

26.01.21

Talofa lava

Broadcasting Standards Authority Committee, and Hon. Kris Faafoi - Minister of Broadcasting.

**RE: Mediaworks Complaint 2020.<sup>1</sup>**

Thank you Committee Members for your thoughtful consideration of my complaint, the rigor of your process, and, for the effort made to ensure I was fully informed throughout your work. As a Samoan New Zealander I recognise how privileged I am to live here in Aotearoa and the responsibility that comes with citizenship here - to give effect however, and, wherever possible to Te Tiriti o Waitangi in how I live, hence why I complained. I'm proud of our opportunity in Aotearoa to value whānau, hapū, iwi, and te reo Māori that are precious taonga. In aid of this, I wanted to particularly highlight and commend your choice to have an expert cultural report as part of this process, which enhanced the mana of your work, and also is honouring of the Crown Te Tiriti partnership.

I live in Ōtautahi, and am a palagi looking and sounding Samoan, unlike my brothers who in the past have routinely experienced different treatment. When we have delved into the motivation for these instances, the crux has been plainly racism. Your efforts in this case to uphold that this broadcaster should not have used their platform to denigrate Te Whānau-ā-Apanui and Rangatira Louis Rapihana, protects all of us. Further, it is helping demonstrate that there are strong checks that exist around addressing racism promotion and fuelling on broadcast platforms.

Thank you for the actions Grace and Raina undertook in the emails, phone calls, follow up messages and clarifying information. Their openness, understanding, cultural appropriateness (in their communications with me) and professionalism is a significant credit to you as an organisation. Finally, can I thank you as a panel for service undertaking this essential role on behalf of our communities in Aotearoa. I have copied Minister Faafoi's office into this letter as I wanted his office to know how grateful I am for your work, and as I think it would be good in this term of Government that there be an opportunity for communities who experience broadcast harm to feedback whether the penalties available to deter these actions, and remedies are culturally appropriate.

Fa'afetai tele lava mo lau tautua – thank you for your service to Aotearoa.



Josiah Tualamali'i

---

<sup>1</sup> <https://www.bsa.govt.nz/decisions/all-decisions/tualamalii-and-whittaker/>