister's Appearance on Radio Live on 30 September 2011

I refer to your official information request of 11 October 2011 for:

1. *"All correspondence, emails and notes of communications, whether handwritten or otherwise, to and from personnel in your office with Radio Live personnel specifically but not limited to Willy Trolove and Lesley Hamilton in your office and Mary Putnam and Jana Rangooni in Radio Live.*
2. *All emails and notes whether handwritten or otherwise of advice given to the Prime Minister and his Chief of Staff regarding his appearance on Radio Live on September 30 2011.*
3. *All emails and notes whether handwritten or otherwise of advice given to the Prime Minister by his Chief of Staff regarding the Prime Minister's appearance on Radio Live on September 30 2011.*
4. *All emails and notes whether handwritten or otherwise of advice given to the Prime Minister by his Chief Press Secretary in relation to queries from media regarding his appearance on Radio Live on September 30 2011.*
5. *All emails and notes whether handwritten or otherwise of advice given to the Prime Minister by his Communications adviser Willy Trolove in relation to his appearance on Radio Live on September 30 2011.*
6. *All emails and notes whether handwritten or otherwise of advice given to any other staff in the Prime Minister's office by his Communications adviser Willy Trolove in relation to his appearance on Radio Live on September 30 2011."*

Enclosed is a copy of email correspondence held by this Office which has been identified as relevant to your request. Some parts of these emails and some additional entire emails have been withheld under the following sections of the Official Information Act:

- section 9(2)(a) some names and contact details have been withheld *"to protect the privacy of natural persons..."*.
- Section 9(2)(ba)(i) as withholding the information is necessary to *"protect information which is subject to an obligation of confidence or which any person has been or could be compelled to provide under the authority of any enactment, where the making available of the information would be likely to prejudice the supply of similar*

information, or information from the same source, and it is in the public interest that such information should continue to be supplied.

- Section 9(2)(f)(iv) as withholding the information is necessary to "*maintain the constitutional conventions for the time being which protect the confidentiality of advice tendered by Ministers of the Crown and officials.*"
- Section 9(2)(g)(i) as withholding the information is necessary to "*maintain the effective conduct of public affairs through the free and frank expression of opinions by or between or to Ministers of the Crown or members of an organisation or officers and employees of any department or organisation in the course of their duty.*"

Where the information has been withheld, no public interest in releasing the withheld information has been identified that would be sufficient to override the reasons for withholding it.

There is some additional information which is held by the Office of the Leader of the National Party and is, therefore, not official information and has not been included in this response.

You are entitled to ask the Ombudsman to review this response under section 28(3) of the Official Information Act.

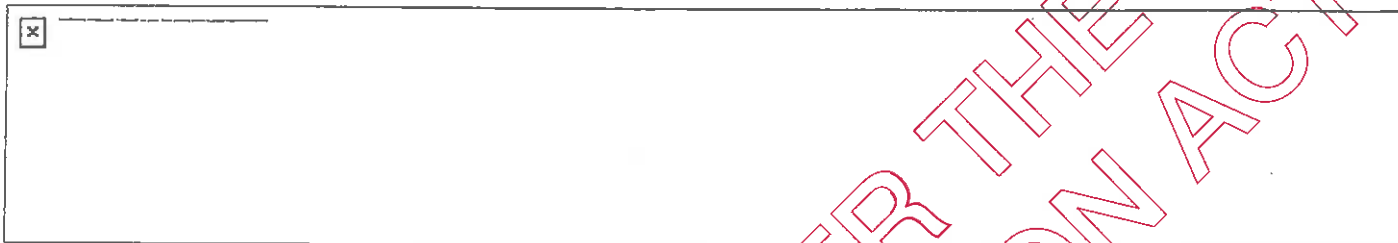
Yours sincerely



Wayne Eagleson
Chief of Staff

From:
Sent: Friday, 30 September 2011 1:44 pm
To:
Subject: great all sorted for you here :)

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



From:
Sent: Friday, 30 September 2011 1:33 p.m.
To:
Subject: Re: LEWIS BROWN CONFIRMED

Leaving henderson now

From:
Sent: Friday, September 30, 2011 11:47 AM
To:
Subject: LEWIS BROWN CONFIRMED

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



Attention:

From:
Sent: Friday, 30 September 2011 11:48 am
To:
Subject: LEWIS BROWN CONFIRMED

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



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From:
Sent: Friday, 30 September 2011 11:45 am
To:
Subject: changing 3 things on the script - see below - will print out and have ready here

With Branson - have made a note that discussing the global economy is fine - but NOT the NZ economy

NOTE: If caller asks a question about policy / election / another political figure or party

ANSWER: Sorry, we can't discuss election issues or policy today that has to be saved for another time

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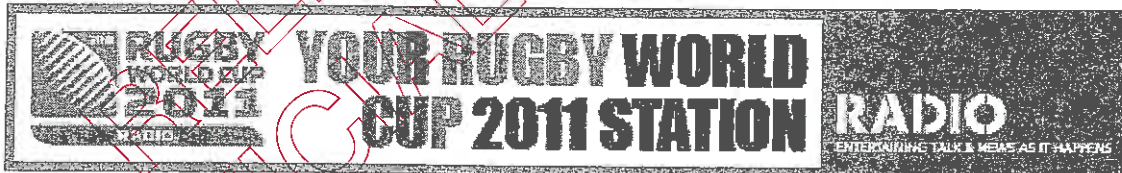
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From:
Sent: Friday, 30 September 2011 10:55 am
To:
Subject: warriors may put up alternative player - brief bio below. we may not know until close to show time - have printed out here

Lewis Brown

- born in 1986, in Christchurch
- started his league playing career for the Riccarton Knights in Chch
- had a stint in Sydney before joining the Warriors in 2009
- prefers to play in the 2nd row, but sometimes plays in the centre
- scored the heroic try last week against the Storm

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



From: ;
Sent: Friday, 30 September 2011 9:51 am
To: ;
Subject: RE: Request just in from TV 3 to film PM hour - how do you feel about that?

Ok thanks - just had a request from World TV as well - they are associated with sky tv and freeview

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



From: ;
Sent: Friday, 30 September 2011 9:48 a.m.
To: ;
Subject: Re: Request just in from TV 3 to film PM hour - how do you feel about that?

Word from office is they are happy for TV3 to film 5 minutes or so but not whole hour!

From: ;
Sent: Friday, September 30, 2011 09:11 AM
To: ;
Subject: RE: Request just in from TV 3 to film PM hour - how do you feel about that?

thanks - hope all good with you - lovely catching up last night :)

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



From:
Sent: Friday, 30 September 2011 9:06 a.m.
To:
Subject: Re: Request just in from TV 3 to film PM hour - how do you feel about that?

Will check with office

From:
Sent: Friday, September 30, 2011 08:58 AM
To:
Subject: Request just in from TV 3 to film PM hour - how do you feel about that?

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www.radiolive.co.nz



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From:
Sent: Thursday, 29 September 2011 6:26 pm
To:

Attachments: PM hour on Radio Live Rundown update 290911.docx; The Prime Ministers Hour script update 290911.doc; Richie McCaw.doc; Sir Richard Branson.doc; Sir Peter Jackson.doc; Michael Luck.doc

Hi all,

Please find attached updated rundown and scripts for tomorrow.

· please note the amended intro clearly stating we are steering clear of politics and policy - this is a fun, entertaining show. I have printed copies for you and will bring them to you this evening.

Cheers!

| | Producer Willie and JT | RadioLIVE | |
www.radiolive.co.nz

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From:
Sent: Thursday, 29 September 2011 10:58 am
To:
Subject: FW: Radio Live show 30 September 2011
Attachments: Letter to Radio Live 29_9_11.pdf

So the Electoral Commission has replied, and basically said they can't make a judgement on a radio show without seeing a transcript.

But they have been pretty clear about putting the responsibility on the broadcaster, which is useful.

From: .
Sent: Thursday, 29 September 2011 10:12 a.m.
To:
Cc:
Subject: Radio Live show 30 September 2011

Dear

Further to your email request of 28 September 2011 seeking advice regarding the Prime Minister hosting a radio show on Radio Live please find attached a response from the Chief Electoral Officer.

Kind regards

Senior Adviser Legal | *Electoral Commission* | Te Kaitiaki Take Kowhiri
Level 9 | 17-21 Whitmore Street | PO Box 3220 | Wellington
| Web: www.elections.org.nz

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29 September 2011

Producer
Radio Live

By email to:

Dear

PRIME MINISTER HOSTING RADIO LIVE SHOW – 30 SEPTEMBER 2011

Thank you for your email of 28 September, requesting an advisory opinion, pursuant to section 204I of the Electoral Act 1993, on whether a live radio show hosted by the Prime Minister on Friday 30 September 2011 on Radio Live will be an election advertisement as defined in the Electoral Act. You have also asked whether the format of the show as set out in the brief attached to your email will satisfy the rules in the Electoral Act and the Broadcasting Act 1989.

As the proposed show is to be broadcast live you are not in a position to provide the Electoral Commission with a recording or transcript of the show. The Electoral Commission is only able to provide an advisory opinion where a copy of the advertisement accompanies the request, allowing the Commission to take into consideration both the content and the overall effect of the advertisement in the context it will be published. In view of this the Electoral Commission is limited to providing you with general advice about the election advertising rules with regard to the proposed format of the show.

Executive Summary

In the Electoral Commission's view, broadcasters need to exercise a high degree of caution with regard to party leaders and/or candidates hosting radio shows in the lead up to a general election. The broadcaster will be responsible for the content of a broadcast made with its authority.

Radio Live must ensure that the programme is not an election programme for the purposes of the Broadcasting Act as the broadcast of an election programme that encourages or appears to encourage voters to vote for the National Party or the Rt Hon John Key as a candidate is prohibited before writ day (26 October 2011 for the 2011 General Election). There are serious penalties for broadcasters that breach these rules.

The Prime Minister hosting a show of this nature is likely to attract close scrutiny at this time in the electoral cycle. If Radio Live was to proceed with the broadcast it would need to be confident it could put in place adequate controls to ensure that the programme did not breach the election advertising rules in the Electoral Act or the rules regarding election programmes in Part 6 of the Broadcasting Act.

Legislation

Section 3A of the Electoral Act provides a definition of election advertisement, which is set out below. In addition, section 3A provides certain exceptions to the meaning of what is an election advertisement which are also summarised below.

Section 204F of the Electoral Act requires that an election advertisement published at any time must include a promoter statement.

An election advertisement

- (a) means an advertisement in any medium that may reasonably be regarded as encouraging or persuading voters to do either or both of the following:
- (i) to vote, or not to vote, for a type of candidate described or indicated by reference to views or positions that are, or are not, held or taken (whether or not the name of the candidate is stated);
 - (ii) to vote, or not to vote, for a type of party described or indicated by reference to views or positions that are, or are not, held or taken (whether or not the name of the party is stated) and
- (b) includes
- (i) a candidate advertisement; and
 - (ii) a party advertisement.

A candidate advertisement means an advertisement in any medium that may reasonably be regarded as encouraging or persuading voters to do either or both of the following:

- (a) to vote for a constituency candidate (whether or not the name of the candidate is stated);
- (b) not to vote for a constituency candidate (whether or not the name of the candidate is stated).

The definition of candidate means a constituency candidate and includes a person who has declared his or her intention of becoming a constituency candidate.

A party advertisement means an advertisement in any medium that may reasonably be regarded as encouraging or persuading voters to do either or both of the following:

- (a) to vote for a party (whether or not the name of the party is stated);
- (b) not to vote for a party (whether or not the name of the party is stated).

None of the following are election advertisements:

- contact information published in any medium by a member of Parliament that satisfies certain requirements as set out in section 3A of the Electoral Act,
- editorial content of a periodical, a radio or television programme, or a publication on a news media Internet site,
- a transmission of proceedings in the House of Representatives,
- personal political views published by an individual on the Internet or other electronic medium, where no payment is made or received.

Section 221A of the Electoral Act provides that no person shall publish or cause to be published in any newspaper, periodical, poster or handbill, or broadcast or cause or permit to be broadcast over any radio or television station, any advertisement relating to an election [not being an election advertisement as defined in section 3A] unless the advertisement contains a statement setting out the true name of the person for whom or at whose direction it is published and the address that person's place of residence or business.

Part 6 of the Broadcasting Act 1989 defines an **election programme** as "a programme that—

- (a) encourages or persuades or appears to encourage or persuade voters to vote for a political party or the election of any person at an election; or
- (b) encourages or persuades or appears to encourage or persuade voters not to vote for a political party or the election of any person at an election; or
- (c) advocates support for a candidate or for a political party; or
- (d) opposes a candidate or a political party; or
- (e) notifies meetings held or to be held in connection with an **election**".

It includes "visual images, whether or not combined with sounds, that consist predominantly of alphanumeric text."

Electoral Commission's advice

The Electoral Commission is able to provide Radio Live with the following general advice about the election advertising rules taking into consideration the proposed format of the show.

A radio programme will be an 'election advertisement' for the purposes of the Electoral Act if it contains material that encourages or persuades or appears to encourage or persuade voters to vote for or against a party or candidate at an election. A broadcast may be an 'electoral advertisement' for the purposes of section 221A of the Electoral Act if it contains information relating to an election. However, an 'election advertisement' for the purposes of section 3A does not include the editorial content of a radio programme and an 'electoral advertisement' for the purposes of section 221A does not restrict the broadcasting of news or comments by a broadcaster.

Section 70 of the Broadcasting Act provides a general prohibition for the broadcasting of an 'election programme'. It will depend on the content of the show as to whether it falls within the meaning of an election programme. If the programme is an election programme there is a specific exemption to the general prohibition for the broadcasting, in relation to an election, of news, comment or current affairs programmes.

Whether a radio programme is an election or electoral advertisement under the Electoral Act and/or an election programme under the Broadcasting Act is a question of fact which has to be determined on a case by case basis. In terms of general advice, in determining whether a programme is election advertising and/or an election programme or not the Electoral Commission will consider a number of factors including:

- the format, nature, and content of the programme, e.g.:
 - whether the format is chosen by the broadcaster;
 - the extent to which the broadcaster retains control over the content of the programme;
 - are candidates and political parties subject to question and challenge?;
 - is the reporting objective and impartial?;
 - does the programme aim to inform the public by presenting a range of viewpoints (not encourage or persuade)?;
- whether the format, nature, or content of the programme has changed;
- who initiated the programme, and when;
- who has control of the programme production;

- whether payment been made to the broadcaster for the broadcast time, or production costs;
- if the programme has a regular schedule, and if that schedule is being maintained.

In the Electoral Commission's view broadcasters need to exercise a high degree of caution about party leaders and/or candidates hosting radio shows in the lead up to a general election. The broadcaster will be responsible for the content of a broadcast made with its authority.

Broadcasters are only allowed to broadcast election programmes between writ day (26 October) and the day before polling day (25 November) subject to certain requirements being met. It is a serious offence to broadcast an election programme at any other time.

A radio show that is not an election programme or an election advertisement can be broadcast at any time before polling day and there is no requirement to include a promoter statement. However, the Prime Minister hosting a show of this nature is likely to attract close scrutiny at this time in the electoral cycle. If Radio Live was to proceed with the broadcast it would need to be confident it could put in place adequate controls to ensure that the programme did not breach the election advertising rules in the Electoral Act or the rules regarding election programmes in Part 6 of the Broadcasting Act.

The above advice expressed about the application of the Electoral Act and the Broadcasting Act reflects the Electoral Commission's interpretation of the law and does not constitute legal advice. A court of law may reach a different view. You may wish to consider seeking independent legal advice on questions of compliance.

Yours sincerely



Robert Peden
Chief Electoral Officer

cc Communications Manager, Government Communications and
 Government Research Unit

From: Thursday, 29 September 2011 10:48 am
Sent:
To: Richard Branson has confirmed for 2.20 tomorrow - will amend run sheet and get to you
Subject: this afternoon

Hi Lesley,

And from the Warriors it's likely to be Michael Luck - :

Cheers

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz

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From:
Sent: Wednesday, 28 September 2011 12:58 pm
To:
Subject: RE: The Prime Ministers Hour 1.doc

Awesome - it's just a little something to have at his fingertips if he needs it...

I will be on hand for anything he needs during the show, and technical aspects

will be sitting in studio helping with the

All good! Can't wait :)

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



From:
Sent: Wednesday, 28 September 2011 12:54 p.m.
To:
Subject: RE: The Prime Ministers Hour 1.doc

Thanks for all this Mary - I think this is all we need!

Well done on the script - you have captured PM's voice very well - although he NEVER sticks to a script, so don't be hurt if he deviates.

Cheers

Press Secretary - Office of the Prime Minister
9th Floor the Beehive | Wellington NZ |

From:
Sent: Wednesday, 28 September 2011 12:29 pm
To:
Cc:
Subject: The Prime Ministers Hour 1.doc

Hi

Attached is a draft script and suggestions for question-lines for the PM on Friday if you would like to use it.

I was wondering if you want bios of the guests - or given the actual on-air time, you have enough info here?

I will anyway print out the pages on each of the guests from Wikipedia and highlight a couple of facts if that would be useful for when he is here?

Kindest regards

Producer Willie and JT | RadioLIVE |

www.radiolive.co.nz



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From:
Sent: Wednesday, 28 September 2011 9:52 am
To:
Subject: FW: PM hosting on Radio Live Friday 30 September 2011
Attachments: PM hour on Radio Live.docx
Importance: High

FYI see below. has submitted the brief to the Electoral Commission...

From:
Sent: Wednesday, 28 September 2011 9:45 a.m.
To:
Cc: (
Subject: PM hosting on Radio Live Friday 30 September 2011
Importance: High

Dear

"Radio Live has invited the Prime Minister to host a live radio show this coming Friday. We have prepared the attached brief for the Prime Minister. Can you please provide Radio Live with an urgent advisory opinion on whether the show as described in the brief will satisfy the rules in the Electoral Act and the Broadcasting Act. Given that the show is due to be broadcast on Friday, we would appreciate your opinion as soon as possible."

Many thanks and kindest regards,

Producer Willie and JT | RadioLIVE |

www.radiolive.co.nz



From:
Sent: Tuesday, 27 September 2011 4:21 pm
To:
Cc:
Subject: PM hosting on Radio Live
Attachments: PM hour on Radio Live.docx

Hi

Attached please find the brief. I have made some tweaks.

I understand that the PM is not able to commit to a regular show at this stage.

The Electoral Finance Act was repealed last year and replaced by the Electoral Act. For details see this link:
<http://www.legislation.govt.nz/act/public/1993/0087/latest/DLM307519.html>

I've saved into Word because I had compatibility issues with our version of Excel.

If you are happy with the amended brief, could you please email it to [redacted] at the Electoral Commission with a covering email that says something like the below:

"Radio Live has invited the Prime Minister to host a live radio show this coming Friday. We have prepared the attached brief for the Prime Minister. Can you please provide Radio Live with an urgent advisory opinion on whether the show as described in the brief will satisfy the rules in the Electoral Act and the Broadcasting Act. Given that the show is due to be broadcast on Friday, we would appreciate your opinion as soon as possible."

The Electoral Commission's advisory opinion should give Radio Live and us confidence that we won't have a repeat of the Jones/Peters effort ☺

Hope that all makes sense. If you have any questions, please give me a call.

Thanks

Communications Manager | Office of Rt Hon John Key
Executive Wing | Parliament | Wellington 6160 | New Zealand

www.johnkey.co.nz | www.national.org.nz | www.facebook.com/johnkeypm

From:
Sent: Tuesday, 27 September 2011 2:14 p.m.
To:
Cc:
Subject:

Dear

Please find attached the following:-

- Rundown for the hour which includes a brief/overview that clearly outlines the guidelines for the show - fitting editorial/entertainment content not advertising - so everyone is clear and it is in writing that this PM Hour is an

entertainment show with no connection to the election. (It is our General Manager, Jana Rangooni's desire for this show to become a regular event for every incumbent Prime Minister).

- generic guidelines for our announcing staff as a short summary on election content
- amended media release - as per your request it will be sent out on Thursday.
- amended banner, removing the Prime Minister's picture
- sample weather report that the Prime Minister will be reading following the 2pm news (we will provide the current forecast on Friday)

Note :- To be really safe you may wish to give the Prime Minister a couple of lines to deal with any questions about voting.

Eg: I am not here to tell you who to vote for today this is just a chance to chat.

Obviously he should not at any point break into a Vote National / 2 ticks Blue plug like Shane and Winston did on ZB in 08!

Our Legal counsel has been across the idea and format from the beginning and is totally comfortable unless The PM starts telling people how to vote it cannot breach the act.

Given that the Warriors is a big deal this weekend, we thought a couple of moments with would be a good idea - if you are happy with this idea I will put a request in. It also covers us in the event Sir Peter is stuck filming and unable to phone in.

Tomorrow I will forward bios for our guests to you to offer the Prime Minister, along with a list of suggested questions.

Any questions, please feel free to contact me by cell phone email which I shall respond to this evening.

- as I am leaving the office shortly, or by

Kindest regards,

| Producer Willie and JT | RadioLIVE |

www.radiolive.co.nz



Radio & TV Guidelines – Election 2011

Care required to ensure no breach of the Broadcasting Act or the Electoral Act (as hefty penalties can be imposed)

Two election genres

- 1 Election Advertising
- 2 Election Programmes

An **Election Advertisement** is anything (paid for in \$'s or not!) in any medium that may reasonably be regarded as encouraging or persuading voters to do either or both of the following:

- to vote or not vote for a constituency candidate (whether or not the name of the candidate is stated):
- vote for or not vote for a party (whether or not the name of the party is stated)”

Election programmes are any programme that

- encourages or persuades, or appears to encourage or persuade voters to vote, or not to vote, for a party or a candidate; or
- advocates support for, or opposes, a candidate or political party; or
- notifies meetings held or to be held in connection with an election

Apart from the advertising part of this definition Election Programmes are, in reality, **only** the opening and closing addresses and can only be broadcast during allocated time during the election period (as arranged pursuant to the Broadcasting Act). In practise **we do not** broadcast these Election Programmes (these are carried by TVNZ & RNZ).

The Act makes it clear that there is no restriction on *news or comments or current affairs* relating to the election – this is the provision that allows us to cover and provide commentary on the election.

So – your programme will be either news, comment or current affairs **OR** an advertisement.

- 1 Election Advertisements for parties and candidates on radio & television
 - 1 Can only be carried between 26/10 and midnight 25 November
 - 2 Must be offered on “like” terms to candidates or parties
 - 3 Must include a promoter statement
 - 4 Candidate advertisements and cannot promote the party vote or list (can mention party name) nor can they be negative
 - 5 Party advertisements can support candidates and the list and can be negative
 - 6 Value must be declared as part of a candidate or party expenses return

- 2 Normal rules apply for programmes which are news, comment or current affairs ie fairness, balance etc
- 3 Other questions

What about candidates on air?

The rules are no different – there is no prohibition of candidates being on air but all the above rules apply and obviously there will be enormous scrutiny on the broadcasts involving the candidate.

What is “normal” balance etc

You can read the full noise on the BSA’s idea of what this is by going to this link <http://www.bsa.govt.nz/assets/Practice-Notes/Balance-in-Radio-Practice-Note.pdf>

My summary is

- 1 Most election coverage is likely to be deemed controversial and of public importance;
- 2 While talk radio has a relaxed standard (news and current affairs are held to a higher standard) you still have to hit the minimum requirements which for me are:
 - a. Where there is more than one point of view on a topic at least refer to it (even if it is only to explain why you think it is nonsense!);
 - b. Where someone disagrees with you allow them to have a reasonable opportunity to have their say;
 - c. If you are talking about one particular party or topic invite those who support another party or have a different view on a topic to call in;
 - d.

Lack of Fairness – is the next most likely complaint!

The more damaging the allegation the more careful you need to be...so if you are saying something that might ruin someone’s chances at election then check and double check that you have it right AND we can prove it was right. Sometimes even giving someone the chance to respond can still be unfair (and potentially defamatory) eg “when did you stop beating your wife...”

Its easy to assess whether something you are saying is unfair – it is when you put your younger sibling into the position of the person...ask yourself how would it feel...if it would feel unfair it probably is!

Number 1 rule is if in doubt ask!!!

**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

Wednesday 28 September 2011

PRIME MINISTER TO HOST HIS OWN RADIO SHOW TOMORROW

In a first for RadioLIVE, Prime Minister John Key will be hosting his own one-hour radio show this Friday, 30th September from 2pm.

Nudging Willie and JT out of the studio an hour early, the Prime Minister will have no host assisting him. It will be the Prime Minister, his listeners and some very special guests.

General Manager of RadioLIVE Jana Rangooni says: "This has been done in the UK and US but not, to the best of my knowledge, in New Zealand. We hope to make this a regular event for whoever is the Prime Minister at the time."

RadioLIVE listeners will have the opportunity to personally talk to and ask John Key questions via phone and email.

THE PRIME MINISTER'S HOUR
2 PM - FRIDAY 30TH SEPTEMBER 2011
RadioLIVE

MediaWorks NZ Limited (website: www.mediaworks.co.nz) is New Zealand's leading private sector broadcast and online media company. Through its specialist divisions – MediaWorks TV, MediaWorks Radio and MediaWorks Interactive, it owns and operates the TV3 and FOUR television networks, national radio brands The Edge, The Rock, MORE FM, Kiwi FM, RadioLIVE, LiveSPORT, Solid Gold, The Breeze, George FM and Mai FM, plus several local radio stations, and a family of websites.

For further information please contact:

General Manager - RadioLIVE
Mediaworks Radio

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THE PRIME MINISTERS SHOW

LISTENING

FRIDAY 7PM

RADIO

ENTERTAINING TALK & NEWS AS IT HAPPENS

Northland: Mainly fine. However, rain developing in the far north tomorrow afternoon, and slowly spreading southwards.

In the west from Auckland to Kapiti, including Taupo and Taihape: Fine spells and cloudy periods. Drizzle possible about and south of Mount Taranaki tomorrow morning. The remainder of the North Island, also Nelson and Marlborough: Fine. Buller, Westland and Fiordland: Often cloudy, with a few showers, chiefly coastal. However, more persistent rain in Fiordland, easing to showers tomorrow and clearing about the Lakes.

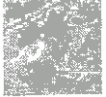
Canterbury, Southland and Otago: Showers about the south coast and Stewart Island, with westerly gales there until this evening. Elsewhere, mainly fine, but a few afternoon and evening showers tomorrow, some possibly heavy about the Canterbury foothills.

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From:
Sent: Tuesday, 27 September 2011 9:29 am
To:
Cc:
Subject: RE: RadioLIVE Press Release - Your expert Approval required

Delaying their PR til Thursday would be preferable.
We probably won't get an opinion from the Electoral Commission until Thursday, so the longer we can delay their PR, the better.

I see they are already promoting it on their Twitter...



RadioLIVENZ RadioLIVE

So @johnkevpm will be hosting his very own hour on RadioLIVE this Fri, at 2pm. Special guests, your questions & *maybe* even that bodyguard!

From: :
Sent: Tuesday, 27 September 2011 9:22 a.m.
To:
Cc:
Subject: Re: RadioLIVE Press Release - Your expert Approval required

Hi

While I am pleased you are all going to so much effort on this, I am getting a little concerned this is getting bigger than we, certainly, envisaged.

The press release is fine, although we will not allow PM to be quoted in any press releases apart from his own, so I cannot give you a quote sorry. Also, regarding timing, we would prefer this wasn't sent until tomorrow or, preferably, Thursday.

Also, just so we agree that we did not make any commitment to do something like this again should things go our way on November 26 - and I see you have said 'hope to', so that should be fine.

I am at home today but will make getting this sorted a priority.

Cheers

From:
Sent: Tuesday, September 27, 2011 08:52 AM
To:
Cc:
Subject: FW: RadioLIVE Press Release - Your expert Approval required

Hi

This is draft form for our media release - any suggestions or changes your end would be welcome -and could we have a quote from the PM to include please?

Many thanks and kindest regards,

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



From:
Sent: Tuesday, 27 September 2011 8:39 a.m.
To:
Cc: |
Subject: RadioLIVE Press Release - Your expert Approval required

Good morning! Hope you're well over there I was hoping to ask a favour.

We have this exciting little show coming up on Friday - The Prime Minister's Hour.

I've put together a press release with Q&A - and was hoping you might check it for me. The programme is this Friday at 2pm. When would you recommend we send it out and to who?

Thanks in advance - and I'm going to book you in for lunch!

Copying in - as we will need to send this to the PM for comment and approval.

| NETWORK MARKETING MANAGER - RADIO LIVE | MEDIAWORKS RADIO |
www.radiolive.co.nz | www.mediaworks.co.nz



From: I.
Sent: Tuesday, 27 September 2011 9:27 am
To:
Cc:
Subject: RE: RadioLIVE Press Release - Your expert Approval required

Many thanks

Certainly appreciate all your efforts in making this happen - we are looking forward to Friday!

Cheers!

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



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From: Monday, 26 September 2011 9:36 am
Sent:
To:
Subject: FW: Web Banners - The PM HOur
Attachments: RL_TPMH_470x60.jpg; RL_TPMH_760X120 copy.jpg

Hi

The attached are rough web banner and email signature examples we've prepared in the hope that your office may be able to approve the use of The Prime Minister's image for the purpose of promoting the show across our websites and on RadioLIVE staff emails. As you can see - we're following the existing creative style as per Paul Henry web banner below.

If your office is happy for us to proceed, we'd appreciate it you could supply an approved image along the lines of the one below (unless you are happy with the one below)

Cheers!

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



From:
Sent: Monday, 26 September 2011 9:21 am
To:
Subject: RE: PM's Hour

Hi

Hope you had a great weekend :)

can call in on

Cheers :)

Producer Willie and JT | RadioLIVE |

www.radiolive.co.nz



From:
Sent: Friday, 23 September 2011 2:48 p.m.
To:
Subject: RE: PM's Hour

Hi promo sounds good. Can you please send me the number that should call?

Cheers

Press Secretary - Office of the Prime Minister
9th Floor the Beehive | Wellington NZ |

From:
Sent: Friday, 23 September 2011 1:38 pm
To:
Subject: PM's Hour

Hi

Please find attached the draft run-down for the PM's hour next Friday and also the promo for the show. (Obviously we need to be flexi re Sir Peter and also the PM will probably want to adapt scripting slightly to his personal style)

Would you have some images (or one nice close up at least) of the PM to use in web banners to help promote the show, that you could send me please? We are hoping to go live with this promotion on Monday!

Many thanks!

Have a great weekend

From:
Sent: Monday, 15 August 2011 2:50 pm
To:
Subject: RE: PM interviews for September 30 talkback on Willy and JT

Absolutely as I assume you will tell him it is all on the downlow until about the week before.

Big weekend!

| | GENERAL MANAGER- TALK BRANDS | MEDIAWORKS RADIO |

From: :
Sent: Monday, 15 August 2011 2:39 p.m.
To: :
Subject: RE: PM interviews for September 30 talkback on Willy and JT

Understood. Are you happy for us to contact :

Press Secretary - Office of the Prime Minister
9th Floor the Beehive | Wellington NZ |

From: .
Sent: Monday, 15 August 2011 2:37 pm
To:
Subject: RE: PM interviews for September 30 talkback on Willy and JT

Hey

Just fyi I am keeping this in a tight cone.

I will not be telling Willie and JT until the week before otherwise everyone will know about it!

We had something planned with around the dinner in October so have put in a pitch to try and use that interview for this.

Will keep you posted.

| | GENERAL MANAGER- TALK BRANDS | MEDIAWORKS RADIO |

From: .
Sent: Monday, 15 August 2011 11:34 a.m.
To:
Cc:
Subject: RE: PM interviews for September 30 talkback on Willy and JT

Hi
That's great - will let you know how I get on!
What does he want to chat with about - just so I can pitch it to him.
Cheers :)

Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



From:
Sent: Monday, 15 August 2011 11:05 a.m.
To:
Subject: PM interviews for September 30 talkback on Willy and JT

Hi - as discussed with , I have spoken to the PM about who he would like to have short interviews with on September 30.

The PM would like to interview and (there's a challenge for you). We are happy to approach as he and the PM are friends, but will leave the approach to you.

If not possible, we will come up with another name.

Cheers.

Press Secretary - Office of the Prime Minister
9th Floor the Beehive | Wellington NZ

From:
Sent: Monday, 15 August 2011 11:55 am
To:
Subject: RE: PM interviews for September 30 talkback on Willy and JT

thanks:)

| Producer Willie and JT | RadioLIVE |

www.radiolive.co.nz



From: \n
Sent: Monday, 15 August 2011 11:53 a.m.
To: Mary Putnam
Subject: RE: PM interviews for September 30 talkback on Willy and JT

5 to 10

Press Secretary - Office of the Prime Minister
9th Floor the Beehive | Wellington NZ |

From:
Sent: Monday, 15 August 2011 11:38 am
To:
Subject: RE: PM interviews for September 30 talkback on Willy and JT

sweet :) how long do you want him for?

| Producer Willie and JT | RadioLIVE |

www.radiolive.co.nz



From:
Sent: Monday, 15 August 2011 11:36 a.m.
To:
Subject: Re: PM interviews for September 30 talkback on Willy and JT

Whatever wants! PM big fan. Also I understand in NZ very shortly after 30 sept for some function, so might suit him

From:
To:

From:
Sent: Tuesday, 9 August 2011 9:24 am
To:
Subject: RE: PM hosting talkback

great

thanks :)

! Producer Willie and JT | RadioLIVE |

www.radiolive.co.nz



From: !
Sent: Tuesday, 9 August 2011 9:15 a.m.
To:
Subject: RE: PM hosting talkback

30 September 2pm.

I will come back to you soon with potential people PM can interview. and I discussed having two 5 minute interviews to break up the talkback.

Cheers

Press Secretary - Office of the Prime Minister
9th Floor the Beehive | Wellington NZ |

From:
Sent: Tuesday, 9 August 2011 9:10 am
To:
Subject: RE: PM hosting talkback

Hi Lesley,

Hope all good with you :)

Just trying to re-call if we had a date from your office for this? (If we did I haven't diaried it so would appreciate you letting me know so I can make sure it's locked in...)

Many thanks!

! Producer Willie and JT | RadioLIVE |

www.radiolive.co.nz



From:
Sent: Monday, 18 July 2011 12:33 p.m.
To:
Cc:
Subject: PM housing talkback

Hi [redacted] will be with the PM this day so will now take the reins from [redacted] regarding the organisation.

Please liaise with me regarding anything you need.

Cheers

Press Secretary - Office of the Prime Minister
9th Floor the Beehive | Wellington NZ |

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From:
Sent: Tuesday, 9 August 2011 9:10 am
To:
Subject: RE: PM hosting talkback

Hi

Hope all good with you :)

Just trying to re-call if we had a date from your office for this? (If we did I haven't diared it so would appreciate you letting me know so I can make sure it's locked in...)

Many thanks!

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



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From:
Sent: Monday, 18 July 2011 12:54 pm
To:
Subject: RE: forgot to say, around 11.15 would be ideal - if that suits you to meet on Fri 22 July

you star :)

Thank you! :)

| Producer Willie and JT | RadioLIVE |

www.radiolive.co.nz



From:
Sent: Monday, 18 July 2011 12:48 p.m.
To:
Subject: RE: forgot to say, around 11.15 would be ideal - if that suits you to meet on Fri 22 July

Hi - if is in Wellington this Friday I am happy to meet at 11.15 - would suit me if we could do at parliament.

Let me know!

Press Secretary - Office of the Prime Minister
9th Floor the Beehive | Wellington NZ

From:
Sent: Monday, 18 July 2011 12:42 pm
To:
Subject: forgot to say, around 11.15 would be ideal - if that suits you to meet on Fri 22 July
Importance: High

or will you be up in Auckland on another day where you could meet her?

Cheers :)

| Producer Willie and JT | RadioLIVE |

www.radiolive.co.nz



From:
Sent: Monday, 18 July 2011 12:40 pm
To:
Subject: RE: PM hosting talkback

excellent, thanks

By any chance are you going to have any free time this Friday, 22 July as you for a coffee to discuss this.

our GM would love to take

I will be out of the office from 1pm today at meetings - but you could text me on .

Cheers :)

| Producer Willie and JT | RadioLIVE | .

www.radiolive.co.nz



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From:
Sent: Monday, 18 July 2011 12:30 pm
To:
Subject: FW: PM slot for radio hosting

Follow Up Flag: Follow up
Flag Status: Flagged

Here you go - 30 sept for 1 hour at 2pm.

From:
Sent: Thursday, 14 July 2011 10:24 am
To:
Cc:
Subject: RE: PM slot for radio hosting

Many thanks

If there is a chance of an August date, that would be great.

Otherwise please lock this in - we are very much looking forward to the occasion.

Thank you for your efforts in making this happen!

Kind regards

| Producer Willie and JT | RadioLIVE |
www.radiolive.co.nz



From:
Sent: Thursday, 14 July 2011 9:54 a.m.
To:
Cc:
Subject: PM slot for radio hosting

Hi

We can offer 30 September 2-3pm for the PM's radio hosting slot.

If this suitable, please let me know and we can work through details.

Cheers

Press Secretary - Office of the Prime Minister
9th Floor, Beehive | Wellington NZ |

Lesley Hamilton (MIN)

From:
Sent: Thursday, 14 July 2011 10:26 am
To:
Cc:
Subject: RE: PM slot for radio hosting

Hi :

I'm afraid Sept 30 is the only date where it works. We'll put it in the diary.

Cheers

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