

will be academically better off, but because they give time to maori values and because they do not want their children getting into trouble in the cities. You would think they would not do well in a recession, but they have never done better.'

The end result of the pressure was Te Karere, which means the messenger. The first programme screened on 21 February last year.

'It's politically unstoppable now,' Mr Fox claims. 'I don't think there is any doubt that you cannot retract maori news on TV now.'

'There is no doubt in my mind of the acceptance of the programme by the target audience. There is no doubt in the minds of the TV executives, because if anything ever goes wrong, they certainly get to hear about it.'

'Whereas in the past these things

have usually been a sop, it has not been allowed to happen. We continue to press for things and shoulder our way in for our share of the action.'

'It's a growing thing. There will be 20,000 bilingual kids in the schools (from kohanga reo) in five years, and that's our new audience.'

He thinks 15 minutes would be enough for a credible maori news programme, but he knows he faces a long,

