

Request For Proposals: Children's News for 7 - 10 year olds

Introduction

NZ On Air received a one-off allocation of additional funding in this year's budget to support the production of diverse local content that will reach under-served audiences. As part of this funding, [six new projects will be delivered](#). This RFP addresses the children's news project and \$1m has been set aside.

Purpose

NZ On Air is seeking proposals to create a multi-platform children's news service to give tamariki a voice, encourage their questions, and provide context for the world around them. [HEIHEI](#) is a required platform; proposals also need to include at least one other platform (linear or online).

Audience

The core audience will be children aged 7-10. Please refer to the research section in this document.

We expect the successful provider to undertake research and testing with the core audience ahead of and post-launch to ensure that a co-creation approach with children sits at the heart of this project.

Timeline

9 Oct 2018	-	Request for proposals issued
17 Jan 2019	-	Deadline for applications
w/c 4 Mar 2019	-	Project confirmed
Jun/Jul 2019	-	Expectation that project launched by then

Overview

NZ On Air has dedicated \$1m to this initiative for a weekly (at least) children's news service for around 12 months.

This news project is intended to align closely with the [child-centred principles](#) and [local content framework](#) developed for HEIHEI.

Children want to know about what's happening in their world in a way they can understand. New Zealand is one of the few countries in the developed world that has no targeted local news service reflecting and explaining the news environment and current affairs to children. In a functioning democracy, it is critical that children feel empowered to engage with current affairs, develop media literacy skills and build an awareness of civics. They want to have a say in the future of our country.

Format

Best practice examples of children's news indicate that the factors below build a strong foundation for content that can evolve with the changing media landscape and needs of primary-aged children. We are looking for ideas that involve:

- Core news concepts that enable children to develop an informed opinion

- Complex global and local news events contextualised in a way that children understand
- Child-friendly reporting
- Diversity of youth talent on screen (gender, ethnicity, disabilities, values and beliefs)
- A unique content offering that children can't find elsewhere
- An approach that empowers parents to engage with their kids about news concepts
- An approach that aligns with the school curriculum.

Production output may include:

- Bulletins
- Podcasting
- Live-streaming
- User-generated content (focused on building media literacy)
- Modular short-form segments
- Excellent graphics and modern music
- Multi-platform distribution strategy (incl. TV and radio outputs)
- An execution that feels 'of the time' and is geared towards mobile / tablet viewing.

NZ On Air is also interested to understand if a regional news focus could be included.

The format and duration of produced content may vary but the package overall will be cost-effective.

Distribution

HEIHEI is a required platform outcome for this news service. Please make sure you [familiarise yourself with it](#) and ensure it is factored into your application in a relevant way.

Supporting platforms can be linear and/or online. Co-investment from supporting platforms is expected. Secondary or additional platforms are encouraged and a linear outcome will significantly strengthen your application.

Application requirements

The successful provider/s will need access to a global news service to deliver the volume of content required covering local and international news and current affairs.

We expect the following detail to be addressed in your application:

- **A working title**
- **One sentence outlining your concept**
- **A brief outline of your approach and proposed format** – up to half a page
- **A clear list of content output deliverables**
- **Editorial and media management** – in particular the process of organising daily / weekly news footage from around the country and internationally. We want to understand in detail how you propose this working. For example:
 - How will content be appropriately classified and moderated for a young audience?
 - How will news facts and presenter scripts be prepared?
 - How will footage be clipped and packaged as required?
 - If user-generated-content is included, how will this be managed and delivered?
 - What will be the expected proportion of NZ and overseas news?
- **Insights about the target audience of 7-10 year olds** – see note in Research section

- **Production plan and schedule** - include proposed key deliverables and production milestones across the year-long content delivery schedule from commencement
- **Proposed multi-platform distribution strategy** –including HEIHEI as one of the key platform outcomes
- **Detailed budget summary** uploaded as a separate document (ideally Excel)
- **Key personnel** - who are the intended key personnel on the project? Please include one paragraph per person and a link to their bio if available. We expect expertise in both journalism and children’s content in the team
- **Indicative branding and creative direction**
- **Reference of style / execution examples**
- **Marketing and promotions plan** – we would like to see your thinking around reaching audiences, including how you would leverage wider partnerships across sectors
- **Any other detail you feel is important for us to know.**

Special information about children

Research like the two projects below includes the type of thinking and audience insight that we would like to see contextualised and addressed in your application. This children’s news service will need to be underpinned by strong pedagogical thinking.

Participants in the [Civics and Media Project in 2015](#), including NZ On Air, talked frequently about the dearth of civics-related content for children. New funding and the advent of HEIHEI allows us to address this.

[UK research presented](#) at the 2017 Children’s Media Conference debunked the myth that children find news content boring. Their study showed that kids naturally want to know about current affairs and hunger for information about politics and other children around the world. The research identified three key routes for how children are getting their news and current affairs:

Targeted / This includes dedicated kids’ news services (like the BBC) as well as parents and caregivers sharing news (adjusting information to children’s level of understanding). Targeted news is most common for kids up to 10 years old. Schools play a big part in this type of news delivery but teachers are struggling to deal with the increase in anxiety and questions that children have about what’s happening in the world (especially in the wake of recent global terror attacks).

Parents and caregivers are doing their best to impart information to their kids without frightening them but they aren’t well-equipped to do a great job (and they have their own biases) and if children aren’t receiving enough information, this can raise more questions, create incorrect facts, and spread more fake news and rumours.

Peripheral / This is information that children are receiving which is not adapted to meet their needs. A high proportion of kids receive peripheral news via TV or radio bulletins for adults. This is described as “hearing about news from the outside listening in” and receiving information that is not as easily understandable as targeted news and raises a lot more questions. This news is not being delivered to kids in the right way, using the right terminology, in the right format.

Self-selecting / Once kids hit secondary school – in their eyes - targeted news becomes more about the curriculum and fact-finding than about exploration and discovery. Self-selecting is particularly relevant to 10+ year olds who are approaching news consumption from a more interactive perspective. They are trying to find out information for themselves by seeking it out from friends in

the playground, on YouTube, and via social media posts. This can lead to significant issues with fake news consumption and an inability to discern between untrustworthy and credible news sources.

Guidelines

NZ On Air's usual application requirement to submit applications via our [online portal](#) apply.

Reserved Rights and Terms and Conditions

The following government standard terms and conditions apply to the RFP and the RFP process:

- a. you must bear all of your own costs in preparing and submitting your proposal
- b. you represent and warrant that all information provided to us is complete and accurate
- c. we may rely upon all statements made in your proposal
- d. we may amend, suspend, cancel and/or re-issue the RFP at any time
- e. we may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
- f. we may accept late proposals and may waive any irregularities or informalities in the RFP process
- g. we may seek clarification of any proposal and meet with any submitter(s)
- h. we are not bound to accept the lowest priced conforming proposal(s), or any proposal
- i. if none of the proposals are acceptable to us we may enter into negotiations with one or more of the submitters (if any).
- j. we both agree to take reasonable steps to protect the other's confidential information
- k. our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
- l. there is no binding legal relationship between us, and your proposal is only accepted if we both sign a funding contract
- m. our Request for Proposals (RFP) comprises this document, and any subsequent information we provide to suppliers
- n. the laws of New Zealand shall govern the RFP process
- o. in submitting your proposal you are deemed to have read, understood and agree to be bound by these terms and conditions, and the additional terms and conditions below, if applicable.