



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

5 October 2011

The Chairman
Broadcasting Standards Authority
PO Box 9213
WELLINGTON 6141

Dear Mr Radich

I write in regard to your minute dated 4 October 2011, which has been forwarded to the Prime Minister's Office for comment.

The Prime Minister appears regularly in various media in a variety of formats at the request of broadcasters.

With regard to Radio Live, I can confirm that for some time the Prime Minister has had a regular scheduled appearance approximately every four months, usually as a guest of talkback hosts Willie and JT. This is booked and confirmed many months in advance.

Prior to last Friday's regular appearance, Radio Live requested a change in format. They asked the Rt Hon John Key to host the show as the Prime Minister in what they called "The inaugural Prime Minister's Hour".

Radio Live made it clear that the show was neither an election advertisement nor an election programme, and that the show would be editorial material. They approved the show's content and provided a detailed written brief that made it clear that the Prime Minister must not tell listeners who to vote for. Following a suggestion from this office, they sought and obtained advice from the Electoral Commission.

Before the show started, the Prime Minister was informed by the show's producers that political discussion was off limits, as was any reference to political parties, voting, or election policies. I understand that he took great care to follow these instructions.

I hope that this has helped to clarify things. If you have any questions or would like any further input from the Prime Minister's Office, please call me on 04 817 9365.

Yours sincerely

Wayne Eagleson
CHIEF OF STAFF