

NEW ZEALAND SOCIETY: THE SEVENTIES PART ONE

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Total Duration: 107 minutes

MASS MEDIA

TELEVISION

THE WAY WE WERE

The Way We Were (extract)

Communicado 1997. Duration 1:00

Paul Holmes gives a brief introduction to television in the seventies.

ADVERTISING

A selection of Television advertisements from the 1970's. Animation, jingles and pop music capture the mood of the time. Duration 10:10

Chesdale Cheese: Ches n' Dale

[197-]

First colour version of the legendary animated characters and their famous jingle. Superimposing the animation over reality shots is a variant in long running advertising programme.

Morrison Golden Rotary Lawnmowers: Makes Lawn Easy

Pacific Films [197-]

People wearing matching brown and yellow T shirts push Masport mowers in formation.

BASF tapes: Dear John

Tony Williams Productions [197-]

A U.S. soldier receives a tape from his girlfriend and presumes it contains a love message. Uses a well-known chart song to enhance the audience pick up. The imagery borrows the popularity of the top rating TV series MASH for its visual theme, and even dips into a Humphrey Bogart line for good measure. Relying on these it cuts the actual branding time to a few silent seconds - early attempts at subtlety. Filmed at Red Rocks on the South Wellington coast. Brilliant.

Kentucky Fried Chicken: Hugo

Colenso 197-

Animation. A family driving with two children in the back of the car are watched by the animals and birds. Dad stops the car and Hugo goes into KFC for dinner. Although it wasn't called KFC in those days. The Fried was hidden away when unsaturated fats became less fashionable.

Ford: Escort & Falcon

[197-]

Escort is the "success car of the seventies" and you will be deemed successful if you buy it. In the second advertisement the narrator makes the bold claim that the Falcon is "the seventies car".

Hannahs Shoes

[197-]

"Grooving through the summer". Slang, music and animation pitch the shoes at both male and female consumers.

Cadbury: Pinky Bar

[197-]

This extended mix of the uses not so subtle sexual references. Perhaps the glam rock context allows for more risqué material. The fantasy is grounded in the real with the use of the New Zealand band, Dragon.

New Zealand Society: The Seventies. Part One

Pye: Iso-Tronic High-Fidelity Systems

[197-]

The meandering opening gives the ad a documentary feel as we watch musicians prepare for a recording session, including smoking. Once the track is underway the product is cleverly superimposed over the images making a clear link between the purity, or fidelity of the captured sound, compared to the original.

New Zealand Tourist & Publicity Department

1973

Teen pop idol of the day, Craig Scott, implores the youth of New Zealand to see more of the “Godzone country” that they live in. Clean green mythology is also employed.

DRAMA

Pukemanu (extract)

New Zealand Broadcasting Corporation 1971. Duration: 4:49

A six part series set in a small central North Island logging town. In this episode a bikie gang pass through the quiet forest town and an unexpected relationship develops as a woman seeks to escape domineering parents.

Close to Home (extract)

New Zealand Broadcasting Corporation 1975. Duration: 4:04

Locally made drama portraying the lives of a family and the neighborhood they live in.

TALENT QUEST

The Entertainers (extracts)

Television New Zealand 1978. Duration 5:27

An example of the plethora of talent quest shows that filled the schedule. The format was well established long before the Idol franchise.

YOUTH TELEVISION

Nice One (extracts)

Television New Zealand [197-]. Duration 3:37

The zany host/anchor format. Stu introduces interviews and takes part in activities. He also sings and dances?

Spot On (extract)

Television New Zealand [197-]. Duration 3:30

THE WEATHER

The Weather (extract)

NZBC 1975. Duration 1:35

Low tech but informative weather forecast. Who needs flash screens when you have a sliding board.

MISS NEW ZEALAND 1973

Miss New Zealand 1973 (extract)

New Zealand Broadcasting Corporation 1973. Duration: 3:13

TANGATA WHENUA

Tangata Whenua: the Carving Cries (extract)

Pacific Films 1974. Duration 1:18

John Rangihau talks about what it means to be a Maori New Zealander. Tangata Whenua was initiated by a Pakeha (Michael King) with the principal aim of explaining aspects of Maori culture to non-Maori viewers. Directed by a Maori, Barry Barclay, the series was the closest New Zealand documentary had come to an authentic representation of the Maori Community.

FRED DAGG

Fred Dagg (extract)

Television New Zealand [197-] Duration 1:41

In 1975 New Zealand got a second television channel and Fred Dagg (John Clarke) demonstrates a slightly exaggerated modification of the aerial to get reception. As a comedian and political satirist John Clarke was a huge success on NZ TV and radio in the seventies. Two of his songs, "We don't know how lucky we are" and "Gumboots" are national icons. Clarke moved to Melbourne in the late seventies and established himself as a top script writer and media personality.

FILM

SLEEPING DOGS

Sleeping Dogs (extracts)

Aardvark Films 1977

Classification Rating: PG

Sleeping Dogs, a film based on CK Stead's novel *Smith's Dream*, is influenced by American cinema of the time. Set in contemporary New Zealand, the country is in a state of chaos: the prime minister has fabricated a series of events and declared a state of emergency so that he can create an authoritarian government. Smith, the protagonist, who has left his wife because she has had an adulterous affair, gets caught up in the politics of the time despite his best intentions not to.

MUSIC

SPACE WALTZ

Space Waltz: Out on the Street

1974. Duration 2: 49

Towards the end of 1974 'Space Waltz' were the runaway favourites of television's New Faces talent quest and toured in support of their debut single 'Out On The Street'. The single hit # 1.

KIWI ROCK

Kiwi Rock 2: Don't You Forget It (extracts)

Television New Zealand 1989. Duration 4:06

Shona Lang, Waterfall,

RADIO WITH PICTURES

Radio With Pictures (extracts)

Television New Zealand 1988. Duration 6:15

The Suburban Reptiles, (along with The Scavengers), can reasonably claim to be one of the first 70s styled punk band in New Zealand. By late 1976 the revolution in style that blew up in the first part of the decade, firstly in New York, and then in London (from where it went around the world) had touched, however slightly, Auckland, New Zealand. Whilst the rest of the country was blissfully unaware the revolution independently threw up the two bands. Toy Love were a New Zealand new wave band that grew out of one of the country's first punk bands, The Enemy. And while their small number of recordings were pretty much by-the-numbers new wave pop with a few moments of inspiration, Toy Love (and especially their founding member Chris Knox) proved to be an important starting point for New Zealand's alternative rock scene of the '80s. The Dudes, lead singer Dave Dobbyn, achieved single of the year in 1979 for this song Be Mine Tonight.

SPORT, LEISURE & LIFESTYLE

SPORT

THE COMMONWEALTH GAMES 1974

Games 74 (extracts)

National Film Unit 1974. Duration 1:52

The extract shows part of The Duke of Edinburgh's speech at the opening of the 1974 Commonwealth Games in Christchurch. It then focuses on the 10,000 metre final and New Zealander Richard Taylor's victory. The lack of commentary possibly allows the viewer to feel part of the cheering crowd.

SPORTING HIGHLIGHTS OF THE SEVENTIES

The ALAC Awards 2000 (extract)

Television New Zealand 2000. Duration 1:30

Harry Kent - cycling, NZ Rowing Eight, Glen Turner - cricket, Richard Taylor, John Walker - athletics, Ivan Mauger - speedway, Garry Hurring - swimming.

UNDERWATER RUGBY (1975)

100 Years of All Black Rugby (extract)

Centaur Films 1984. Duration 2:40

The 1975 first test between Scotland and New Zealand at Eden Park was played in aquatic conditions after 36 hours of continuous rain.

LEISURE & LIFESTYLE

THE WAY WE WERE

The Way We Were (extract)

Communicado 1997. Duration 2:06

Paul Holmes gives his interpretation of counterculture and hippies. Changing masculinity is shown in fashion, grooming and personal hygiene as well as hobbies such as cooking and knitting.

HOLIDAY

Pictorial Parade 246: Holiday (extract)

National Film Unit 1971. Duration 1:16

Holiday is a film about domestic and international tourism. This extract perfectly captures New Zealanders at the beach in 1971. The song "Going Down to Otaki" is the second hit after "Nature" by the Fourmyula. Using New Zealand placenames in a pop song was a radical move.

FOUR FACES OF NEW ZEALAND

Four Faces of New Zealand (extracts)

National Film Unit 1977. Duration 4:17

A documentary about the daily lives of four New Zealanders. These extracts focus on Christine Becket, a young Wellington primary school teacher. The opening narration talks about how cosmopolitan New Zealand has become and suggests why.

POLITICS AND THE ECONOMY

ELECTION NIGHT (1972)

ELECTION NIGHT (1972)

Election Night (1972) (extract)

New Zealand Broadcasting Corporation 1972. Duration 2:17

"The closest election in years" was well covered by the only television channel. There was nothing else to watch and the host does his best to entice viewers. This is the first time they use computers in the presentation, however, they are not confident in their reliability and tell the viewers that they can switch to manual if need be.

NORMAN KIRK & ROBERT MULDOON

KIRK FOREIGN POLICY

August 74: The Death of a Prime Minister (extract)

TVNZ 1985. Duration 3:55

Foreign policy initiatives. Kirk the idealist and nation builder.

TELEVISION INTERVIEW TECHNIQUES

Simon Walker interviews Robert Muldoon (extracts)

TVNZ 1975. Duration 1:22

The infamous head-to-head interview that established the raw, combative style of political debate that typified the Muldoon style.

KIRK SONG

August 74: The Death of a Prime Minister (extract)

TVNZ 1985. Duration 1:14

The song "Big Norm" is an unofficial folk anthem and therefore presents Norm from the point of view of a fan rather than a PR machine. The song was written by Wellington pop duo Ebony about the extremely popular leader and it peaked at number four on the National charts in January 1974.

MULDOON SONG

A Bit Mr Churchill's Way (extract)

Pacific Films 1974. Duration 0:38

The Ballad of Robbie Muldoon by Gray Bartlett, Brendan Dougan and Friends contributed to New Zealand being "the most intimate democracy in the world". The song was most likely an attempt to achieve the success of "Big Norm" in the lead-up to the 1975 election. The Country & Western genre, compared to Labours Pop, says much about the target audiences/voters of the two leaders.

POLITICAL ADVERTISING

NATIONAL SUPERANNUATION, WOMEN, IMMIGRANTS

National Party Election Advertising (1975) (extracts)

Colenso 197. Duration 6:08

Three of the legendary series of five animated ads from Michael Wall at Colenso. The animation was provided by Hanna Barbera the makers of Fred Flinstone et al. The caricatures were devastatingly obvious but hit the public sore points dead on target.

LABOUR

Labour Party Election Advertising (1975)

[1975] Duration 3:08

Bob Harvey's groovy piece does it's best to equal the National juggernaut but may be a case of sickness over substance here. Note the piglet imagery and the lyrics being sung at that moment.

THE ECONOMY

WINNERS & LOSERS

The Enduring Land: Winners and Losers (extract)

Gibson Group 1990. Duration 2:07

The final nail in the coffin! Britain's entry to the European Economic Community in January 1973 ended New Zealand's traditional trade arrangements with the UK. In economic terms the effects were drastic (as a % of exports, trade with Britain in 1960 accounted for 55%, by 1984 it stood at 10%).

MAUI GAS

Eyewitness News 05/07/1979 (extract)

TVNZ 1979. Duration 5:41

In the 1970s the New Zealand economy suffered from a the 1973 energy crisis, Britain's entry to the EEC and from a poor inflation record. In 1978 New Zealand faced a further energy crisis as a result of the Iranian Revolution, and OPECs control over supply.

In 1978 Bill Birch became Minister of Energy. He saw the substantial reserves of natural gas under Taranaki and off its coast as an opportunity to bring life to the ailing economy.

In 1979, the government embarked on a radical plan than became known as Think Big. Two petrochemical plants were built in Taranaki to use Maui gas for industrial development.

The most ambitious of these was the Motunui synfuel plant – the first of its type in the world, which converted gas to methanol (methyl alcohol), then to synthetic petrol. While technically successful, it began losing money when world oil prices fell in the late 1980s