

**RĀRANGI  
TIKANGA MĀ  
NGĀ KAIPĀHO  
MŌ NGĀ PĀNUI  
I TE WĀ O TE PŌTI  
ELECTION  
PROGRAMMES  
CODE OF BROADCASTING  
PRACTICE**

## RĀRANGI INGOA

### **Ngā Whakapae mō ngā Pānui o te Wā o Te Pōti (mō te pouaka whakaata me te reo irirangi)**

Te Mana Whanonga Kaipāho  
Pouaka Poutāpeta 9213  
Te Whanga-nui-a-Tara 6141  
Waea: (04) 382 9508  
Waea Pārpongo Freephone: 0800 366 996  
Waea whakaahua: (04) 382 9543  
Īmēra: [info@bsa.govt.nz](mailto:info@bsa.govt.nz)  
Pae tukutuku: [www.bsa.govt.nz](http://www.bsa.govt.nz)

### **Ngā Whakapae mō ngā Whakatairanga i te Wā o te Pōti (mō ngā tuhinga i āta tāia, i te ipurangi rānei)**

Advertising Standards Complaints Board  
Pouaka Poutāpeta 10 675,  
Te Whanga-nui-a-Tara 6143  
Waea: (04) 472 7852  
Waea Pārpongo Freephone: 0800 234 357  
Waea whakaahua: (04) 471 1785  
Īmēra: [asa@asa.co.nz](mailto:asa@asa.co.nz)  
Pae tukutuku: [www.asa.co.nz](http://www.asa.co.nz)

### **Ētahi atu Pārongo Pōti**

Te Kaitiaki Take Kōwhiri (Electoral Commission)  
Pouaka Poutāpeta 3220  
Te Whanga-nui-a-Tara 6140  
Waea: (04) 495 0030  
Īmēra: [enquiries@elections.govt.nz](mailto:enquiries@elections.govt.nz)  
Pae tukutuku: [www.elections.org.nz](http://www.elections.org.nz)

# KUPU WHAKATAKI

**Ko te whakahau i raro i te Ture Whakapaoho 1989 mā ia kaipāho e kawe ngā takohanga mō te hāpai tonu i ā rātou pānui me ā rātou whakaaturanga i raro anō i ngā paerewa whakatairanga i ngā kaupapa pēnei i ngā tikanga papai me ngā tikanga rangatira, te ture me te āta noho, me te noho matatapu o te tangata.**

**Ka riro mā te Mana Whanonga Kaipāho (BSA) e whakahaere te pūnaha arotake paerewa, e whakawā ngā whakapae ōkawa, māna hoki e akiaki ngā kaipāho kia whakarite, kia hāpai hoki i ētahi Rārangi Tikanga Pāpāho e tika ana.**

**Te kaupapa o tēnei Rārangi Tikanga Pāpāho he whakapūmau i ētahi mātāpono matua hei whakarite tikanga mō te kiko o ngā pānui i te wā o te pōti.**

**E wātea ana te tangata i raro i te tekiana 14 o te Ture e kīia nei te Rārangi Tika Tangata o Aotearoa 1990, ki te whakapuaki noa i ōna whakaaro. Kia tae ki ngā whakatau a Te Mana mō ngā whakapae, ka āta whai whakaaro, ka anga atu hoki ki te whakatinana i te Ture Rārangi Tika Tangata o Aotearoa.**

## Mō Tēnei Rārangi

He mea āta here ngā pānui i te wā o te pōti e aua here anō o ngā paerewa mō ērā atu pānui katoa.

Nā reira, te tikanga ka pānuitia tēnei rārangi i te taha o ērā atu Rārangi Tikanga Pāpāho: Te Pouaka Whakaata Kore-Utu, Te Reo Irirangi, me te Pouaka Whakaata Ka Utua e Te Tangata. Kei te wātea mai ngā Rārangi i te Mana Whanonga Kaipāho, ka taea hoki te tango noa ā-ipurangi i [www.bsa.govt.nz](http://www.bsa.govt.nz)

Kotahi anō te āhuatanga kāore e uru ki tēnei mātāpono: ko te whakaritenga i te nuinga o te wa kia horaina tōna

matahuhuatanga o ngā whakaaro mō ngā take e tautohe nuitia ana, e tino whai tikanga ana ki te iwi nui tonu, kāore e pā ki ngā pānui i te wā o te pōti (tirohia tekiana 79 o te Ture Whakapaoho).

I runga i te whakaro he wā motuhake anō te wā o ngā pōti matua, kua whakaritea kia āhua rerekē te whakahāngai o ngā paerewa pēnei i te tūtika me te pono ki ngā pānui pōti, hei mea tēnei e whakawāteatia ai te huarahi whakaputa whakaaro, tautohetohe hoki, o te ao tōrangapū.

Ko ngā whakapae mō ngā pānui pōti ka tukua tikatia mai ki te Mana Whanonga Kaipāho.

# HE AHA TĒNEI MEA TE 'PĀNUI PŌTI?'

Ko te tikanga o tēnei mea te 'Pānui Pōti' he panui :

- e akiaki ana, e tō ana i te ngākau, e mahi ana kia whakaaro te tangata kē kei te akiaki, kei te tō ranei i te ngākau kia pōti, kia kaua rānei e pōti mō tētahi rōpū tōrangapū, e pōti rānei mō tētahi tangata i te pōtitanga; he mea ranei
- e whakahau ana kia tautoko, kia whakahē rānei i ngā tāngata ka tū mō tētahi rōpū, i tētahi rōpū ranei;
- e whakaputa ana i ngā pānui mō nga hui i tū, tērā rānei e tū, i mua i tētahi pōti

*(tirohia te Wāhanga 69 te Ture Whakapaoho)*

**Ko te nuinga o ngā pānui pōti he pānui ka taea te tautuhi mō ngā rōpū tōrangapū/ mō te tangata whakauru i tana ingoa mō te pōti rānei, i roto i te wā pōti. Kei raro i tēnei karangatanga ngā kauwhau whakamānu, whakakapi hoki i te tauwhāinga.**

Ko te tikanga o tēnei mea te 'pōti' he pōti matua mō te Whare Paremāta, he pōti motuhake mō tētahi mema takitahi, mō ētahi mema anake rānei. Kāore kē ngā pōti mō ngā kaunihera rohe i kapi i tēnei rārangi tikanga.

Ko ngā pōti pānui ka whakaputaina e te tangata i roto i tētahi 'wā pōti' anake (he takanga rā ka tīmata i te 'writ day' (te rā e whakamōhiotia ai te motu `ki te rā o te pōti') ā, ka mutu atu i te rā i mua tonu i te rā pōti.

## Ko ngā Pānui Pōti, Ahakoa Tuhi, Ahakoa ā-Ipurangi

Ko ngā pānui pōti kāore e pāhotia mā te takiwā (pēnei i te niupepa, i te ipurangi rānei), kāore i raro i te mana o tēnei rārangi.

Ko ngā whakapae mō ngā pānui pōti kāore e pāhotia ana, me tuku atu ki te Advertising Standards Authority, (tirohia te Rārangi Ingoa i raro iho nei).

## Ētahi atu Kōrero mō ngā Pōti

Ka taea te kimi i ētahi atu kōrero mō te whakahaere i ngā pōtitanga i te Kōmihana Pōti (tirohia te Rārangi Ingoa i raro iho nei).

# NGĀ PŪTAKE MŌ TĒTAHI WHAKAPAE ŌKAWA

E mea ana ngā whakapae ōkawa kāore i eke ngā mahi a te Kaipāho i roto i āna kawenga kia tutuki i a ia tētahi, ētahi rānei o ēnei paerewa e whai ake nei:

**PAEREWĀ E1** – Pānui Pōti Ka Uru ki Raro i te Maru o Ētahi atu Rārangi

**PAEREWĀ E2** – Te Wehewehe i ngā Pārongo Pono i ērā ka Kīia he Whakaaro ā-Tangata Takitahi, he Kupu Tautoko rānei

**PAEREWĀ E3** – Te Takahi i te Tangata

**PAEREWĀ E4** – Ngā Pānui Whakapōhēhē i te Tangata

**PAEREWĀ E5** – Te Kauwhau Whakamānu, Whakakapi hoki i te Tauwhāinga.

## Me pēhea taku Whakauru Whakapae Ōkawa?

Ko ngā whakapae ōkawa mō tētahi pānui pōti, te tikanga me:

- tuhi atu i runga pepa, arā, me tuhi mārire; ā
- me tuku tonu i tō whakapae ki te Mana Whanonga Kaipāho i roto i ngā rā mahi 60 i muri i te pāhotanga.

Me āta tātaku ngā whakapae:

- he whakapae ōkawa te whakapae mō tētahi pānui pōti
- te ingoa o te pānui e whakapaetia ana
- te rōpū, te tangata rānei kei roto i te pānui
- te teihana reo irirangi, te teihana whakaata rānei i pāhotia ai te pānui
- te rā, te hāora hoki o te pānui
- ngā paerewa, mai i te Rārangi Pāho e hāngai ana, mai i tēnei o ngā Rārangi rānei, e whakapaetia ana i takahia, me ngā take i kīia ai kua takahia.

E wātea ana he kape o ngā Rārangi Pāho katoa i te Mana Whanonga Kaipāho, me tōna pae tukutuku.

Ahakoā ka wātea ki ngā kaiwhakatakoto whakapae mō te 60 rā kia whakatakoto whakapae **mō te āhua o ngā pānui pōti, e mōhiotia ana ko te huarahi tino whai hua kia tukua wawetia mai te whakapae i muri iho i te pāhotanga.**

# TE RĀRANGI TIKANGA MŌ NGĀ PĀNUI I TE WĀ O TE PŌTI

E pā ana ēnei paerewa ki ngā pānui pōti katoa ka pāhotia i Aotearoa.

## NGĀ PAEREWA

### PAEREWA E1 – Ngā Pānui Pōti Ka Uru ki Raro i te Maru o Ētahi atu Rārangi

Ko tēnei mea te pānui pōti ka uru katoa ki raro i te mana o ngā wāhanga katoa e hāngai ana ki ngā Rārangi Tikanga Pāpāho mō te pouaka whakaata me te reo irirangi, hāunga ia te whakaritenga kia horaina tōna matahuhuatanga o ngā whakaaro mō ngā take e tautohe nuitia ana, e tino whai tikanga ana ki te iwi nui tonu.

Ko tēnei mea te tautohetohe i runga i te wairua pakari, te tautoko i ngā take takitini, me te whakaputa i ngā whakaaro tōrangapū he wāhi katoa ēnei o tētahi whenua manapori, ā, ka hāpainga ngā paerewa pāho i runga i te wairua atawhai i ēnei kaupapa.

### PAEREWA E2 – Te Wehewehe i ngā Pārongo Pono i ērā ka Kīia he Whakaaro ā-Tangata Taki- tahi, he Kupu Tautoko rānei

E pai ana kia uru ki roto i te pānui pōti ngā tautohetohe, ngā whakaaro ā-tangata takitahi, me ngā kupu tautoko rānei, engari kia āhei anō te tangata te wehewehe i ngā pārongo pono i ngā whakaaro ā-tangata takitahi, i ngā kupu tautoko rānei.

### PAEREWA E3 – Te Takahi i Te Tangata

Ahakoia e pai ana kia whakahē tētahi pānui i tetahi rōpū tōrangapū, i tētahi tangata whakauru i tōna ingoa rānei, kia kaua e huri ki te takahi i taua rōpū tōrangapū, i taua tangata rānei.

### PAEREWA E4 – Ngā Pānui Whakapōhēhē i te Tangata

Kia kaua ngā pānui pōti e tinihanga i te tangata, mā te whakatau i ngā mahi o tētahi atu pānui kua pāho kētia, i ngā āhuatanga o tētahi momo pānui motuhake, o tētahi tangata e tino mōhiotia wawetia, i runga i te hiahia tinihanga i te tangata.

### PAEREWA E5 – Te Kauwhau Whakamānu, Whakakapi hoki i te Tauwhāinga

Me āta tautuhi tēnei mea te kauwhau whakamānu, whakakapi rānei i te wā o te pōti, ki te tohu mārama tonu, e mōhiotia ai he pānui rōpū tōrangapū tēnei, nā te rōpū tōrangapū kua oti te waitohu, nā ana pononga rānei, i mahi.