



## **Artist Guidelines for NZCT & RNZ Comedy Podcast Development**

### **Aotearoa Comedy Podcast Fund: A Collaboration Between Radio New Zealand & New Zealand Comedy Trust**

This is your chance to develop a unique comedy podcast that will contribute to New Zealand's comedy landscape by being original, inclusive, and engaging for a broad audience.

This fund supports New Zealand comedy podcasts that align with public service values, cultural diversity, and creative innovation. Both RNZ and the NZ Comedy Trust are committed to showcasing the incredible voices across Aotearoa's comedy industry.

This initiative aligns with the New Zealand Comedy Trust's vision of "championing the craft of comedy, so everyone can share a laugh," providing a platform to celebrate the breadth of voices contributing to Aotearoa's comedy landscape.

RNZ's vision is to create outstanding public media that matters to the people of Aotearoa. Our commitment, included in the RNZ charter is to provide services that inform, entertain and enlighten. We foster a sense of national identity by reflecting a wide range of diversity and expression.

Below are the key areas we'll look at when assessing your podcast for funding.

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### **What is the Opportunity?**

The New Zealand Comedy Trust is facilitating development pathways for multiple RNZ comedy podcasts. \$85,000 will be invested into the comedy industry, to develop a range of unique comedy podcasts. This phase of the fund is for podcast development and creation of pilot episodes. Once developed, if concepts require further funding or resources to create a full series, this may be provided by RNZ to develop these podcasts for broadcast. This is a fantastic opportunity to bring your comedic voice to a global audience while receiving expert support for both creative and technical aspects of podcast production.

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## Target Audience

Through these comedy podcasts RNZ is focused on reaching listeners from across Aotearoa who are aged 45 and under. This means your podcast should appeal to a younger, diverse audience while being relatable, engaging, and reflective of contemporary New Zealand.

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## What We're Looking For: Key considerations for your podcast concept

### 1. Comedy Podcast Formats

We encourage a variety of comedy podcast styles and formats. Here are some examples of the types of podcasts we're interested in supporting:

- **Scripted Comedy:** Pre-written and performed by actors or comedians, resembling a comedic audio series with recurring characters and storylines.
- **Panel Shows:** A group of comedians or guests discussing or debating topics, with a humorous twist. These shows typically have a host or moderator and can involve games or quizzes.
- **Conversational or Co-hosted:** A casual, relaxed format where two or more hosts engage in a humorous conversation. The dialogue often flows naturally, with hosts riffing on topics, sharing personal stories, or discussing current events. This format thrives on the chemistry between the hosts, and the humour often comes from their banter, differing viewpoints, or shared experiences.
- **Roundtable:** A group discussion where multiple comedians or guests sit down to tackle a specific topic or theme. Each person contributes their own comedic perspective, and the humour emerges from the diverse viewpoints and lively interactions. This format can feel spontaneous, with quick exchanges and multiple voices adding to the dynamic energy of the conversation.
- **On the Ground:** A more immersive style where the host or hosts take the audience out of the studio and into real-world situations. It could involve visiting locations, interviewing people on the street, or covering live events with a comedic spin. The humour often comes from the unexpected reactions, off-the-cuff remarks, and playful engagement with people in the moment.
- **Specialist Subject with a Comedy Twist:** A deep dive into a specific topic, hobby, or area of expertise, but with a comedic approach. This format blends educational or niche subject matter with humour, making complex or unusual topics more entertaining. The host or hosts use their wit and comedic timing to keep the audience laughing while still offering interesting insights into the chosen subject. Think science, sport, food, fashion, gardening, small towns, etc.
- **Interview Shows:** Comedians interviewing other comedians, artists, or public figures, offering light-hearted but insightful conversations. Note: this would need to have a unique point of difference from other podcasts of this format.

- **Sketch Comedy:** A series of short, scripted sketches performed by comedians, similar to what you'd see in a variety TV show, but in audio form.
- **Satirical News or Commentary:** Humorous takes on current events, politics, or social issues, blending satire and comedy to engage listeners with timely content.

We're open to other creative approaches as well! Make sure your idea is not something that is already being made, we're keen to hear new and innovative ideas. Don't pitch the idea you think RNZ wants, pitch the idea that you think it needs. It is important to remember this is a comedy podcast - it should be fun and funny! We'd love for your podcast to celebrate Aotearoa's diverse comedic talent and brings something new to the table.

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## 2. Content Quality

- **Originality:** Is your comedic content fresh, unique, and innovative?
  - **Public Interest:** Does it offer meaningful or humorous commentary on society, pop culture, issues, interest areas or politics?
  - **Cultural Representation:** Does your podcast reflect New Zealand's diverse cultures, including Māori, Pasifika, Asian and other ethnic groups?
  - **Accessibility:** Is it engaging and relatable for a broad New Zealand audience?
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## 3. Audience Reach & Engagement

- **Appeal:** Does your podcast have the potential to reach people across Aotearoa, including regional and underserved communities? Does it have a global audience appeal?
  - **Comedy Community:** Are you collaborating with other comedians, festivals, or live shows?
  - **Audience Growth:** How will your podcast build a loyal listener base over time?
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## 4. Cultural Value

- **Respect & Sensitivity:** Is your content respectful of all cultures?
  - **Inclusive Voices:** Are you representing diverse voices, including emerging or marginalised comedians? Note: this is not mandatory, but will be considered across the portfolio of podcasts supported by the fund.
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## 5. Production Quality

- **Technical Standards:** Will your podcast be well-produced with clear audio and professional editing? N.b. RNZ may be able to record through their facilities, dependant on location and availability.
  - **Consistency:** Can you release episodes regularly?
  - **Team:** Who is involved and outline what skills and ability they have to complete this project?
  - **Live Comedy:** Does your podcast complement or connect to live comedy events or performances?
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## 6. Scalability & Growth

- **Reach:** Can your podcast grow its audience across New Zealand? Globally?
  - **Live Events:** Can you integrate your podcast into live shows or comedy festivals?
  - **Multimedia Potential:** Could your podcast expand into radio segments, video content, or live streaming?
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## 7. Diversity & Inclusivity

- **Māori & Pasifika Voices:** Are you promoting and respecting Māori and Pasifika perspectives?
  - **Diverse Creators:** Are you offering opportunities for underrepresented voices in comedy?
  - **Gender & Ethnic Diversity:** Does your podcast include diverse creators and themes?
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## 8. Collaborations

- **Comedian Partnerships:** Are you working with other comedians, festivals, or comedy groups?
  - **Cross-Media Opportunities:** Can your podcast collaborate with other opportunities within RNZ? E.g. is there an opportunity to cross-promote other RNZ content or talent.
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## 9. Ethical Guidelines

- **Content Responsibility:** Is your content ethically sound and free from harmful stereotypes, defamation, or offensive material?
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## 10. Sustainability

- **Long-Term Plan:** Does your podcast idea have a vision for sustainability and creative development beyond just one season? We're looking for projects that have the potential to grow and evolve, ensuring they remain engaging and self-sustaining over time. Consider how your podcast can continue to develop creatively and expand its audience beyond the initial run.
  - **Comedy Ecosystem:** Is your podcast helping to grow and sustain New Zealand's comedy scene?
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## Podcast Development Initiative Timeline

**THU 24 OCT:** Expressions of Interest (EOI) open

[Register here](#)

**WED 30 OCT,** 6pm - 7pm: Aotearoa Comedy Podcast Development Fund - Online Info session

[Register here](#)

**SUN 17 NOV:** NZ Comedy Trust: The Comedy Sandpit - Digital Innovation Symposium  
Detail:

**WED 27 NOV,** 4pm: Expressions of Interest close

**Want to discuss your podcast concept?**

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