

## PUBLIC INTEREST JOURNALISM FUND: PROJECTS (NATIONAL)

### FUNDING DECISIONS

### RECOMMENDATION

That the Staff Investment Committee **approves** funding up to:

- \$98,533 to Kowhai Media for *Being Teen*, [REDACTED]
- \$73,152 to Techday Ltd for *Cybersecurity in Aotearoa*, [REDACTED]
- \$174,092 to BusinessDesk for *How Good Is Our Public Service?*
- \$181,118 to SunPix for *Ifoga*, [REDACTED]
- \$204,970 to Red Sky Film & Television for *Inside Child Poverty 10 Years On*
- \$335,746 to The Spinoff for *IRL*, [REDACTED]
- \$131,139 to SunPix for *Maisuka*
- \$217,325 to The Spinoff for *Nē?*
- \$433,000 to UMA Broadcasting for *Paakiwaha*
- \$236,930 to Aotearoa Media Collective for *Party People*
- [REDACTED]
- \$806,135 to Newsroom NZ for *The Detail*, [REDACTED]
- \$178,729 to Great Southern Television for *The Hui: Summer Edition*
- \$4,250 to Lifestyle Publishing for *The Living Forest*
- \$591,465 to Stuff for *The Whole Truth*, [REDACTED]

and **declines** funding of:

- see [Annex A](#) for a list of shortlisted proposals recommended for decline at full proposal stage.

**15 shortlisted applications recommended for total funding of \$3,709,584.**

**[REDACTED] shortlisted applications recommended for decline seeking total funding of [REDACTED]**

### BACKGROUND

1. In January 2021 Cabinet agreed to draw down \$55 million over the next three years (2021 - 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding will be administered by NZ On Air to support the production of public interest journalism including Māori and Iwi journalism that is relevant to and valued by New Zealanders.
2. [General Guidelines for the PIJF](#) were published in April 2021. The principles set out in [the Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund.
3. The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles and Industry Development.

## ROUND OVERVIEW

4. This first round of the PIJF sought applications to the Projects and Industry Development pillars of the fund. [Information for this May/July 2021 funding round](#) outlined the assessment criteria and funding priorities to applicants.
5. Applicants were first asked to submit five-page proposals by 13 May 2021, which were individually assessed by panellists. A hui was then held on 21 May to shortlist proposals. Shortlisted applicants then submitted full proposals by 3 June. Following further individual assessment, hui were held on 10 June and 14 June to decide on the funding recommendations outlined in this paper.
6. NZ On Air earmarked \$9.6m to this first funding round, and received 122 first-stage applications collectively seeking over \$50m.

### Round Overview - PIJF: Projects (National)

7. The assessment panel for PIJF: Projects (National) included:
  - a. [REDACTED]
  - b. [REDACTED]
  - c. [REDACTED]
  - d. **Raewyn Rasch (Ngāi Tahu)** - NZ On Air Head of Journalism. Former General Manager Māori and Pacific programmes at TVNZ, executive producer of Seven Sharp, producer of Fair Go and Marae Investigates, TV and radio journalist
  - e. **Anna Currie** - NZ On Air Funding Advisor
8. Conflicts of Interests are outlined as below. Funding assessors did not have access to the funding application, and were removed from the funding decisions for these applications.
  - a. [REDACTED] – two applications [REDACTED] employer has a formal relationship with this submitter.
9. Raewyn Rasch declared a potential COI for Newsroom applications as [REDACTED] who on occasion works for Newsroom. The Head of Funding reviewed this COI and deemed that this was not a material COI and that Raewyn could provide impartial assessment of these applications.
10. The Projects funding pillar of the PIJF is for tightly defined projects delivered to a deadline, similar to those funded via the NZ Media Fund Factual stream. To this inaugural May/July 2021 PIJF round, NZ On Air sought applications across two Project categories: 1) National audiences and 2) Local/Regional audiences.
11. This SIC paper assesses PIJF: National Project applications.
12. National Projects are those with a national audience focus that target content areas that are currently not being fulfilled, are substantially unfulfilled or at imminent risk. Applicants were expected to provide a strong case for how their project addresses 'at-risk or missing' public interest journalism.
13. Other specific assessment criteria for National proposals were the scale and size of a project's national audience, as well as the extent to which applications had co-investment as part of their finance plan.
14. In determining funding recommendations, alongside the individual merits of each application, the panel also considered issues of duplication where it was prudent to decline applications at the first stage in order to address this issue with the sector directly at the PIJF summit held on 9 June.

15. Of the 122 first-stage applications received to this PIJF round, 67 were National Projects collectively seeking over \$22m.
16. Two applications were declined for assessment because they did not meet NZ On Air's standard threshold for assessment. These application are listed in [Annex B](#).
17. The panel shortlisted [REDACTED] National Projects, and [REDACTED] full proposals were submitted for consideration. Following assessment of these full proposals, 15 are recommended for funding approval. Individual assessments of the 15 funding recommendations are included below.

## GENERAL ASSESSMENT & STAFF OPINION

### Being Teen

### Kowhai Media

\$98,533

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

18. *Being Teen* follows a cohort group of 10 teenagers from different backgrounds and circumstances over the course of a year. In doing so this project takes an inside look at the lives, hopes, dreams, desires and challenges of New Zealanders entering adulthood. This project is text and photography-based longitudinal journalism for New Zealand Geographic.
19. A set of stories totalling around 25,000 words, 40 photographs and range across some 40 to 50 pages of a special issue of New Zealand Geographic magazine and suite of stories on a special focus content hub on NZGeo.com (outside of paywall).

### General Assessment

20. This project will provide an insight into the lives of NZ teenagers at a time when COVID and a range of other factors are changing the world they are stepping into. This type of longitudinal journalism is rare due to its cost and timeframe, which is why assessors felt the project fitted the definition of at-risk public interest journalism (PIJ).
21. The 10 teens will be chosen to ensure they are demographically representative of their cohort by ethnicity, geography and income and represent a spread of ages between 13 and 19. The participants will be recruited through approaches to community organisations, iwi, schools, advocacy, arts and youth groups.
22. Parental permission will be required, and the participants will be fully briefed on the implications that appearing in the article may have for them. Social media will be strictly monitored when stories are published on social media and New Zealand Geographic does not allow comments on its website.
23. New Zealand Geographic will follow the UNICEF guidelines and the Ara Taiohi code of ethics for working and reporting on young people. This means a teen may decline questions, skip questions, change their mind about including particular comments on the record and end their interviews at any time.
24. An extra level of editorial oversight will be added with an eye to the ramifications of the story for the participants. External expert consultation may be sought if, for instance, a participant wants to share details of their mental health, to ensure publication does not adversely affect the teen.

25. A journalist and photographer will spend about six half-days over the year with the participants capturing a range of occasions etc. that are a part of that participants' everyday lives.
26. New Zealand Geographic will appoint two advisors to sit outside the journalistic process to ensure the needs of the participants are met. One advisor is [REDACTED] a Māori photographer with experience advocating for children and a second will be a teen peer advisor.
27. The project plans to produce a set of stories around 25,000 words and 40 photographs that will replace half of the New Zealand Geographic magazine in a special issue pitched as a record of what young adulthood looks like in 2021.
28. It will be reproduced online as a set of stories on NZGeo.com within a special-focus content 'hub' which will satisfy the PIJF requirement for free access to content. NZGeo.com is also provided free to every school in Aotearoa by the Ministry of Education.
29. It will be promoted via social media and individual posters featuring the teens and a short summary of their story will be distributed as billstickers to engage the youth audience.
30. The budget request is for [REDACTED] with a NZ Geographic platform contribution of [REDACTED].

### Staff Opinion

31. There is very little media given over to giving voice to teenagers and New Zealand Geographic is a publication with a long track record of this type of project with experienced writers and photographers on the team. The longitudinal nature of the project provides potential to create insight that could be impactful and is deserving of the budgeted cost.
32. Assessors were unanimous in their support of this project and its intended rangatahi audience. One assessor noted, *"The proposal subject matter is difficult and aimed at one of the key audience subjects which this fund is designed to target."*
33. There is a risk around exposing the participants to the public gaze. We believe the applicants are well aware of those risks and have done a great deal to mitigate them. To not take the risk would mean the stories could not be told and the opportunity for a generation to have their voices heard and hopefully be better understood would be lost. Staff recommends that this project be monitored closely alongside the applicant to ensure the stringent procedures to protect the participants are followed as per the proposal and any deviation is raised immediately with NZ On Air.
34. The application meets the criteria of the PIJF and will provide culturally and demographically diverse content that speaks to an underserved rangatahi audience. **Funding is recommended,** [REDACTED]  
[REDACTED]

Cybersecurity in Aotearoa

Techday Ltd

\$73,152

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	

## Synopsis

35. *Cybersecurity in Aotearoa* is a series of 48 text-based stories and interviews focusing on issues of cybersecurity in Aotearoa published for Techday's network of websites (SecurityBrief New Zealand, CFOtech New Zealand, IT Brief New Zealand, bizEDGE New Zealand, Channellife New Zealand, FutureFive New Zealand).

## General Assessment

36. Techday is a kiwi-owned media business providing expert writing around Information Technology (IT) and provides freely available digital content via six websites and associated e-newsletters targeting specific topics i.e. Security.
37. Content will be available freely via Techday's websites along with social media promotion. Techday has a formal content sharing and licensing agreement with RNZ.
38. Techday's current content is news focused predominantly on international stories. The application proposes contracting expert journalists to investigate the cybersecurity issues facing New Zealand providing longer form stories with time for research.
39. The stories will be broken into three different types. Interviews with key players in government and local cybersecurity experts i.e. the Computer Emergency Response Team, investigative stories looking at historic and recent cybersecurity breaches and jargon-busting stories and resources to help educate New Zealanders around the issues.
40. Depending on the topics, the stories will be syndicated out to three or four of Techday's websites reaching 1,200 to 6,000 per story but could also be picked up by other media including RNZ in the first instance.

41. [REDACTED]

## Staff Opinion

42. This series of 48 long-form stories provides timely information around an issue of increasing concern globally.
43. Assessors acknowledged there is a current critical shortage of cyber security journalism. One assessor noted that it will remain "*highly salient with a pressing need for public (and perhaps corporate) education.*"
44. There was concern the budget was high for a text-based application and NZ On Air.
45. While the application does not address a commitment to Te Tiriti o Waitangi or te reo Māori, the content does affect all of Aotearoa and staff could work with the applicant to ensure that effects of cybersecurity on diverse audiences are covered and collaboration with Māori media is encouraged.
46. While the proposal talks about long-form stories there's no definition of what that would mean in practice. Techday's current stories sit around 500 words and staff intends to provide a clearer PIJF definition moving forward of what constitutes long-form (e.g. 1000 words or more). At 1000 words the current budget would be considered reasonable. Staff intends to work with the Techday team to meet this long-form scope.
47. Techday already has strong credibility in this area and the expertise to deep dive into issues mainstream media do not, providing critical PIJ. **Funding is recommended** [REDACTED]

## How Good Is Our Public Service?

BusinessDesk

\$174,092

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

## Synopsis

48. *How Good Is Our Public Service?* is a project encompassing 10 – 30 stories, photos and interactive graphics that assesses the quality, size, organisation, capabilities, and composition of New Zealand’s public service. This project will involve multiple stories and interactive graphics for BusinessDesk.

## General Assessment

49. The project is to provide a comprehensive series of at least 10 and up to 30 stories that provides in-depth analysis of the New Zealand public sector including text stories, infographics, data maps and visualisations developed by an experienced team of journalists over 15 weeks.

50. The series will outline the current state of the public service in terms of size, leadership, composition etc., assess the key policy agencies, the regulators and appraise the research and scientific capability, public service leaders, policy analysts, career progression and operational capability.

51. This series will sit in front of the normal paywall for Business Desk. The mapping and baseline information produced will be available online as a resource for other organisations including the media to use.

52. [REDACTED]

53. The series will be launched at a Wellington event with budget assigned for promotion.

## Staff Opinion

54. Staff discussed whether this was something that BusinessDesk would do as a matter of course but they argue that due to the complexity and in-depth nature of this project it would not be produced without PIJF support.

55. There is no doubt this proposal meets the requirement of the PIJF in terms of holding power to account and in filling a gap no other media is currently filling. While it could be argued this is the role of the Parliamentary Press Gallery, that coverage is generally focused on politicians and only covers the public sector matters of the day.

56. The analytical nature of this proposal carries some public perception risk if the coverage is seen as too aggressive or targeted (e.g. the performance analysis of identifiable CEOs). Staff provided this feedback to BusinessDesk who assured them that broad context on sector performance vs. targeting individuals was the intention of this coverage. Given the good reputation of BusinessDesk, staff believes they understand this risk and the risk to their own reputation in not providing fair and balanced reporting. Additionally, the public sector has a responsibility to act on the public’s behalf and the public has a right to know if they are performing well.

57. Assessors agreed the proposal provided important PIJ but there was concern at the lack of clarity around the amount of content that would be produced (10 – 30 stories) and the size of the budget if only 10 stories was generated. Further to this, assessors felt that if BusinessDesk delivered only 10 stories then would this suffice for genuine accountability.

58. Staff queried the 10 – 30 stories scale to try and gauge greater detail around likely output and lengths. BusinessDesk responded with the following information:

*“... if we create profiles of every substantial government entity and outline their budget, key responsibilities and internal success metrics, we’d be looking at 50-200 pieces of content for that alone. However, we may also discover that this subject is boring, or they are all the same, in which case there would not be a lot of value added and we would not do it. But you’ll appreciate the metric is crude. An investigative feature article shouldn’t be compared with a 300-word news story based off a media release ... Here’s how I see the investigation potentially playing out:”*

	Min. pieces	Max. pieces	Min. words	Max. words
Current state of the public service – 2000 words	5	10	10,000	20,000
Assessment of the key policy agencies – 1500 words	6	10	9000	15,000
Assessment of the regulators – 1500 words	3	8	4500	12,000
Assessment of research and scientific agencies – 1500 words	5	10	7500	15,000
The policy analysts – 1500 words	5	10	7500	15,000
Operational capability – 1500 words	5	10	7500	15,000
The leaders – 1500 words	5	10	7500	15,000
Key entity descriptions – 450 words	50	200	22,500	90,000
Interactive graphic explaining public sector and entity linkages	1	5		
Photos	15	100		

59. [REDACTED]
60. The innovation around interactive graphics is laudable; however, staff notes it adds [REDACTED]. The rationale is justified in terms of ensuring the stories are palatable and engaging for the general public, but staff note that this is an aspect of the project that will be monitored closely to gauge its execution and efficacy in regard to viewer engagement. Any future or ongoing investment in a similar scope of work for BusinessDesk will be considered in light of this project's performance.
61. The lack of certainty around the likely amount of content to be provided makes it hard to cost this proposal accurately [REDACTED]. However, as BusinessDesk point out – this is a relatively crude measure that does not consider the potential number of content pieces within each story and the word length scope. Until this team is able to start researching this project, that scope remains uncertain. There is no doubt the research required to do this project is high and requires considerable expertise. The outcomes could equally be seen as vital to public interest. **Funding is recommended.**

Ifoga

SunPix

\$181,118

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

62. *Ifoga* is a video-based series, 4 x 22' stories investigating the ongoing stories of Pasifika who have suffered abuse in state care. The primary platform for this project is TP+, with secondary platform support from E-Tangata, Māori Television, and Pacific Media Network (NPRT).

### General Assessment

63. So far there has been little to no media coverage of the 'Royal Commission of Inquiry: Abuse in Care' as it relates to Pacific peoples. The proposal meets a number of important criteria of the PIJF especially in giving voice to an intensely Pacific story and holding power to account.
64. Assessors flagged there could be an issue around a possible conflict of interest (COI) of the main journalist [REDACTED] who is also a [REDACTED] and was on the [REDACTED] where [REDACTED] no doubt heard the stories that will form the basis of this series. Staff intend to seek clarification on this prior to contracting.

65. The key personnel, [REDACTED] have great experience from their many years delivering Tagata Pasifika (TP). The TP team has already recorded some interviews but will need to secure the consent of four victims to ensure the project can go ahead, which would need to be a condition prior to contracting. They have the cultural understanding required to ensure all programme participants are treated with respect.
66. The proposed output of 4 x 22' would deliver something close to a one-and-a-half-hour documentary for a budget of [REDACTED].

### Staff Opinion

67. Staff notes that *Terror At Lake Alice* a six-part podcast for Stuff investigating the physical, mental and sexual abuse at Lake Alice Psychiatric Facility received funding of \$105,610 in the 2020-10 round. However, the focus of that project was centred around the Māori boys who were disproportionately affected and therefore issues of duplication were lessened knowing that the focus of *Ifoga* is around the impact on Pacific peoples.
68. This proposal shows good platform collaboration to ensure content is shared widely via E-Tangata, Māori Television, Pacific Media Network Trust and TP+. There was some discussion around why this important content could not be delivered within the existing scope of TP, but it was pointed out that TP's current magazine style programme does not lend itself to this type of content. It should also be noted that the graphic and disturbing nature of the stories would not be suitable for family viewing on a Sunday morning.
69. Assessors were generally supportive of the project and the cultural capability of the applicants. One assessor was keen to point out "I understand the photo that has been submitted in this proposal and its significance in recognising a uniquely Pasifika response ... The staff are seasoned practitioners with the ability to deliver."
70. This is important PIJ that TP are not funded to currently deliver. It speaks to a number of criteria both for PIJF and NZ On Air including empowering minority voices, holding power to account and uncovering issues of public interest. **Funding is recommended** [REDACTED]

### Inside Child Poverty 10 Years On

Red Sky Film & Television

\$204,970

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

71. A 1 x 45' documentary for Three. 10 years on from his landmark documentary which put the words "child poverty" into the nation's vocabulary, investigative journalist Bryan Bruce reviews what has or has not been done to improve the lives of our nation's most deprived tamariki.

### General Assessment

72. *Inside Child Poverty 10 Years On* revisits a documentary that was aired 10 years ago and went on to have a genuine impact on public policy and public understanding of child poverty. It will be aired in [REDACTED] in prime time on Three [REDACTED].
73. While reporting and indeed measurement of child poverty has improved over the past 10 years the proposal argues that many Government policies put in place have not seen critical analysis especially in the light of COVID-19 and its ongoing effects.

74. Discovery NZ will contribute [REDACTED] licence fee and a promotional campaign. This is lower than the usual [REDACTED] NZ On Air would expect for a high-end quality documentary for linear. Staff notes that the PIJF does not require the same platform contributions as NZ On Air expects for its baseline funding.
75. The project will provide for two internships for young journalists seeking entry into investigative journalism.
76. Assessors were unanimously in favour of funding this project with one emphasising, *“I believe this proposal has the unique advantage of an existing benchmark against which to measure progress (or the lack of it).”*

### Staff Opinion

77. Assessors discussed whether this project – given it is the type of TV documentary project that NZ On Air has funded in the past – should come into the PIJF or into a general Factual funding round. Staff spoke to Discovery about this, and they emphasised that this kind of project was important to them but that they would prioritise applications such as [REDACTED] in the general round and felt this was better suited to the PIJF given the topic.
78. This is a high-quality proposal from a highly experienced team and is a text book example of public interest journalism subject matter. Given the large scope of the project and its importance staff believes the budget is justified.
79. The project has a Māori producer capable of ensuring Te Tiriti o Waitangi and te reo Māori are handled appropriately.
80. The project has the potential to be as impactful as its predecessor and the topic remains as critical to New Zealand as it did 10 years ago. **Funding is recommended.**

**IRL** **The Spinoff** **\$335,746**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

81. *IRL* explores the real-world consequences of online life through in-depth investigative features and personal stories. 8 x 3,000-5,000 word long-form investigative written features, with custom imagery and/or data visualisation, to be released monthly, and 15 x 1,000 word written features with custom imagery, to be released fortnightly for The Spinoff.

### General Assessment

82. The series will focus on the personal realities of technology and how people behave when technology mediates the spaces between them covering topics such as online radicalisation, social-media mob justice, online crime, online reputations, online business, online addictions etc. Individual stories will be contextualised with experts in the various topics.
83. The Spinoff has delved into digital culture before but says the complexity and depth of this project puts it outside their business-as-usual mahi and could only be delivered with PIJF funding.
84. The budget of [REDACTED] would put the cost per story at an average of [REDACTED] but at the higher end of the application’s estimated scope, a 5,000-word story would come out at [REDACTED] a word, which is not unreasonable in comparison to similar projects in this round.
85. The primary platform will be The Spinoff, although they point out they have copy-sharing agreements with RNZ, BusinessDesk and the NZ Herald. The stories will have a dedicated landing page. Its primary audience target will be 15-35.

86. The production team includes [REDACTED] and [REDACTED] along with the recruitment of a full-time senior editor, a writer/researcher and a part time project manager. The proposal outlines that all these positions will be filled *“following The Spinoff’s inclusive approach to employment, and all will be employed specifically for IRL.”*
87. The proposal spoke at length of The Spinoff’s commitment to Te Tiriti o Waitangi, but the proposal has no concrete commitments apart from the line *“we will actively seek out people whose lives have been affected by technology with a particular focus on marginalised groups notably Māori and Pasifika Communities that are on the wrong side of the digital divide, while featuring rangatahi who are creative and heavy users of technology.”*

### Staff Opinion

88. Staff noted that additional content outputs (15 “as-told-to” stories providing opportunity to engage with marginalised communities) are mentioned in the body of the proposal but were not included explicitly in the deliverables. Staff will confirm this with The Spinoff prior to contracting.
89. Two of the three assessors were in favour of the proposal despite reservations about its lack of concrete detail in terms of meeting Te Tiriti commitments. It was proposed by some of the assessors that The Spinoff push to hire Māori and Pasifika staff to meet its intended objectives stated in the proposal. Staff will update The Spinoff on the assessors’ feedback if funding does go ahead.
90. This topic is worthy PIJ and the format and platform are suitable for the demographic. **Funding is recommended subject to confirmation of content outputs.**

### Maisuka

SunPix

\$131,139

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

91. *Maisuka* investigates the rise of Type 2 diabetes in the Moana adolescent population. This is a 1 x 44’ documentary for TP+.

### General Assessment

92. This documentary tackles a serious problem facing the Pacific community and impacting Aotearoa. The proposal quotes figures that New Zealand’s health system spends more on the disease than it does on cancer, and it is predicted to rise from the current \$2.1b to \$3.5b in social cost within the next two decades.
93. As well as raising the alarm, this show will seek to promote Pacific solutions and has [REDACTED]
94. Tagata Pasifika (TP) has the community connections and the cultural understanding to be able to tell this story and will use a variety of personal experiences along with expert analysis to bring home the enormity of the issue.
95. The production team has proven experience in [REDACTED], and [REDACTED]. A Pacific director is still to be recruited.
96. The documentary will feature on TP+ with secondary platform distribution including via Pacific Media Network, E-Tangata and Māori Television.

## Staff Opinion

97. All assessors were in favour of the project and discussed (similar to *Ifoga*) whether TVNZ would be prepared to broadcast this within TP [REDACTED]. Another assessor queried the [REDACTED] but it was agreed that the platform collaboration would help to mitigate this. Staff will encourage Sunpix to engage with TVNZ on including *Maisuka* within TP.
98. This proposal meets the criteria of both the PIJF and NZ On Air and provides critical information in the public interest both for the wider audience and in particular Pasifika communities. It could provide a lifesaving wake up call to many who are at risk from Type 2 Diabetes. **Funding is recommended.**

## Nē?

### The Spinoff

\$217,325

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

## Synopsis

99. *Nē?* is a podcast and written series, exploring hot issues within te ao Māori through an informed and dynamic Māori lens. This project includes 25 x 30' podcasts released fortnightly, and 50 x written features released weekly on The Spinoff.

## General Assessment

100. This is a multi-part current affairs series focusing on te ao Māori issues made by an all-Māori team led by [REDACTED]. Topics will vary but the lens through which they are viewed will be Māori.
101. The research done for the podcast episode will then inform a written feature.
102. The Spinoff claims that this is at-risk or missing PIJ on the basis that there is no regular current affairs podcast solely dedicated to Māori issues and perspectives.
103. All assessors were in favour of the project with one stating that *"the use of Nē? As a working name is great because it has both a colloquial and formal application in terms of storytelling from a Māori perspective. This proposal offers a strong editorial and staffing component."*
104. The budget of [REDACTED] will be spread across 25 podcasts and 50 written features

## Staff Opinion

105. To ensure a strong reach to Māori audiences, the assessors felt the project could be encouraged to collaborate with iwi radio. This will be recommended to The Spinoff prior to contracting.
106. This proposal has the ability to deliver strong PIJ content to Māori audiences while giving mainstream audiences a glimpse into te ao Māori and Māori whakaaro. **Funding is recommended.**

## Paakiwaha

### UMA Broadcasting

\$433,000

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

## Synopsis

107. This is a proposal to expand the existing Waatea News Current Affairs show *Paakiwaha* by increasing the number of shows each week and broadcasting every working weekday morning. It also proposes to have more journalists and two hosts. 480 hours live broadcast p.a. 10 repeat broadcasts per show, 960 podcasts to Soundcloud, 1,200 posts to Waatea website and social media platforms.

## General Assessment

108. NZ On Air has funded *Paakiwaha* (48 x 2 hour weekly current affairs show in English that plays Mondays 10.00am to midday) since 2003. The last year we funded was FY2019-20 [REDACTED]

[REDACTED] The annual funding amount is usually \$75,000.

109. This proposal expands the programme from one day a week to five, moves it to the prime breakfast slot (7am to 9am) and adds two journalists and a second host, essentially creating a Māori “Morning Report”. The show will also now be bilingual.

110. The addition of journalists will lift the current format which relies on phone interviews to enable live and on the spot coverage as well as kanohi ki te kanohi (face to face) interviews and it aims to present four to six stories per hour.

111. Content will be published online to the Waatea news website, via live-streaming, podcast channels, social media platforms, YouTube and mobile phone apps. Iwi stations will be able to pick up content via the Te Māngai Pāho funded Punga network and Burli news hub.

112. *Paakiwaha* will collaborate with the 21 iwi radio stations, along with regional news providers Waipareira Digital, E-Tangata, RNZ, The Hui, Māori Television and TVNZ's *Te Karere*.

113. [REDACTED]

## Staff Opinion

114. All assessors were strongly in favour of the project. One stated “Costs associated with the budget are consistent with industry standards. the time shift to a prime breakfast slot over an extended timeframe of 1-5 programmes per week meets a growing demand for a Māori centric approach to news.”

115. There was some concern about the sustainability of the programme beyond the life span of the PIJF and expectations to continue annually funding it at that higher cost base. NZ On Air and TMP will need to discuss how this funding could potentially carry on beyond the PIJF if its performance is strong.

116. This application provides good PIJ content delivery via wide and demonstrated avenues of collaboration. The move to ensuring it is a bilingual show is a strong embodiment of Te Tiriti o Waitangi and it is an important and overdue step forward for Māori radio and online news and current affairs. **Funding is recommended.**

## Party People

## Aotearoa Media Collective

\$236,930

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

## Synopsis

117. Following on from a primarily self-funded [pilot series](#), *Party People* brings scrutiny and review to politics while preserving the upbeat conversational approach to political analysis.

118. This is a 26 x 45' audio and video series for RNZ as the primary platform with secondary distribution via Tūranga FM and Radio Waatea.

### General Assessment

119. The proposal follows a successful podcast series last year that focused on Māori politics with a proposal to extend the series into video as well this year. For the pilot series, R [REDACTED]

120. The second series proposes a specially designed roundtable multi-camera set up to provide as-live edited video to the podcast giving the audience the opportunity to see the nuances of the discussions.

121. *Party People* is planned to air [REDACTED]

122. The proposal contained letters of support from RNZ, Tūranga FM and Radio Waatea who will all air the video and podcast respectively.

123. [REDACTED]

### Staff Opinion

124. All assessors were strongly in favour of the project. One stated, *"I would support this proposal first and foremost on the basis of the success of the pilot and the calibre of the team that will produce the second series. There is a strong commitment from RNZ (which self-funded the pilot with AMC) and a video strategy that should attract a reasonable audience. A left-right-mediator format can be engaging and the proposed participants should build a good following. Behind the banter will be an informative programme that fills the PIJF mandate."*

125. The PIJF guidelines generally state the fund is not available for national political reporting (which is currently well covered by mainstream media) it does, however, provide a caveat around where a gap in terms of targeted audiences can be identified. In this instance, with the largest cohort of Māori politicians in Parliament, the need for culturally led critical analysis has never been greater and is not met anywhere else.

126. The project meets the goals of PIJF in providing Māori and Iwi journalism made by Māori about Māori perspectives, issues, and interests prioritising the needs of Māori. **Funding is recommended.**

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]



137. *The Detail* promotes itself as the “news explained”, providing expertise from journalists and experts to help the audience make sense of the big stories. Audio podcasts are accompanied by text stories available on the RNZ, Newsroom and Stuff websites.
138. NZ On Air funded 6-months of *The Detail* for \$311,269 in the 2020-10 round. This shortened time frame was due to the fact that [REDACTED] NZ On Air decided in February 2021 that existing funded journalism series (such as *The Detail* and Regional Media projects) should come into the PIJF for future funding to ensure that all applications were assessed under the same processes and guidelines.
139. This application provides for 322 episodes of 22’ duration between [REDACTED]  
[REDACTED]  
[REDACTED]
140. The application points to a growing audience especially among what it calls ‘hard to reach millennials’. [REDACTED]  
[REDACTED]
141. The primary platform distribution is Newsroom with additional platforms of RNZ and Stuff as well as third party distributors including Apple and Spotify. [REDACTED]  
[REDACTED]  
[REDACTED]
142. The MOU provides an understanding of the level of co-operation and editorial control allowed for in the relationship and both Newsroom and RNZ have robust editorial capability along with reputations to maintain which should maintain journalism of the highest calibre.
143. The applicant acknowledges a lack of diversity in its team and while it says it tries hard to include diverse voices in the series, it says a lack of diversity in major newsrooms is an ongoing issue. It has included a budget line to assist implementation of a strategy to second reporters to *The Detail* or meet the cost of freelance journalists from diverse cultural backgrounds.

144. [REDACTED]  
[REDACTED]  
[REDACTED]

### Staff Opinion

145. Most assessors acknowledged the podcast had delivered high quality PIJ. One commented, “*The Detail is a successful venture that fits squarely in the public interest journalism frame. Newsroom and Radio NZ, together with Stuff ensure it has a broad reach. The personnel involved are highly experienced, with proven track records in broadcasting and podcasting.*”
146. However, assessors pointed to a complete lack of a demonstrated commitment or reference to Te Tiriti throughout the proposal. This would be detail sought prior to contracting.
147. This is a quality podcast that has delivered over a number of years. Audiences take time to build up and the continued growth of this podcast is evidence that given time audiences will build a following.
148. The MOU with RNZ is only for the 2021 calendar year as is the letter of support and we would need to ensure that RNZ will remain supportive of the project across 2022. There is no supporting documentation around the continued involvement of the Stuff platform and that maybe because that is provided via a content sharing arrangement with RNZ and Stuff.
149. The assessors were also concerned in the precedent of continued funding for *The Detail* beyond the two years of the PIJF and felt this project should be decided at NZ On Air Board level as they believed it was a governance issue, and at that budget level (close to the >\$1m threshold for Board decisions) they were not

in a position to provide a definitive recommendation without clear support from the NZ On Air Board.  
**Funding is recommended** [REDACTED]

**The Hui: Summer Edition**

**Great Southern Television**

**\$178,729**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

150. A summer edition of the Māori current affairs programme to be broadcast over *The Hui*'s usual hiatus every Monday at 8:30pm. *The Hui: Summer Edition* will be uploaded directly to Facebook, and will be uploaded and shared on Newshub's web and social media platforms.

**General Assessment**

- 151. The proposal is to produce on 5-8-minute-long current affairs story focused from a Māori perspective.
- 152. [REDACTED] *The Hui* shifted to digital-first distribution on its Facebook page ahead of the linear playout in 2020 after in an attempt to reach a broader and younger-skewing audience demographic.
- 153. These stories will be produced by junior up and coming reporters [REDACTED] and [REDACTED] under the part time supervision of reporters from *The Hui*.
- 154. The proposal states that now *The Hui* is a digital-first programme, the Summer series will maintain its audience. It says Māori audiences are entitled to year-round current affairs at a high-level.
- 155. Due to the social media platform nature of this content and the relative youth of the presenters, *The Hui* believes the Summer edition will have a stronger reach into the hard-to-reach younger audience.
- 156. Newshub has indicated it is prepared to use shorter versions of the items potentially providing an even greater audience.

**Staff Opinion**

- 157. All assessors were strongly in favour of this proposal with one noting *"I am not a particular fan of "summer news programmes" as they traditionally tend to consist of a mash-up of previously run highlights. This proposal is not that because it offers fresh material. I am very supportive of the notion of using this time to identify and support relatively new talent to the industry."*
- 158. The proposal both upskills two young reporters and provides content during a period when all other current affairs shows are off air. Facebook is capable of delivering a strong audience especially with Māori.
- 159. [REDACTED] airing on social media is high compared to similar-scaled projects, but this is tempered by the fact it is also providing training for two reporters who are transitioning into current affairs. **Funding is recommended.**

**The Living Forest**

**Lifestyle Publishing**

**\$4,250**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

## Synopsis

160. What happens when you see the forest as a living entity? Wilderness Magazine visits three iwi in New Zealand to understand their relationship with the ngāhere (forest). The project is predominantly written journalism and will be published in Wilderness magazine and on wildernessmag.co.nz. A 2,500-word feature story, a 45 sec video and accompanying photos.

## General Assessment

161. This proposal is for a single story that encompasses the views of three iwi about their relationship with the ngāhere (forest) and natural world.

162. While the reporter is Pākehā, she has demonstrated in past work that she is capable of cultural sensitivity and given that the readers of Wilderness magazine are predominately Pākehā, she will also be aware of the issues they will be curious about. To demonstrate her determination to provide a collaborative approach with iwi to tell their stories, she has committed to traveling to meet with her talent face to face. While this is not standard journalist practise Wilderness Magazine has deemed it appropriate in this situation.

163. The proposal outlines three iwi, Te Roroa and its relationship with kauri in the Waipoua forest, Whanganui and its relationship with the Whanganui River and Ngāti Waewae on the West Coast to discuss its relationship and guardianship of pounamu.

164. [REDACTED]

165. Wilderness' readers access the magazine primarily through the printed magazine, with [REDACTED] subscribers (as of May 2021). [REDACTED]

[REDACTED] Content is freely available via the website.

## Staff Opinion

166. Assessors were all in favour of the project. This proposal provides important cultural insights to an audience that might not normally be exposed to a Māori world view.

167. The applicant has gone to significant lengths to ensure cultural sensitivity especially to conduct interviews kanohi te kanohi (face to face) and to hire a te reo consultant which would put the cost of this exercise beyond their normal business as usual. **Funding is recommended.**

## The Whole Truth

## Stuff

\$591,465

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

## Synopsis

168. *The Whole Truth* is a fact-checking project designed to protect public health. Published on Stuff, this project will include 20 animated videos, as well as 20 visual stories created for social media and accompanying text. Further distribution platforms include Māori Television and PMN (Niu FM and 531pi),

## General Assessment

169. This project builds upon the COVID-19 vaccine fact-checking project currently under way - and made possible by funding [REDACTED]. This funding has ceased, and Stuff would like to continue broadening the scope beyond vaccination to all matters concerning the well-being of vulnerable communities.
170. The content provided will be 20 animated videos, fronted by experienced broadcasters. Each video will be between 1-2' minutes in duration, and each will reflect one of 40 written posts. 20 visual stories will be created specifically for publication on social media. Each of these reflects one of the 20 animated videos. 40 written posts, each between 300 and 500 words will be published on a bespoke site within Stuff and in its newspapers.
171. This written and visual material will cover areas including, but not limited to pregnancy and maternal well-being; nutrition; mental health; healthy homes; vaping; recreational drugs; and physical activity.
172. While the project will call out harmful and misleading information it will be careful to keep a positive tone as the applicant believes evidence shows antagonistic content has been seen to be less effective in combating misinformation.
173. The applicant says while the project will be similar in approach to the COVID-19 project, this version will provide more comprehensive translation of content into languages of the Pacific, a broader scope of subject matter, tackling harmful misinformation in a variety of guises, opening up new audiences, and an established fact-checking team with proven reporting, production and publication processes on a similar project.

## Staff Opinion

174. Most assessors were in favour of the project with one noting, *"This proposal addresses a pressing need. The falsehoods surrounding health have risen exponentially since the pandemic began. The Stuff solution, well supported by MTV and PMN, has the potential to counter this with facts. The Covid-19 fact-checking funded by the Google News Initiative is a good guide to what can be expected from funding this initiative. The project has merit in approaching subjects from an informational rather than news-based point of view."*
175. The cost of this project is high, but the resources needed to fact check and translate complex information into social media sized content is difficult. However, given the use of existing staff it is hard to pinpoint the costs that are incremental to Stuff business as usual.
176. The level of misinformation in communities is extreme and this project is one attempt to tackle the issue.

**Funding is recommended** [REDACTED]

## ANNEXES

[REDACTED]

[Annex B](#): A list of all PIJF: Project (National) applications submitted over the two-stage process.

## PUBLIC INTEREST JOURNALISM FUND: PROJECTS (LOCAL/REGIONAL)

### FUNDING DECISIONS

### RECOMMENDATION

That the Staff Investment Committee **approves** funding up to:

- \$189,522 to Crux for *Deep South*
- \$166,600 to Vanishing Point Studio for *Fault Lines*
- \$214,360 to Stuff for *Forever A Foreigner* [REDACTED]
- \$460,000 to Te Reo Irirangi O Te Hiku O Te Ika for *Haukāinga*
- \$840,000 to Very Nice Productions for *Local Focus*, [REDACTED]  
[REDACTED]
- \$440,000 to NZME for *Rotorua Weekender - Te Wāhanga Reo Rua*, [REDACTED]  
[REDACTED]
- \$7,291 to Salient Magazine for *Te Ao Mārama*
- \$498,370 to Awa FM for *Te Awa*, [REDACTED]  
[REDACTED]
- \$675,000 to Allied Press for *The South Today*, [REDACTED]
- \$97,000 to Radio Bay of Plenty Limited for *Whakatupuria Te Moana A Toi*

and **declines** funding of:

- see [Annex A](#) for a list of shortlisted proposals recommended for decline.

**10 shortlisted applications recommended for total funding of \$3,588,143**

**[REDACTED] shortlisted application recommended decline seeking total funding of [REDACTED]**

### BACKGROUND

1. In January 2021 Cabinet agreed to draw down \$55 million over the next three years (2021 - 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding will be administered by NZ On Air to support the production of public interest journalism including Māori and Iwi journalism that is relevant to and valued by New Zealanders.
2. [General Guidelines for the PIJF](#) were published in April 2021. The principles set out in [the Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund.
3. The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles and Industry Development.

### ROUND OVERVIEW

4. This first round of the PIJF sought applications to the Projects and Industry Development pillars of the fund. [Information for this May/July 2021 funding round](#) outlined the assessment criteria and funding priorities to applicants.

5. Applicants were first asked to submit five-page proposals by 13 May, which were individually assessed by panellists. A hui was then held on 21 May to shortlist proposals. Shortlisted applicants then submitted full proposals by 3 June. Following further individual assessment, hui were held on 9-10 June to decide on the funding recommendations outlined in this paper.
6. NZ On Air earmarked \$9.8m to this first funding round, and received 122 first-stage applications collectively seeking over \$50m.

#### Round Overview - PIJF: Projects (Local/Regional)

7. The assessment panel for PIJF: Local/Regional applications included:
  - a. [REDACTED]
  - b. [REDACTED]
  - c. [REDACTED]
  - d. [REDACTED]
  - e. **Raewyn Rasch (Ngāi Tahu)** - NZ On Air Head of Journalism. Former General Manager Māori and Pacific programmes at TVNZ, executive producer of Seven Sharp, producer of Fair Go and Marae Investigates, TV and radio journalist
  - f. **Anna Currie** - NZ On Air Funding Advisor
8. The Projects pillar of the PIJF is for tightly defined projects delivered to a deadline, similar to those funded via the NZ Media Fund Factual stream. To this May/July 2021 round NZ On Air sought applications across two Project categories: 1) National audiences and 2) Local/Regional.
9. This SIC paper assesses PIJF: Local/Regional Project applications.
10. Local/Regional Projects are those with a targeted focus on a specific local or regional audience, and funding levels are intended to be commensurate to platform/publication and audience size.
11. This funding category sought journalism specific to local and regional communities that is currently not being fulfilled, are substantially unfulfilled or at imminent risk. Applicants were expected to provide a strong case for how their project addresses 'at-risk or missing' public interest journalism.
12. Other specific assessment criteria for Local/Regional Project proposals were content distribution agreements, sharing resources or co-producing content that furthered the interests of the industry and audience along with consideration of how the project might be sustainable or contribute to sustainable outcomes.
13. In determining funding recommendations, alongside the individual merits of each application, the panel also considered how it met the goals and definition of PIJ, showed a commitment to Te Tiriti o Waitangi, supported Māori and Iwi journalism, and targeted content areas and communities (local, regional, national) that are currently not being fulfilled in particular: Pacific, women, youth, children, persons with disabilities, ethnic communities (with a focus on Pan-Asian communities).
14. Projects currently funded through NZ On Air's Regional Media fund were asked to submit to this round and 3 such projects were selected for the shortlist.

15. [REDACTED]
16. One application, [REDACTED] was declined for assessment because it did not meet NZ On Air's standard threshold for assessment. This left [REDACTED] Local/Regional Project applications to be assessed by the panel.
17. The panel shortlisted [REDACTED] Local/Regional Projects. Following assessment of these full proposals, 10 are recommended for funding approval. Individual assessments of the 10 funding recommendations are included below.

## GENERAL ASSESSMENT & STAFF OPINION

### Deep South

### Crux

\$189,522

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

18. A 5 x 7' investigative video series for the Crux website looking at the complex issues in the Deep South that involve a clash between pioneer-based values and recent residents in the region.

### General Assessment

19. *Deep South* investigates difficult social/economic issues unique to the lower half of the South Island, Te Waipounamu.

20. [REDACTED]

21. *Deep South* will involve the extensive use of a specialist news/current affairs researcher to work with the three Crux journalist/producers prior to each shoot getting underway and [REDACTED]

22. The proposal outlines nine potential topics for investigation including: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

23. The proposal provides a detailed sample script and treatment for a story, but stories will not be confirmed until the research has been carried out.

### Staff Opinion

24. In response to staff feedback from the initial proposal, Crux has gone to great lengths to demonstrate *Deep South* would be an investigative series providing strong PIJF.
25. The inclusion of external co-producers [REDACTED] and [REDACTED] has strengthened the editorial team.

26. There should be some attempt to bring in a Māori journalist to work on the Ngāi Tahu story and Crux have indicated they are keen to do that.
27. There is mention that the content would be shared with [REDACTED]
28. Assessors were generally in favour of this proposal with one stating, “*Fine combination of investigative journalism and film making.*”
29. The cost of [REDACTED] per episode is on the high side but staff notes that investigative journalism is expensive to produce and felt the costs were reasonable on that basis.
30. Staff expect the proposal will provide quality video journalism, not often available to Southern audiences.  
**Funding is recommended.**

### Fault Lines

Vanishing Point Studio

\$166,600

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

31. A cross-platform piece of explanatory journalism looking at the science behind, and the communities at risk of, the rupture of the Alpine Fault.

### General Assessment

32. This proposal is for an innovative cross-platform collaboration to provide communities with a detailed investigation into the impending Alpine Fault rupture and how it will affect communities living along it.
33. Content produced will include a North & South cover story of up to 8,000 words, and an innovative digital home for the story that enhances the magazine text with multimedia/interactive/data elements in order to reach a broader audience.
34. It will also include shorter news/feature articles for the Westport News, the Greymouth Star, Hokitika Guardian, Nelson Weekly and Marlborough Weekly.
35. The applicants will partner with Tahu FM on audio and digital packages for its radio and online platforms to ensure reach to Māori audiences.
36. There would also be approximately 10 x news articles of 400 – 600 words that would be available along with photography and the digital elements if required.
37. There would be approximately 5 x 3’ videos that would be shared across all the publications’ digital and social channels - all pointing towards the print publication and the multimedia package.
38. The proposal is to use experienced national reporters and producers, paired with almost every regional news outlet from Haast on the West Coast, where the Alpine Fault begins, up the coast and around to Marlborough where it ends.
39. The project aims to work with the scientists researching the fault line to explain what they know about how the fault might rupture and what effects there would be.
40. In the reporting process the *Fault Lines* team will embed with each partnering news organisation to provide local elements of the story.
41. The proposal outlines in detail the areas the investigation will cover including community preparedness, Māori mātauranga and engagement.

## Staff Opinion

42. This is a solid example of PIJF that will bring together the strands of a nationally significant story while delivering strong information to local communities most affected.
43. The applicants responded to staff feedback at the shortlisting phase to include Māori perspectives in the proposal and demonstrated engagement with a letter of support from a local rūnanga.
44. Assessors were unanimously in favour of funding with one commenting “*Technically high quality and visually effective, with coherent reporting and convincing authorities interviewed. The Climate Change video to which the application linked showed how well this company could do in explaining the Alpine Fault threat.*” **Funding is recommended.**

## Forever A Foreigner

Stuff

\$214,360

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

## Synopsis

45. *Forever A Foreigner* will investigate what it was really like for New Zealand’s first Asian immigrants and their descendants. This project would produce long-form feature articles with five distinct stories and five videos, which can be combined to a 1 x 25’ documentary for PlayStuff and Māori Television.

## General Assessment

46. This proposal seeks to provide an in-depth look at the NZ Chinese community from the first arrivals in the 1840s to new migrants today and the issues they face living in New Zealand. It will seek to address misconceptions and misunderstandings around the Chinese community and its history here.
47. The series is split into five episodes: [REDACTED]  
[REDACTED]  
[REDACTED] The proposal provides summaries of each of these topics.
48. The proposal is for a variety of content including video, interactive digital, print and feature stories. The video content would build into a documentary which will be played on Māori Television and PlayStuff.
49. The content will appear on Stuff’s website in a bespoke interactive landing page and will be further promoted in articles published in Stuff’s print publications (i.e. The Nelson Mail, The Sunday Star Times, Sunday Magazine etc.) The video will be offered to Māori Television as on demand online content.
50. The project aims to enhance understanding of diverse cultures and make people explore their own prejudice, enhancing acceptance within wider society.
51. This project will be based from the Stuff Nelson office providing a regional newsroom with the opportunity to take on a large project they would otherwise not have the resource to be able to do.
52. The project treatment will be similar to this series run by Stuff:  
<https://interactives.stuff.co.nz/2019/12/product-of-australia/>

## Staff Opinion

53. This is the only proposal in this round to target the underserved Chinese community in New Zealand.

54. [REDACTED]
55. While exact content outcomes are not clear, it is expected the budget would be spread across 5 x 5' videos, 5 interactive digital stories and 5 print features [REDACTED]
56. [REDACTED]  
[REDACTED] Staff will work with Staff prior to contracting to ensure that the scope and scale is fit for purpose.
57. Assessors were unanimously in favour of funding this project with one commenting, "Well outlined, socially significant, could not be done without the additional funding ... meets all PIJ criteria." **Funding is recommended** [REDACTED]

**Haukāinga**

**Te Reo Irirangi O Te Hiku O Te Ika**

**\$460,000**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

58. *Haukāinga* is a regional public interest journalism initiative that allows Northlanders to share their stories and be informed about the current events and issues that are important to them.

**General Assessment**

59. Since 2013, *Haukāinga* has been funded as a Regional Media project by NZ On Air. [REDACTED]
60. This project will deliver 70 x short-form news videos, 35 x bonus content videos, 30 x livestream events, 4 x livestream broadcasts and 64 x On-demand livestream videos.
61. The increased funding will fund additional bonus content to provide a deep dive into more complex issues by producing videos that side alongside the short-form videos currently funded. It will also cover 'Whitiwhiti' a short live interview series including panel discussions and one-on-one expert interviews around a researched topic of regional importance.
62. The application proposes livestream broadcasts would include Māori Language Week events in September, Waitangi Day, Te Tai Tokerau Kapa Haka Festival April 2022, and the June 2022 Manu Kōrero Regional Speech Competition.
63. [REDACTED]
64. While *Haukāinga* is based in Kaitia it has increased coverage in the lower Te Tai Tokerau region with a new team member based in Whangarei.
65. Content distribution platforms include the new digital app Whare Kōrero- a media platform developed by Te Hiku. While the app was only launched in March it is expected it will take over the Tehiku.nz- website as the primary audience access point for *Haukāinga*.
66. *Haukāinga* is also available via social media and partner platforms include Te Hiku FM, Māori Television and the Iwi Radio network with livestreams simulcast to regional audiences through the country.

67. Te Hiku Media has a Māori Language Plan that outlines the commitment and expectations around Māori language delivery in their content.

### Staff Opinion

68. *Haukāinga* has demonstrated an ability to produce quality, innovative and engaging content deeply connected with its communities in the Far North. Examples of *Haukāinga* short form videos, can be seen here <https://tehiku.nz/te-hiku-tv/haukainga/>

69. [REDACTED] reflects a goal to deliver better quality content over increased quantity. At the heart of the quality improvement is expertise in journalism to ensure that content maintains a standard of excellence in PIJ. This sees a majority of the funding invested into the people that produce the content.

70. The cost across multiple levels of content and platforms is justified and a commitment to increase the standard of journalism is noted.

71. Assessors were unanimously in favour of this proposal with one commenting, “*High quality regional journalism being produced by this outlet. This is a detailed and well-expressed application, fully deserving of all the support we can afford. It sets a standard that others in this field ought to follow.*” This is a quality application that delivers to multiple criteria of the PIJF including te Tiriti o Waitangi, regional media and Māori and Iwi Journalism. **Funding is recommended.**

### Local Focus

Very Nice Productions

\$840,000

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

72. Regional video news for Bay of Plenty, Rotorua, Gisborne, Hawke's Bay, Whanganui, Marlborough, Nelson/Tasman and the West Coast. This project would deliver 1,920 minutes of fully packaged news video content (240' per region).

### General Assessment

73. [REDACTED]

74. *Local Focus* has provided local video content for the Bay of Plenty, Rotorua, Hawkes Bay and Whānganui via the NZ Herald and NZME regional publications.

75. The NZ Herald has recently launched a South Island page on its website.

76. [REDACTED]

77. [REDACTED]

78. A video-journalist based in each region makes 1 –2 videos a week with a minimum of 5' content a week on average. Text articles are produced alongside the video which appear on the NZ Herald website and regional NZME papers.

79. The applicant says for the past five years, [REDACTED]
80. [REDACTED]
81. The quality of the *Local Focus* content is noted in the seven Voyager Media Awards nominations and awards won in 2018 and 2020.

**Staff Opinion**

82. Assessors were generally in favour of funding with one commenting, “Highly successful existing project, public interest journalism, significant audience ... meets all PIJ criteria”.
83. While Very Nice Productions propose appointing a local journalist to work in the West Coast region, there remains the issue of where the content would be locally distributed. NZME has no current titles on the West Coast. [REDACTED]
84. [REDACTED]
85. [REDACTED]. Funding is recommended

**Rotorua Weekender - Te Wāhanga Reo Rua**

NZME

\$440,000

Key Personnel	Title/s
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

**Synopsis**

86. NZME, the publisher of the weekly free community newspaper the *Rotorua Weekender*, is seeking funding to produce a weekly bilingual section in the paper, shining a light on local Rotorua iwi issues and people. This project would produce a weekly four-page section.

**General Assessment**

87. *Te Hinonga – Te Wāhanga Reo Rua* is the only application in the round to propose a bilingual newspaper.
88. After discussions with staff at the shortlisting phase around the capability of the publication to produce the level of te reo Māori and translation required, the NZME publishers revised their proposal to outsource the project to [REDACTED]
89. [REDACTED]

established locally. [REDACTED] would be responsible for driving the project - delivering te reo local news journalism including reporting, writing, translation, layout and production. [REDACTED] has both reporting and sub-editing experience.

90. [REDACTED]

91. The section will provide news articles about local iwi issues and people, with versions of each story in te reo and an English translation as a way of connecting te reo and Māori content with Māori and other cultures in the Rotorua community.

92. There are 28,839 Māori living in Rotorua (2018 Census data), making up just over 40% of the district's total population. Rotorua is the home of Te Arawa iwi, including Ngāti Pikiao, Tūhourangi and Ngāti Whakaue. Content produced would heavily reflect this.

93. [REDACTED]  
[REDACTED] The distribution is part of the established NZME network. The content would also be published on NZME's digital platforms, including the Rotorua Daily Post and New Zealand Herald's Kāhu section.

94. [REDACTED]

95. The applicants propose an iwi advisory group to advise NZME and [REDACTED] on strategy and ongoing iwi partnerships.

**Staff Opinion**

96. This is a bold project to produce a bilingual print weekly supplement in an area that has a high Māori population and would be the only one of its kind.

97. [REDACTED]

98. This is a multi-year funding application, which the PIJF guidelines state should only be granted under exceptional circumstances. Staff notes that this application has intensive set up required to execute this ambitious concept and [REDACTED]  
[REDACTED] The assessors were positive about [REDACTED] and this was another reason why the multi-year funding to seed the publication felt justified.

99. It is suggested [REDACTED] involvement would help provide a pathway for rangatahi - the next generation of Māori journalism cadets and connect with another project applying to the PIJF, the Te Rito Journalism Project.

100. Assessors were unanimously in favour of this proposal being funded with one commenting "Highly professional project based on much-needed diversity journalism. Should have as much support as we can afford." **Funding is recommended** [REDACTED]

**Te Ao Mārama**

**Salient Magazine**

**\$7,291**

Key Personnel	Title/s
[REDACTED]	[REDACTED]

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

**Synopsis**

101. This application seeks funding for a special edition of Salient (Te Ao Mārama) produced by Māori students at Victoria University of Wellington.

**General Assessment**

- 102. *Te Ao Mārama*, is the Māori student's media magazine at Victoria University of Wellington and was first introduced 30 years ago. The magazine is curated by Māori students in partnership with the Salient student Media team annually during Te Wiki o Te Reo Māori, Māori language week.
- 103. *Te Ao Mārama* would be guest edited by Ngāi Tauira (the Māori Students Association at Victoria) with support from Te Pararē (the student magazine of Te Mana Akonga National Māori Students Association), reporting on issues relevant to Tauira Māori.
- 104. This project would produce one 40-page magazine, with 2,000 copies printed and articles uploaded online across two platforms.
- 105. Funding for this year's edition will provide mentor support and training for the tauira involved in the publication. Mentors including [REDACTED] will provide support and editorial guidance.
- 106. Funding will provide for three workshops (starting in July) to engage writers, bringing journalism speakers in to upskill participants and plan for production.
- 107. Last year's Te Ao Mārama edition can be found [here](#).

**Staff Opinion**

- 108. This application will meet the needs of a small Māori audience at Victoria University but will also play a role in encouraging journalism among Māori graduates.
- 109. Mentor, [REDACTED], provided an impassioned letter of support detailing how [REDACTED] time at the magazine in the past had influenced [REDACTED].
- 110. This application meets the criteria of PIJF in supporting Māori journalism and Te Tiriti o Waitangi.
- 111. Assessors were generally in favour although one was concerned at the standard of student magazines stating they were "*long on opinion and short on journalistic reporting.*" However, other assessors felt the application satisfied all PIJ criteria and was a good example of Te Tiriti partnership aimed at a hard to reach rangatahi audience. **Funding is recommended.**

[REDACTED]	[REDACTED]	[REDACTED]
------------	------------	------------

[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]



## Synopsis

124. *The South Today* delivers video news content to local communities in collaboration with the Allied Press' daily and community newspaper network. This project proposes to deliver 622 video news video clips at an average of 14 per week over 48 weeks along with *The South Today Bulletin* of five episodes per week of up to 15' of video content.

## General Assessment

125. *The South Today* has been funded in its current form since 2016 via NZ On Air's Regional Media Fund. Across that time its funding has broadly sat at around \$400,000 per year. Under the PIJF, Allied Press has requested an additional \$275K annual funding.
126. The additional funding will be used to [REDACTED]  
[REDACTED]  
[REDACTED]
127. A new video news producer/line producer role has been included to oversee the delivery of quality local news content.
128. The applicant proposes [REDACTED]  
[REDACTED]  
[REDACTED] The content will remain available on demand via YouTube, in prominent places on the ODT.co.nz homepage and regional websites, as a downloadable podcast and via Channel 39 in Dunedin and Invercargill.
129. Allied Press publications will promote video content via a permanent channel on their home pages and embedded within stories located on the site and on social media and QR codes on printed media will take readers through to video content.
130. All video content will continue to be distributed on Allied Press' South Island website platforms – ODT.co.nz and regional community websites including North and South Canterbury, Christchurch Starnews.co.nz, North Otago, Otago, Southland, Central Otago and Lakes District, and the West Coast of the South Island.
131. [REDACTED]
132. Regional community newspapers will be expected to create one showcase video per week and use editorial space to present this video news story to their readers.

## Staff Opinion

133. Leveraging the 19 local publications within the Allied Press stable provides comprehensive coverage of all regions of the South Island apart from the Nelson, Marlborough and Buller districts.
134. [REDACTED]  
[REDACTED]  
[REDACTED]
135. The extra \$275,000 to fund this increased video coverage of five additional regions will increase video storytelling across areas underserved at present. The reduction of the news bulletin and more emphasis on embedded content and online content will provide audience with on-demand content without the need to view the current Dunedin based 30-minute TV programme.
136. [REDACTED]  
[REDACTED]
137. [REDACTED] Staff will speak to Allied Press further about this and discuss potential options around Te Tiriti training

programmes and possible collaboration with iwi radio Tahu FM. Staff notes that since the PIJF summit, Allied Press has proactively been in contact with staff to discuss potential Te Tiriti training.

138. Assessors were generally in favour of funding with one commenting, “Hyper local journalism project, meets PIJ criteria, excellent model of decentralised newsgathering, well outlined project, good track record in producing video content.” **Funding is recommended** [REDACTED]

Whakatupuria Te Moana A Toi

Radio Bay of Plenty Limited

\$97,000

Key Personnel	Title/s
[REDACTED]	[REDACTED]

**Synopsis**

139. A radio-based, multimedia project to report to the community on the multiple Provincial Growth Unit projects in the Eastern Bay of Plenty. This project would deliver 50’ of video, 200 x 2’ programmes for radio/podcasts, 40 x 90’ live interviews, 20 x 5’ other interviews and news stories.

**General Assessment**

140. This radio based multi-media project aims to report on the 11 Provincial Growth Fund projects in the Eastern Bay worth nearly \$200m. It will provide a “warts and all” look at the progress of the extensive network of PGU(PGF) projects in order to show how public money is being spent in the interests of development.
141. The project will enable Radio Bay of Plenty to hire a bi-lingual journalist to assist with the project in addition to its two current journalists.
142. The proposal is to set up a project office in Ōpōtiki to work alongside the two journalists currently based at the Whakatane station 1XX.

143. [REDACTED]

144. [REDACTED]

**Staff Opinion**

145. Radio Bay of Plenty has experience in producing a similar large-scale project, “[Discover Our Local](#)” a 74 episode video series showcasing local people and places during 2020, which placed second at the International Broadcast Idea Bank convention in Oklahoma.
146. The applicant believes this project is beyond its normal scope of quick turnaround daily news and while this application could also meet the criteria for the upcoming role-based round, staff felt that given the nature of the PGF focus, it met the project-based round criteria and was therefore suitable to fund out of this round.
147. It does provide PIJ in investigating the impact the PGF projects will have on the community, the progress they are making and how they are spending public funds.
148. Assessors noted positively that this proposal felt squarely focused on local audiences.
149. Given the depth of investigation that may be required, this project will require careful monitoring to ensure journalistic standards of fairness and balance are achieved and it does hold the PGF projects to account.

150. The applicant has made attempts to demonstrate a meaningful Te Tiriti o Waitangi partnership with a proposal for bi-lingual content and proposed collaboration with local iwi radio. **Funding is recommended.**

## ATTACHMENTS

[REDACTED]

RELEASED UNDER THE OFFICIAL INFORMATION ACT

## PUBLIC INTEREST JOURNALISM FUND: INDUSTRY DEVELOPMENT

### FUNDING DECISIONS

### RECOMMENDATION

That the Staff Investment Committee **approves** funding up to:

- \$191,000 to BusinessDesk for *BusinessDesk Cadet Training Programme* (Single Media Entity), [REDACTED]
- \$49,324 to Tikilounge Productions for *Coconet Reporter Training* (Single Media Entity)
- \$287,310 to The Spinoff for *Current Affairs and Culture Magazine Mentorship Programme* (Cross-Sector Training), [REDACTED]
- \$121,420 to Attitude Pictures for *Disability Roadshow* (Collaborative Media/Education), [REDACTED]
- \$50,610 to Newsroom NZ Ltd for *Newsroom NZ* (Single Media Entity), [REDACTED]
- \$98,256 to Kowhai Media Ltd for *Photo Aotearoa* (Single Media Entity)
- \$361,815 to Aotearoa Media Collective for *Pipī Paopao* (Te Tiriti Partnership and Education)
- \$300,800 to Stuff for *Training: Multi-Lens Journalism* (Collaborative Media/Education)
- \$171,654 to Stuff for *Training: Stuff Circuit Internships* (Single Media Entity), [REDACTED]

and **declines** funding of:

- see [Annex A](#) for the shortlisted proposal recommended for decline at full proposal stage.

**9 shortlisted applications recommended for total funding of \$1,632,189.**

**[REDACTED] shortlisted application recommended for decline seeking total funding of [REDACTED]**

### BACKGROUND

1. In January 2021 Cabinet agreed to draw down \$55 million over the next three years (2021 - 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding will be administered by NZ On Air to support the production of public interest journalism including Māori and Iwi journalism that is relevant to and valued by New Zealanders.
2. [General Guidelines for the PIJF](#) were published in April 2021. The principles set out in [the Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund.
3. The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles and Industry Development.

### ROUND OVERVIEW

4. This first round of the PIJF sought applications to the Projects and Industry Development pillars of the fund. [Information for this May/July 2021 funding round](#) outlined the assessment criteria and funding priorities to applicants.

5. Applicants were first asked to submit five-page proposals by 13 May, which were individually assessed by panellists. A hui was then held on 21 May to shortlist proposals. Shortlisted applicants then submitted full proposals by 3 June. Following further individual assessment, hui were held on 10 June and 14 June to decide on the funding recommendations outlined in this paper.
6. NZ On Air earmarked \$9.6m to this first funding round, and received 122 first-stage applications collectively seeking over \$50m.

#### Round Overview - PIJF: Industry Development Fund

7. The assessment panel for PIJF: Industry Development applications included:
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - **Raewyn Rasch (Ngāi Tahu)** - NZ On Air Head of Journalism. Former General Manager Māori and Pacific programmes at TVNZ, executive producer of Seven Sharp, producer of Fair Go and Marae Investigates, TV and radio journalist
  - **Anna Currie** - NZ On Air Funding Advisor
8. Conflicts of Interests (COI) are outlined as below. Funding assessors did not assess applications, and were not involved in the funding decisions for these applications.
  - [REDACTED]
  - [REDACTED] knows applicants personally.  
[REDACTED] applicants personally
9. Raewyn Rasch declared a potential COI for [REDACTED].  
[REDACTED] The Head of Funding reviewed this COI and deemed that this was not a material COI and that Raewyn could provide impartial assessment of these applications.
10. The Industry Development pillar of the PIJF is an acknowledgement that training, and development are vital to the delivery of short and medium-term talent gain in the journalism sector. This funding round accepted applications across the following Industry Development categories:
  - a. Cross-sector training/cadetship collaboration between media entities
  - b. Training that supports the PIJF goals of encouraging Te Tiriti partnership and education
  - c. Training/cadetship collaboration between media entities and journalism courses
  - d. Internal training/cadetships specific to a single media entity
  - e. Funding for small-scale, targeted initiatives focused on sustainability / innovation
11. In determining funding recommendations, alongside the individual merits of each application, the panel also considered missed opportunities around platform coordination and collaboration in the delivery of large-

scale national schemes. In these instances, assessors declined applications at the first stage in order to address this issue with the sector directly at the PIJF summit held on 9 June.

12. Of the 122 first-stage applications received to this PIJF round, 23 were Industry Development applications collectively seeking over \$9.5m.
13. One Industry Development application, *Te Rito Journalism Project* (Media Entity Collaboration) for NZME, Māori Television, Newshub and Pacific Media Network is seeking \$2,419,253 over the next two financial years and is in front of the Board for consideration. The recommendation for this is included in [Annex B](#).
14. Two applications were declined for assessment because they did not meet NZ On Air’s standard threshold for assessment. These are included in [Annex B](#).
15. The panel shortlisted 11 Industry Development applications, and, following assessment of their full proposals, 10 are recommended for funding approval. Individual assessments of the funding recommendations are included below.

## GENERAL ASSESSMENT & STAFF OPINION

### BusinessDesk Cadet Training Programme

BusinessDesk

\$191,000

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

#### Synopsis

16. This is a single media entity training proposal that would train at least two potential junior business journalists at the Auckland and Wellington newsrooms of BusinessDesk.

#### General Assessment

17. There is a perceived lack of specialist business reporters and BusinessDesk provides a credible environment to mentor and train new business journalists through a mixed model of directed learning, on-the-job training, and mentorship.
18. BusinessDesk claims that with its level of specialisation, cadets can be seen as a potential liability. Mistakes they might make or things they might miss can impact a publication’s reputation. The level of oversight required to maintain standards puts this request beyond business-as-usual for BusinessDesk.
19. The 12-month training scheme would operate by deploying senior resource to training and oversight roles for junior or cadet roles, augmented by the part-time employment of a tutor/supervisor with relevant business journalism experience.
20. [REDACTED] It seeks to prioritise applicants who will add to the diversity of NZ business journalism and NZ journalism in general.
21. BusinessDesk has worked with experienced [REDACTED] journalism academic [REDACTED] to create the outline of a training programme (which was detailed broadly in the proposal). They are in discussion with the [REDACTED] to give cadets access to their modules. They have agreed to this but have not yet signed a contract. This means the cadets could study specific areas, such as media law, [REDACTED]
22. BusinessDesk commits to employ all cadets that meet their quality criteria. These will be fulltime roles and the proposal details a recruitment ad will be published once funded.
23. It has experience of bringing young reporters through the ranks and details the case of six such journalists who have gone on to win awards and influential positions since 2008.

24. Cadets will be expected to produce content and a schedule of reviews will track and feedback on progress. Cadets will meet with the tutor once per fortnight along with bi-monthly reviews with the Editor and Head of News. [REDACTED]  
[REDACTED] Staff believes this should be a requirement given the eligibility guidelines of the PIJF.

25. [REDACTED]  
[REDACTED]  
[REDACTED]

**Staff Opinion**

26. This proposal does provide the outline of a training programme for a specialist genre of journalism not provided for anywhere else and a commitment beyond the ‘learn by osmosis’ strategy of many mentorship programmes.

27. Staff notes that while BusinessDesk’s acknowledgement of a need for a more diverse workforce is laudable, the current proposal [REDACTED]  
[REDACTED] This would need to be provided prior to contracting.

28. Assessors felt there was [REDACTED]  
[REDACTED] s and considering it will be marked as PIJF. [REDACTED]  
[REDACTED] **Funding is recommended,** [REDACTED]  
[REDACTED]

Coconet Reporter Training

Tikilounge Productions

**\$49,324**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
Mihingarangi Forbes	Journalist/ mentor	<i>The Hui, TV3, Māori Television</i>

**Synopsis**

29. This is a single media entity training proposal to upskill three Coconet reporter trainees in kaupapa Pasifika for factual content for screen.

**General Assessment**

30. The application details a five-week training period in which the three reporters work with mentors in both masterclass form, and with one-on-one sessions. A fourth trainee would be invited to attend masterclasses but not take part in the mentor programme.

31. On the job training will include work experience with [REDACTED]  
[REDACTED] Mentors will take the reporters on a field shoot in their professional environments to give them an insight into reporting for these TV current affairs shows.

32. The training outcomes would include 2 x on-screen new/ current affairs stories produced by each reporter.

33. The proposal profiles three candidates for the training, all of whom have already demonstrated significant skills. One won the [REDACTED]  
[REDACTED] Another was a finalist in [REDACTED]  
[REDACTED]

34. The application submits that on-the-job training with skilled journalist mentors would not be able to happen without this PIJF opportunity.

### Staff Opinion

35. Assessors were unanimously in favour of this application as they saw it addressed a real need to train Pasifika journalists. One assessor commented [REDACTED]
36. This proposal should be seen as career development training. [REDACTED] the high calibre of the candidates demonstrates the proposal has the potential to produce some very influential journalists.
37. The cost includes paying the candidates during the training and payment to mentors. The generosity of mentors to share their skills, (and the skills on offer are considerable) should not be underestimated. **Funding is recommended.**

<b>Current Affairs and Cultural Magazine Mentorship Programme</b>	<b>The Spinoff</b>	<b>\$287,310</b>
---	--------------------	------------------

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

38. This is a cross-sector training proposal to pair cadets with an experienced mentor across a group of New Zealand publications, to be administered by The Spinoff.

### General Assessment

39. This proposal is for a five-month cross-platform mentorship programme for three paid cadetships.
40. The proposal is a collaboration between The Pantograph Punch, Metro, North & South and New Zealand Geographic anchored by The Spinoff.
41. Each cadet will spend four weeks, staggered over the course of the five-month programme at each of the publications with a mentor working across the placements to manage the cadets.
42. Additionally, the mentor will organise a series of masterclasses available to the cadets and any other junior to intermediate staff and contributing freelancers from each of the participating publications to attend. One of the examples of a proposed masterclass topic was on Te Tiriti o Waitangi.
43. The mentor will work with each candidate to design a bespoke development programme working alongside them to develop projects assigned by editors.
44. The proposal projects that each cadet will produce 1 – 2 major pieces of stewarded content which will be published and acknowledged as PIJF.
45. The proposal acknowledges the need to increase the diversity of the journalism workforce and has enlisted [REDACTED] to help in the recruitment process and to provide ongoing pastoral support.
46. [REDACTED] which has produced two journalists who now have full time roles. However, it says it would have liked to have offered both interns mentorship and the scale and collaborative nature of this project it is proposing is outside of its resources to deliver in-house.
47. The Spinoff sees the programme as a pilot which could provide a template for future training, and it will deliver a case-study to NZ On Air to help inform future decision making.

**Staff Opinion**

- 48. The assessors were generally in favour with one commenting, *"I believe something like this is long overdue and recommend we fund it fully on the condition we see a fully developed mentoring programme at an appropriate date after the funding of the manager and mentor."*
- 49. While the proposal outlines a cultural strategy that states: *"...there has been an issue of trust for Māori and Pasifika people with mainstream media, and we want to ensure this process from the very first touchpoint is one that will be different and that will take into account cultural factors"*, it doesn't provide any detail on how it will achieve this or a commitment to Te Tiriti specifically, which was noted by the assessors.
- 50. [REDACTED] the masterclasses could provide considerable upskilling for a range of journalists across the group of publications. The funding of a mentor to oversee the programme will ensure quality outcomes. **Funding is recommended** [REDACTED]

<u>Disability Roadshow</u>	<u>Attitude Pictures</u>	<b>\$121,420</b>
<b>Key Personnel</b>	<b>Title/s</b>	<b>Relevant Past Work</b>
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

- 51. This is a collaborative media education program involving workshops and internships on a national scale. Led by Attitude Pictures, this training program would educate journalists in best practice disability rights and reporting.

**General Assessment**

- 52. There are two parts to this proposal, a series of half-day workshops to be conducted in seven centres around New Zealand (provisionally Auckland, Hamilton, Bay of Plenty, Palmerston North/New Plymouth Christchurch and Dunedin) and one full time role for an emerging journalist who lives with disability.
- 53. The intern would be coached in reporting and produce written articles about the disability sector with content published on attitudelive.com and shared as appropriate with media partners across NZME.
- 54. The proposal claims misconceptions about people who live with disabilities are tied to misreporting and a lack of stories that give voice to this sector. It says in 16 years they know of only one young journalist with a disability that has been employed full time into a news organisation.
- 55. [REDACTED]
- 56. The proposal claims a minimum of [REDACTED] journalists will be upskilled through the workshops.
- 57. The workshops will cover a range of issues to educate journalists in story-telling language, empathy and the political nuances associated with disability rights and reporting.
- 58. Attitude has played a voluntary role in media training over the past 6 years lecturing students [REDACTED]
- 59. The applicant proposes consultation with the disability sector to establish the workshop frameworks before the workshops are rolled out [REDACTED]. The internship would run from [REDACTED]

60. [REDACTED]

**Staff Opinion**

61. While most assessors were in favour of funding one felt this project might open the door to other interest groups and stated, "It is not journalism and falls within the realm of communications/PR intended to manipulate news media content." However, the other assessors commented that it was a well-outlined series of workshops that satisfied PIJ criteria.

62. Attitude is a quality applicant with the ability to produce fair and balanced workshops. Staff does not agree this application could be considered 'media manipulation' and believes that upskilling journalists to provide better coverage of persons with disabilities (an important s36(c) audience) is a missing area of public interest journalism and worthy of funding.

63. While there is a partnership with [REDACTED] mentioned in the proposal, there is no outline of how this partnership works in practice or how attendance of the workshops will be managed. It is also unclear whether the workshops are only for [REDACTED] staff. There is also no commitment from [REDACTED] to ensure staff will attend the workshops even if they are funded or how many staff it intends to upskill. [REDACTED]

64. Given the difficulty newsrooms face in having staff attending training programmes, staff posits that a digital module could be developed to cover those who will invariably fail to show up. Staff will speak to Attitude about this further.

65. If funded, staff will encourage Attitude to generate wider sector buy-in of the workshops given the positive impact they could have across the industry.

66. Staff also notes that whilst Attitude spoke to them at the recent PIJF summit about an interest in developing a stronger kaupapa Māori approach to their work, there is no direct mention of a commitment to Te Tiriti and what a commitment looks like for this programme of work.

67. The outline for the workshops is focused and clear, however the plan for the ongoing internship and training is lacking in important detail. Staff recommends that this work is better scoped out prior to contracting.

68. Attitude works tirelessly to address misrepresentation and missing representation of the disability sector in the media, and this initiative will upskill the wider sector and deepen the reach of this important PIJF mahi.

**Funding is recommended** [REDACTED]

Newsroom NZ Newsroom NZ Ltd \$50,610

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

69. This is a single media entity training proposal to upskill Newsroom's two recently employed graduate journalists.

**General Assessment**

70. This proposal is to provide training in current affairs reporting for two [REDACTED] journalism graduates recently employed by Newsroom.

71. [REDACTED] is a [REDACTED] and [REDACTED] has had experience living and teaching in [REDACTED]
72. The proposal is that the interns would spend an average of one day a week being mentored or tutored and details a list of Newsroom staff who will offer mentoring including [REDACTED]
73. [REDACTED] has agreed in principle to short secondments for the interns to work with [REDACTED] and in return, Newsroom would be open to reciprocating [REDACTED]
74. [REDACTED]
75. Concrete outcomes of the training will include interns building a portfolio of work that includes at least one long-form written story, one broadcast story (video or audio) and investigative story (or evidence of contribution to a Newsroom investigation), a broadcast ready podcast for an episode of *The Detail*, a suite of multi-platform social media posts, production of Newsroom's EDM, Week in Review and editing of the homepage along with a published piece of in-depth court reporting, and a written or broadcast item for [REDACTED]
76. The applicant says it has been committed to upskilling reporters for some years, but the quality of the mentoring is limited by the work demands of senior staff and PIJF will enable the [REDACTED] required to free up journalists to provide structured training.
77. The applicant states it is their intention to apply for PIJF role funding to employ a Māori or Pasifika journalist who could be added to the training scheme with little additional cost.

#### Staff Opinion

78. The cost of this scheme at [REDACTED] and the potential to cover a third intern puts it at the more cost-effective end of all the training schemes proposed ([REDACTED]).
79. The breadth of training offered in this scheme from investigative reporting to podcast production, radio and even social media content creation means the interns will have been exposed to every facet of journalism under some of the country's best practitioners.
80. The portfolio each intern will build provides concrete outcomes they will be able to offer as a demonstration of the skills they have learned not only to the PIJF but to future employers, and the collaboration with RNZ provides for a potential skills sharing arrangement that will benefit both organisations.
81. Newsroom has demonstrated its commitment to Te Tiriti o Waitangi by reaching outside its organisation to partner with Māori expertise and one of its interns [REDACTED]. However, it would be good to see a strategy acknowledged within the proposal. **Funding is recommended** [REDACTED]

#### Photo Aotearoa

#### Kowhai Media Ltd

\$98,256

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]


**Synopsis**

82. This is a single media entity training proposal led by Kowhai Media for NZ Geographic. Photojournalists would be trained via a four-day workshop and a 3-month mentoring programme.

**General Assessment**

83. The proposal outlines the collapse of photojournalism in New Zealand [REDACTED] [REDACTED] says this decline is echoed across the industry. *“It’s like the nation has lost its eyes.”*
84. This proposal would fund a four-day live-in workshop for 20 photojournalists offering both masterclasses and hands-on projects and assessments and will be based on a workshop framework developed by the internationally renowned [REDACTED]
85. The workshop will be run by internationally renowned and award-winning photojournalist [REDACTED] (a Kiwi who now lives in [REDACTED]). [REDACTED] has run three [REDACTED] and was [REDACTED] teaching career includes [REDACTED], [REDACTED]; [REDACTED] at the [REDACTED]; [REDACTED] and [REDACTED]
86. Open applications will be sought through Kowhai Media’s database of [REDACTED] editorial photographers who have entered the Photographer of the Year in the past 12 years along with the databases of partner media, [REDACTED]
87. This is not a programme for new photojournalists but to hone the skills of existing and emerging practitioners and the recruitment will look to balance experience of fulltime professionals with those not fully developed.
88. The applicant seeks to “correct the imbalances of an industry long dominated by Pākehā practitioners, predominantly male.” They have set a diversity minimum quota of [REDACTED]
89. Applicants will be chosen via an online form outlining their experience, interests and an uploaded portfolio of 20 relevant images.
90. The workshop will be held in Ngāruawāhia and cultural advisors have been engaged to ensure cultural safety and to provide liaison with [REDACTED] as the photographers move around the village working on assignments. Images from the workshop will be displayed in Ngāruawāhia, New Zealand Geographic and other media.
91. The workshop will be followed with three-month photographer mentoring and speaker sessions uploaded to NZGeo.com where they will be freely available to the public.

**Staff Opinion**

92. This is a highly developed training scheme offering what will likely be a high-quality experience not available anywhere else in New Zealand and meeting the needs of a significantly at-risk corner of the journalism sector.
93. The cost of bringing [REDACTED] is more than made up for by [REDACTED] experience not only as a top-class photojournalist but also [REDACTED] deep experience as an educator. Being a New Zealander who understands the local sector is also important. This will no doubt be a highly sought-after programme with long-lasting skills development. **Funding is recommended.**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

94. This is a cross-sector collaboration between Aotearoa Media Collective and Māori radio stations, with the support of [REDACTED]. This Te Tiriti Partnership proposal intends to train Māori journalists, through regional workshops and technical teaching, in order to strengthen indigenous public interest journalism in Māori communities.

**General Assessment**

- 95. The proposal sets up individualised training programmes for groups of iwi radio stations split into eight regions which will be provided via wānanga in those areas. All 21 iwi radio stations are covered by this proposal.
- 96. The 3-day workshops will be held in Northland, Auckland, Gisborne, Whānganui, Taupo, Christchurch, Tuaranga and Wellington.
- 97. It is proposed that 100 members of the Iwi radio network will be trained through *Pīpī Paopao* over the course of six months.
- 98. The *Pīpī Paopao* team have already established the priorities for training in each zone in discussions with the iwi radio stations and the training requests range from courts and tribal politics to social media writing and election and budget reporting.
- 99. The curriculum for each zone will be led by [REDACTED]
- 100. [REDACTED] in kind for technical support and [REDACTED] has committed to including *Pīpī Paopao* as a component of the MOU between [REDACTED]
- 101. Trainers committed to the project include [REDACTED]
- 102. Those participating in the wānanga will have their positions backfilled by the project with what is called location fees koha and trainers who will have to take leave from their current roles will receive a trainer fee to cover their time and loss of income.
- 103. Included in the wānanga will be training around how to upload to [REDACTED]
- 104. [REDACTED]
- 105. Training will cover both te reo Māori and English language reporters with half of the trainers intended to be bilingual.

## Staff Opinion

106. This is a training scheme that truly meets the needs of iwi radio because they have collaborated with the stations to produce it and it meets the criteria of the PIJF. Assessors noted the strength of it being a 'by Māori, for Māori' initiative.
107. Iwi stations have had little to no opportunity for journalism training and this project is the first of its kind at this scale and level of collaboration across the sector.
108. While the range of the training is outlined, there is detail missing in terms of the depth of what the training will cover. Staff would expect to see detail on this as part of one of the early project drawdowns, once research has begun.
109. Assessors were very positive about the calibre of the trainers and their generosity in sharing their skills.
110. Due to its focus on Iwi radio – this project will be complementary to another cadetship application, [REDACTED] Staff is optimistic that there could be genuine opportunities for the two initiatives to co-operate and they intend to facilitate this joined-up kōrero if both project are funded to ensure there is no duplication of payment going to cadetships across both schemes.
111. Considering the complexity of what is being attempted, assessors felt that the costs were reasonable and that improving the standard of journalism for iwi radio stations in particular will have a positive impact on Māori communities throughout the country and into the future. **Funding is recommended.**

### Training: Multi-Lens Journalism

Stuff

\$300,800

[REDACTED]	[REDACTED]

## Synopsis

112. This media entity collaboration proposal is a foundational course for Stuff journalists, shared across the industry, to fundamentally shift representation in New Zealand media.

## General Assessment

113. This project proposes developing a series of workshops and online training modules to improve how the media represents all New Zealanders.
114. The content of the workshops will be developed in conjunction with external experts, community organisations and people with lived experiences.
115. It comprises a series of compulsory online training modules to lift the cultural capacity of all existing and future Stuff staff and will be rolled out to all newsroom staff. The 8' – 10' videos and accompanying questionnaire will be integrated into Stuff's internal learning hub and induction process.
116. The online modules will be followed by a series of two-day training workshops to every Stuff newsroom with key speakers from the online modules.
117. A *Multi-lens Journalism* two-day hui will be a platform for Stuff to share the outcomes of the workshops, online training and roadshow with other media and media organisations with the aim of producing a joint industry commitment and statement around how the media will better represent the diversity of Aotearoa.

- 118. The modules will be developed with external experts including [REDACTED]
- 119. The modules include: Cultural Safety explained, Te Tiriti o Waitangi, the history of colonisation, unconscious bias, race and racism, gender and sexuality, media and disabilities, ageism, diversity in voices and the role of te reo Māori, practical protocols in cultural settings.
- 120. The training modules and roadshow will be offered to journalism schools and other media at the completion of the Stuff programme.
- 121. A detailed plan and staged approach to the project is included in the application with the first stage due to start [REDACTED] Roadshows will happen between [REDACTED]
- 122. A detailed series of success measures is proposed including [REDACTED]

**Staff Opinion**

- 123. The budget increased between short proposal and full proposal submission stage after staff provided feedback from the assessors that external experts (not just Stuff staff) should ideally be part of the programme to ensure its validity and wider sector buy-in. Expert consultation fees are now scoped and included.
- 124. This is a ground-breaking proposal that seeks to upskill the cultural capacity of the country's largest media company and then engage the entire sector in taking its lead. While the initial training is focused on the Stuff workforce, the commitment to share the resources and outcomes with journalism schools and other media after the initial roll out demonstrates the authenticity of the proposal's aims.
- 125. [REDACTED] not counting the likely incalculable outcomes and further reach once the training models are released to journalism schools and other media.
- 126. Even without this wider sector commitment, [REDACTED] and the thorough nature of the proposal including compulsory course attendance, means the project should have a substantial impact for journalists and audiences throughout the country.
- 127. This proposal shows significant leadership and strengthens the PIJ intent and position Stuff took last year in apologising to Māori for past biased reporting. **Funding is recommended.**

[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



[REDACTED]

**ATTACHMENTS**

[REDACTED]

RELEASED UNDER THE OFFICIAL INFORMATION ACT

# AGENDA ITEM 5.5

## PUBLIC INTEREST JOURNALISM

### NZ MEDIA FUND

#### RECOMMENDATION

That the Board **approves** funding of up to:

- \$2,419,253 to a newly formed media entity collaboration between NZME, Māori Television, Newshub and Pacific Media Network and partners for *Te Rito Journalism Project* (Industry Development), a one-year programme to identify, train, develop and hire 25 cadet journalists, [REDACTED]
- \$806,135 to Newsroom NZ Ltd for *The Detail* (National Project), 322 x 22' episodes, [REDACTED]

**Two applications recommended for total funding up to \$3,225,388.**

#### BACKGROUND

1. In January 2021 Cabinet agreed to draw down \$55 million over the next three years (2021 - 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding will be administered by NZ On Air to support the production of public interest journalism including Māori and Iwi journalism that is relevant to and valued by New Zealanders
2. [General Guidelines](#) for the PIJF were published in April 2021. The principles set out in the [Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund.

The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles and Industry Development.

#### ROUND OVERVIEW

4. This first round of the PIJF sought applications to the **Projects** and **Industry Development** pillars of the fund. [Information for this May/July 2021 funding round](#) outlined the assessment criteria and funding priorities to applicants.
5. NZ On Air earmarked \$9.6m to this first funding round and received 122 first-stage applications collectively seeking over \$50m.
6. The **Projects** funding pillar is for tightly defined projects delivered to a deadline, similar to those funded via the NZ Media Fund Factual stream. This funding round accepted applications across two Project categories:
  - a. National audiences
  - b. Local/Regional audiences

7. [REDACTED]

8. The **Industry Development** pillar is an acknowledgement that training, and development are vital to the delivery of short and medium-term talent gain in the journalism sector. This funding round accepted applications across the following Industry Development categories:
- Cross-sector training/cadetship collaboration between media entities
  - Training that supports the PIJF goals of encouraging Te Tiriti partnership and education
  - Training/cadetship collaboration between media entities and journalism courses
  - Internal training/cadetships specific to a single media entity
  - Funding for small-scale, targeted initiatives focused on sustainability / innovation.
9. Applicants were first asked to submit five-page proposals by 13 May 2021, which were individually assessed by panelists. A hui was then held on 21 May to shortlist proposals. Shortlisted applicants then submitted full proposals by 3 June. Following further individual assessment, hui were held on 10 June and 14 June to decide on the funding recommendations outlined in this paper.
10. The assessment panel for **PIJF: Projects (National)** included:
- [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - Raewyn Rasch** (Ngāi Tahu/Samoa) - NZ On Air Head of Journalism. Former General Manager Māori and Pacific programmes at TVNZ, executive producer of Seven Sharp, producer of Fair Go and Marae Investigates, TV and radio journalist
  - Anna Currie** - NZ On Air Funding Advisor
11. The assessment panel for **PIJF: Projects (Local/Regional)** and **Industry Development** included:
- [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - Raewyn Rasch** (Ngāi Tahu/Samoa) - NZ On Air Head of Journalism. Former General Manager Māori and Pacific programmes at TVNZ, executive producer of Seven Sharp, producer of Fair Go and Marae Investigates, TV and radio journalist
  - Anna Currie** - NZ On Air Funding Advisor
12. In determining funding recommendations, alongside the individual merits of each application, the panels also considered missed opportunities around platform coordination and collaboration in the delivery of large-scale national schemes. In these instances, assessors declined applications at the first stage in order to address this issue with the sector directly at the [PIJF summit](#) held on 9 June.

Key Personnel	Title/s
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

**Synopsis**

- 13. Te Rito is a cross-sector public interest journalism development programme developed using kaupapa Māori design. This is an **Industry Development** PIJF application.
- 14. An entity will be formed between the partnership group of NZME, Māori Television, Newshub and Pacific Media Network and partners to identify, train, develop and then hire 25 journalists.

**General Assessment**

- 15. This collaboration of four large media networks, along with support from a range of wider media partners seeks to address the grave need for more Māori, Pasifika and diverse journalists by providing a training programme that is not available anywhere in Aotearoa currently.
- 16. The supporting organisations include iwi media, E-Tangata, Te Hiku Media, Attitude Pictures, Umbrella Media, The Indian Weekender, Pango Productions, Sunpix, Umbrella Media, Pasifika Education Centre, Pasifika Education Centre, and Samoa Capital Radio. Various letters of support are attached to this application.
- 17. The 25 cadets would form two cohorts. [REDACTED] would be part of a Te Reo Māori Journalism cohort (Te Rōpū Reo Māori - [REDACTED]) and the remaining [REDACTED] would be part of a Diverse Voices of Journalism cohort ([REDACTED]). Both groups will share a central curriculum and consistent skills targets.
- 18. The programme proposes a team of [REDACTED] funded staff to create, deliver and administer the programme with a new entity formed between the partnership group set up to run it.
- 19. Stage one of the initiative would see [REDACTED]
- 20. The Te Rōpū Reo Māori cohort of [REDACTED] cadets will be made up of both Reo Māori speakers wanting to become journalists and workplace trainees already employed by Māori media organisations. They will come under the korowai of Māori Television working in partnership with [REDACTED]. Those working in regional media will remain in their role participating in virtual training where necessary and managed by two full time reo Māori trainers. They may get to travel to participate in work placements in partner media for experience.
- 21. The other [REDACTED] cadets would be based initially at [REDACTED] for news fundamentals training before rotating through partner locations. Training will be delivered in flexible formats including in-person wānanga, virtual classrooms, tutorials, one-on-one mentoring and placements. Journalism standards would be based on the NZ Media Council and Broadcasting Standards Authority guidelines.
- 22. The programme will start with a noho marae and orientation week and throughout the programme all cadets will be brought together to build a core bond of whanaungatanga within the programme.
- 23. Cadets will be paid to do the programme (living wage) and there is a commitment from the scheme to extend an offer of employment to all cadets who successfully complete the full programme and meet industry standards.

24. A comprehensive training framework has been provided and a robust measurement framework will be put in place to assess both the outcomes for the cadets and for PIJF. [REDACTED] no pre-existing framework especially for te reo Māori journalism training and once this is developed, future programmes may be more cost-effective to run.
25. [REDACTED] However, staff notes that this scheme also provides the most in-depth training, and the programme is costed across 18 months.
26. This proposal outlines the following set up and implementation timings for the programme:  
[REDACTED]  
[REDACTED]  
[REDACTED]
27. [REDACTED]  
[REDACTED]
28. The Te Rito team are confident they can attract 25 cadets and the inclusion of iwi radio should provide a large pool of suitable applicants. They have a strong recruitment scheme planned via their various platforms.
29. The project has plans to ensure cultural safety for the cadets and pastoral care as per PIJF requirements.

### Staff Opinion

30. All the Industry Development assessors were strongly in favour of funding the application with one commenting, *"if this is carried out as outlined, it will be a major breakthrough in training journalists, one that is long overdue. It will begin to correct the imbalance that has grown as a result of the disappearance of the practical polytechnic-based journalism training without threatening the viability of the university-based degrees or post-graduated programmes."*
31. [REDACTED]  
[REDACTED]  
However, staff note that the context of cadets working within a newsroom is markedly different to students within a university setting, and the PIJF eligibility assessment criteria states, *"Platforms/publishers must show how they will support funded roles materially, legally, culturally, and emotionally"* and the support Te Rito is offering cadets appears to deliver to this criterion.
32. This project essentially sets up a new industry-led training entity and while it could be argued that goes beyond the scope of the PIJF, it could also be argued that the needs and historic disparity of Māori, Pasifika and diverse journalists' training could only be met with a scheme of this scale and coordination, and that because there is no training programme currently offering this type of training, staff believes there is less risk that a project like this will duplicate or undercut the work of existing training providers.
33. Given the co-operation that has been required to get this far, all partner organisations have shown a high level of commitment right through to committing to hiring cadets at the end of the scheme.
34. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
35. While it could be argued that cadets taken into the scheme who already have jobs – especially in iwi radio or Māori Television should continue to be paid by their organisations, their priority will be to their training

[REDACTED]. Cadets will produce content during the scheme and this should acknowledge PIJF.

36. Staff notes that, if funded, this will take the total amount funded in the first PIJF round over the initial \$9.6m available. Staff believes that funding *Te Rito* in this round is critical based on its scale and the timings required to kick off planning from the second half of this year to launch the programme in February 2022. [REDACTED]

[REDACTED] Staff also notes that all PIJF decisions made by the Board in this round will be included in the 2021/22 annual report due to timing of the decisions.

37. This is a high-concept, complex collaboration that could provide a blueprint for collaborative on the job training in the future, and benefit Māori as well as mainstream media. **Funding is recommended** [REDACTED]

**The Detail**

**Newsroom NZ Ltd**

**\$806,135**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

38. *The Detail* is a daily podcast aimed at a younger audience who accesses content through non-traditional channels. It is designed to explain the stories behind the headlines and give listeners context, and a deeper understanding of notable events.

39. This is a 322 x 22' podcast series (running 18 months from 2 Aug 2021 - 17 Dec 2021; with a hiatus and then from 31 Jan 2022 - 16 Dec 2022) by Newsroom NZ Ltd for RNZ. This is a **National Projects** PIJF application.

**General Assessment**

40. *The Detail* has been running for three years and was originally funded under the 2018/2019 one-off additional govt funding for the NZ On Air/RNZ Innovation Fund. This month it marked its 400<sup>th</sup> podcast episode.

41. [REDACTED]

42. [REDACTED]

43. *The Detail* promotes itself as the “news explained”, providing expertise from journalists and experts to help the audience make sense of the big stories. Audio podcasts are accompanied by text stories available on the RNZ, Newsroom and Stuff websites.

44. NZ On Air provided interim funding of 6-months of *The Detail* for \$311,269 in the 2020-10 round. This shortened time frame was due to the fact that NZ On Air had insufficient baseline funds available to fund a year-long application. NZ On Air decided in February 2021 that journalism projects funded from baseline Factual funding (such as *The Detail*, Regional Media projects and current affairs shows) should come into the PIJF for future funding to ensure that all applications were assessed under the same processes and guidelines.

45. The primary platform distribution is via RNZ with Newsroom and Stuff as third-party distributors and podcast aggregators including Apple and Spotify. Newsroom has an MOU with RNZ [REDACTED]

[REDACTED] A letter of support from RNZ as a secondary platform covering 2022 has also been provided.

46. [REDACTED]

47. [REDACTED]

48. [REDACTED]

**Staff Opinion**

49. The reason this application is in front of the Board (given it is seeking <\$1m) is because the external assessors were concerned about the expectation set of continued funding for *The Detail* beyond the two years of the PIJF and felt this project should be decided at the NZ On Air Board level as they believed it warranted a governance lens. Assessors felt that given the budget level is close to the >\$1m threshold (for Board decisions) paired with the request for multi-year funding, they were not in a position to provide a definitive recommendation. Assessors confirmed that they would be comfortable with this application being funded as long as there was clear support from the NZ On Air Board.

50. [REDACTED]

51. Most assessors acknowledged the podcast had delivered high quality PIJ. One commented, *“The Detail is a successful venture that fits squarely in the public interest journalism frame. Newsroom and Radio NZ, together with Stuff ensure it has a broad reach. The personnel involved are highly experienced, with proven track records in broadcasting and podcasting.”*

52. However, assessors pointed to a significant lack of a demonstrated commitment or reference to Te Tiriti throughout the proposal. This would be confirmed detail sought prior to contracting.

53. [REDACTED]

54. This is a quality podcast that has delivered over a number of years. Audiences take time to build up and the continued growth of this podcast is evidence that given time, these types of PIJ projects will build a following.

**Funding is recommended** [REDACTED]

# AGENDA ITEM 2.13

## PUBLIC INTEREST JOURNALISM FUND

### FUNDING DECISIONS

### RECOMMENDATION

That the Staff Investment Committee **approves** funding up to:

Funding Recommended	Applicant	Roles	Timeframe	Subject to
\$189,660	School Road Publishing for <i>Woman</i> magazine	1	Two years	[REDACTED]
\$273,600	SunPix Ltd for <i>TP+</i>	2	Two years	[REDACTED]
\$150,148	Local Matters 2005 Ltd for <i>nine local print publications and various digital news platforms</i>	1	Two years	[REDACTED]
\$151,200	Crux Publishing Ltd for <i>Crux</i>	1	Two years	[REDACTED]
\$427,800	The Spinoff for <i>The Spinoff</i>	2	Two years	[REDACTED]
\$150,000	Ashburton Guardian Company for <i>The Ashburton Guardian</i>	1	Two years	[REDACTED]
\$31,200	Central App for <i>The Central App</i>	1	One year	[REDACTED]
\$230,000	North & South Ltd for <i>North &amp; South</i> magazine	1	Two years	[REDACTED]
\$528,316	Newsroom Ltd for <i>Newsroom</i>	5	Two years	[REDACTED]
\$711,797	Allied Press Ltd for <i>The Otago Daily Times</i> and other Allied Press properties	4	Two years	[REDACTED]

\$127,096	Valley Media for <i>The Valley Profile</i> community newspaper	1	Two years	[REDACTED]
\$183,240	The Gisborne Herald Co for <i>The Gisborne Herald</i>	1	Two years	[REDACTED]
\$47,600	Metro Media Group Ltd for <i>Metro</i> magazine	1 (part-time)	Two years	[REDACTED]
\$650,000	Mana Trust for <i>E-Tangata</i>	4	Two years	[REDACTED]
\$705,000	Kiwi Media Publishing for <i>The Indian Weekender</i>	4	Two years	[REDACTED]
\$275,000	National Pacific Radio Trust for the <i>Pacific Media Network</i>	4	One year	[REDACTED]
\$206,000	Television New Zealand for TVNZ	2	One year	[REDACTED]
\$176,200	Te Reo Irirangi o Te Hiku o Te Ika for <i>Te Hiku Radio</i>	1	Two years	[REDACTED]
\$105,000	Very Nice Productions for NZME and the <i>Wairarapa Times-Age</i> websites	1	One year	[REDACTED]
\$774,000	UMA Broadcasting for <i>Radio Waatea</i>	6.5	One year	[REDACTED]
\$695,560	Discovery NZ for <i>Newshub</i>	3	Two years	a revised and detailed budget, provision of signed [REDACTED]

and declines funding of:

- see [Annex A](#) for a list of shortlisted proposals recommended for decline at full proposal stage.

**21 shortlisted applications recommended for total funding of up to \$6,788,417.**

■ shortlisted applications recommended for decline seeking total funding of [REDACTED]

## BACKGROUND

In January 2021 Cabinet agreed to draw down \$55 million over three years (2021 - 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding will be administered by NZ On Air to support the production of public interest journalism including Māori and Iwi journalism that is relevant to and valued by New Zealanders.

1. [General Guidelines for the PIJF](#) were published in April 2021. The principles set out in [the Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund.
2. The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles and Industry Development.

## ROUND OVERVIEW

3. This second round of the PIJF sought applications to the Roles pillar of the fund only.
4. See [Annex B](#) for a list of all PIJF: Roles Development applications submitted over the two-stage process.
5. Role-based funding addresses one of the most fundamental issues facing the sector by seeking to redress the large reduction within the local journalism workforce in recent years.
6. The [guidelines](#) for the round outlined the assessment criteria and funding priorities to applicants including:
  - a. This funding is intended to assist media entities cover areas of public interest journalism that have become increasingly at-risk due to lack of staff.
  - b. This funding is not intended to cover current positions or general news positions (unless in exceptional circumstances.) In cases where loss of staff is demonstrably imminent, non-incremental roles may be funded. In this instance, applicants must be prepared to provide financial information (including potentially commercial sensitive information) on a confidential basis to be reviewed by an appropriate independent assessor.
  - c. The intent of this fund is to increase the quantity and quality of public interest journalism. Qualifying criteria for a funded role are:
    - i. Produces content within an agreed reporting subject scope (aligned to the General Guidelines)
    - ii. Accredited to the PIJF
    - iii. Included in PIJF metrics reporting
    - iv. PIJF roles will not be permitted to contribute to general reporting unless this is within the subject scope and credited.
    - v. Content must be freely accessible and, if behind a paywall or in a magazine with a cover price, funded content must also be available free of charge online as close to simultaneously as possible.
    - vi. Content output expectations for the role should be established which can be monitored and reviewed.
7. The assessment panel included:
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]

- [REDACTED]
- **Raewyn Rasch (Ngāi Tahu)** - NZ On Air Head of Journalism. Former General Manager Māori and Pacific programmes at TVNZ, executive producer of Seven Sharp, producer of Fair Go and Marae Investigates, TV and radio journalist.

8. Conflicts of Interests (COI) are outlined as below. In this instance, the assessor did not assess these applications, and were not involved in the funding decisions for these applications.

- [REDACTED] did not assess this application.
- [REDACTED] did not assess any applications from [REDACTED]

9. Additional external assessors were commissioned to undertake further assessment; [REDACTED]

10. Applicants were asked to submit initial five-page proposals by 22 July that outlined the number, type and cost of all roles they wanted to apply for.
11. Applicants could apply for up to two years' worth of funding for a role (subject to performance review monitoring at key stages to ensure targets are being met before a second year of funding is renewed) to acknowledge the challenges of recruitment and retention of experienced staff.
12. A total of [REDACTED] applicants applied for [REDACTED] roles to a total value of [REDACTED]
13. Given the large funding request, the assessment panel sought to prioritise roles to those areas of public interest journalism most affected by retrenchment: those of regional and local news which have faced the most attrition over recent years and to Māori, Pacific and Asian reporting where lack of equity and increased demand remains a critical issue.
14. Assessors met on [REDACTED] applicants were invited to submit full proposals by 17 August.
15. [REDACTED] submissions for [REDACTED] roles with a total funding request of [REDACTED] were submitted for final assessment.
16. [REDACTED] applications were seeking under \$1m and [REDACTED], although requesting more than \$1M has been recommended for less than \$1M and all are included in this paper. [REDACTED] applications sought over \$1m and are in front of the Board for consideration.
17. Staff is conscious of the distortionary impact that such a significant level of funding could have on the market and the potential for a 'talent-poaching war' to occur if PIJF salary rates inflate market rates arbitrarily. To mitigate this and contextualise how the broad range of PIJF salary funding requests align with industry pay rates, staff calculated the average full-time base salaries (minus Kiwisaver, sick pay, etc.) across bands (junior, intermediate, and senior) for all roles submitted to full proposal stage. Staff then compared the resulting 'mid-points' to industry-standard journalism base-pay rates sourced from the E Tū Union.

Banding	PIJF % Request	PIJF Average	Industry Average
Junior	5%	\$45,785	\$47,000
Intermediate	60%	\$71,193	\$60,000 - \$65,000*
Senior	35%	\$89,039	\$72,000 - \$100,000**

\* Television Journalist average pay is \$80,000

\*\* Television Journalist average pay is \$82,000 - \$123,000

18. In line with these figures, some funding recommendations will be less than the requested amounts and hence why most recommendations are subject to a 'confirmed revised budget'.

19. All funding offers in this round will be contingent on the provision of signed employment contracts to ensure roles have been fulfilled and if role recruitment cannot be confirmed by [REDACTED] then any unutilised funding will be returned to the PIJF and reapplied in the final funding round of the financial year.
20. In order to manage this process from a contracting perspective, successful applicants will have the option of two potential contract initiation deadlines. Applicants who are in a position to fulfil roles shortly after funding decisions are announced will be able to initiate their contracts for those confirmed roles, with any remaining roles that require a longer recruitment period having until that final January 14<sup>th</sup> cut-off date to be finalised.
21. There were a wide variety of associated costs against roles in most proposals. Staff isolated costs for each proposal to establish average bands across the entire round to ensure equity across all proposals and alerted assessors where costs exceeded these averages. Figures below reflect the average associated costs for recommend roles.

Associated Cost Per role	Average Cost Y1	Average Cost Y2
Communications	\$915	\$775
Travel	\$3,569	\$3,443
Equipment	\$3,874	\$1,076

22. One application being considered at the full proposal stage from *Stuff* includes 11 non-incremental roles [REDACTED] Due to the complex nature of these requests and the additional time required to analyse the detailed financial information provided, this application was not considered by the assessment panel at the full proposal stage and has been analysed by [REDACTED] These roles will be considered by the Board at the September hui.

## GENERAL ASSESSMENT & STAFF OPINION

### Woman Magazine

School Road Publishing

Requested \$389,820

#### Synopsis

23. School Road Publishing produce *Woman* magazine and is applying for 2 roles; a women's social issues writer and a Māori and Pasifika Arts and Culture Writer to share more important New Zealand stories.

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
Womens Social issues writer	1 feature per issue (26 stories)	[REDACTED]	\$12,580
Māori and Pasifika Arts and Culture Writer	1 feature per issue (26 stories)	[REDACTED]	\$9,830
Costs			\$22,410
Platform Contribution			\$25,000

#### General Assessment

24. School Road Publishing is led by Sido Kitchen who is a veteran of the magazine world having produced *Woman's Day* and *New Zealand Women's Weekly* and was Editorial Director of mass market women's titles at Bauer Media until its abrupt closure in April 2020.
25. Launched 10 months ago in the middle of the pandemic, *Woman* is a fortnightly Kiwi magazine targeting NZ women and is one of four titles established by School Road Publishing following the collapse of Bauer media in 2020.
26. It is pitched as a relatable and reliable source of information and inspiration produced by Kiwi women, about Kiwi women, for Kiwi women. It has an online version and a content sharing arrangement with Stuff.

27. In 10 months, *Woman* has averaged a circulation of [REDACTED]. The study [REDACTED], with a nationally represented sample, showed *Woman* was read by [REDACTED] of those surveyed. [REDACTED]
28. *Woman* magazine uses te reo Māori headings and content under the guidance of [REDACTED] and has undertaken a number of covers including a large pull out Matariki cover focused on wāhine Māori.
29. *Woman* has a current total of [REDACTED] full-time writers relying heavily on freelance writers and says this reliance is not viable long term given limited advertising revenue. It is seeking to hire a senior investigative journalist to focus on social issues affecting NZ women and a Māori and Pasifika Arts and Culture Writer who would provide in-depth focus on Māori and Pasifika the issues including arts and culture.
30. Both roles were expected to produce a feature for every issue (minimum of 26 features per year) with the magazine covering all photography, video, travel and accommodation costs for the features.
31. The budget for both roles (at between [REDACTED]) were at the upper range of the salary band average. In-kind contributions of [REDACTED] of associated costs will be contributed by School Road Publishing.

### Staff Opinion

32. The assessment panel considered *Woman* magazine was providing valuable public interest journalism to a female audience and was unique in its delivery of content to, and about, wāhine Māori.
33. Assessors noted this type of content was an important contribution to inclusion of Māori women's content at a mainstream level. [REDACTED]  
[REDACTED] Assessors noted the PIJF wanted to encourage publishers to look beyond [REDACTED] in ensuring minority groups had equity coverage and wanted to support this publisher to continue as it has started.
34. Assessors felt supporting the Māori role would provide additional in-depth coverage of wāhine issues not provided elsewhere and the involvement of [REDACTED] within the publication would ensure this role was well-supported.
35. Supporting the Māori role is in line with the funding priorities established by the assessment panel in the shortlisting of this round that sought to prioritise regional and local news, Māori, Pacific and Asian reporting roles.
36. In line with the Round Criteria, the applicant will need to confirm content written by the funded role will be made freely accessible online, as close to simultaneously as possible, when the content is published for sale in its print magazine.
37. The Women's Social Issues investigative journalist, while supported by the assessment panel, was felt to be a lower priority in this round due to its specialist nature.
38. **Funding of up to \$189,660 (including up to [REDACTED] for approved associated costs) across two years is recommended for the Māori and Pasifika Arts and Culture Writer, [REDACTED]**  
[REDACTED]  
[REDACTED]

## Synopsis

39. Sunpix has produced Tagata Pasifika, a weekly 23-minute TV show on TVNZ funded by NZ On Air since 1987, and since 2016 it has also managed the digital platform TP+. This proposal would support the development of this digital platform by funding three digital text-based journalism roles.

Role	Outputs	Salary p.a.	Est Associated costs p.a.
Editor Senior Journalist	Support two junior reporters + produce content	██████	██████
Junior journalist	Longform story 1 per month	██████	██████
Junior journalist	Short form – weekly output	██████	██████
Costs p.a.			██████
Platform Contribution p.a.	██████		

## General Assessment

40. [TP+](#) is a digital platform, self-funded by SunPix Ltd, which was originally created to broadcast Tagata Pasifika video content online. Since its launch in 2016, TP+ has grown to produce and house content beyond Tagata Pasifika television stories. This content includes TP+ video stories and TP+ written stories. The TP+ producer also re-posts key Pasifika stories carried by other media to the social media such as ██████████  
██████████
41. Sunpix contends that there is an opportunity to serve more Pasifika audience, with text-based journalism attracting as much audience as video in their estimation. ██████████  
██████████
42. The proposal contends that the Pasifika audience largely uses mobile devices but access to and data costs can impact on the viewing of video, making a text-based format more accessible. Increasing text-based journalism will also increase the ability to produce content from regional areas without the constraints of having to travel film crew.
43. Sunpix is requesting funding for one senior and two junior roles to support and develop more text-based content. All roles will have measurable content outcomes and the company believes supporting two junior journalists will help increase the small number of Pasifika journalists in text-based media currently. Sunpix has senior Pasifika journalists capable of supporting the requested roles.

## Staff Opinion

44. There is no doubt that Tagata Pasifika has been an important part of the Pasifika media landscape for more than 30 years ██████████ Further development of the TP+ platform meets the sustainability goals of the PIJF. It also provides an ability to provide enhanced content outcomes for the Pasifika audience not constrained by the television programme format, weekly schedule or cost of video content.
45. Current funding for Sunpix is focused on the production of Tagata Pasifika through video journalism and does not cover text-based journalism. The employment of three journalists focused on text-based outcomes for the TP+ site will provide content that is more accessible on mobile and other social media formats at a far reduced cost compared to video content that requires film crew and equipment and production time. It will also allow TP+ to respond quickly to breaking events along with the opportunity to do more in depth and longform reporting.
46. While the proposal explained the rationale behind the roles well, Staff felt the content outcomes were not well defined and a more detailed content plan would need to be delivered that provided measurable content outcome targets.

47. Assessors were generally in favour of the proposal, however felt that the balance of one senior role to one junior would reduce the amount of supervision required and increase the content outcomes of the senior role. Requested salary and costings were in line or slightly under industry and PIJF averages.
48. Expanding Pasifika journalism into text-based is an important step, this proposal would see TP+ stepping towards becoming a more sustainable platform delivering to a priority Pasifika audience.
49. **Funding of up to \$273,600 (including up to [REDACTED] for approved associated costs) across two years is recommended for the Editor / senior journalist and one junior journalist, [REDACTED]**

**Auckland Council Reporter** **Local Matters 2005 Ltd** **\$150,148**

### Synopsis

50. This is a proposal by Local Matters 2005 Ltd on behalf of six publishers, nine printed publications and various digital news platforms, to provide a collaborative local government reporting hub 'The Auckland Council Reporter Project'

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
Mid-grade journalist	Outputs not defined	[REDACTED]	[REDACTED]
Platform Contribution	[REDACTED]		

### General Assessment

51. The publications covered by this application cover the wider Auckland region with some up to 60kms from Auckland City. The small newsrooms are not able to resource having a reporter at the Auckland City Council meetings to represent their communities and this proposal provides a hub that will serve them all by employing a shared mid-grade journalist.
52. In 2010, seven district councils plus the Auckland Regional Council were amalgamated to form Auckland Council, which is made up of 13 wards and 21 local boards, plus four substantive Council Controlled Organisations (Auckland Transport, Watercare, Panuku Development Auckland and Auckland Unlimited). The change had a profound effect on the ability of local newspapers to effectively cover local body affairs, not only due to the sheer size of the new entity, but also because much of the decision-making transferred from the regions to the city centre. The applicant argues these changes have had a detrimental effect on how local newsrooms can uphold their role of holding power to account when they are not able to attend meetings and provide scrutiny.
53. The collective would have an estimated combined distribution of 143,650 and are all members of the NZ Community Newspapers Association. The publications include, *The Rangitoto Observer*, *Devonport Flagstaff*, *The Gulf News*, *Waiheke*, *Beacon Community News (Western Suburbs)*, *The Howick & Pakuranga Times*, *Botany & Ormiston Times*, *Pohutukawa Coast Times*, *Mahurangi Matters* and *Hibiscus Matters*.
54. The role would be contracted via Local Matters 2005 Ltd on behalf of the hub via a content sharing agreement outlined in a memorandum of understanding (a draft MOU was provided in the proposal.) A specific bank account will be used solely for the administration of the role. A steering committee of [REDACTED] (yet to be appointed) would oversee the running of the hub to ensure the needs of each publication are met.
55. The Auckland City Council Reporter will be home-based in Auckland city and cover Auckland Council and other local body and committee meetings, identifying items of interest to the hub partners and writing stories they indicate are of interest. A detailed job description was provided by the applicant.

56. In a commitment to Te Tiriti o Waitangi, the proposal would also encourage engagement with the Auckland Independent Māori Statutory Board to ensure its perspective on important issues is represented in stories which the applicants say would be a new approach for many of the publications.
57. The applicant is confident that if the hub proves to be a success, the combined resources of the collective would be able to ensure the project continues past the initial two-year funding.

### Staff Opinion

58. Assessors were unanimously in favour of this proposal, saying it would provide core public interest journalism and local government reporting especially for local and regional audiences. The project was also seen as an excellent example of collaboration to ensure efficiency of public money spending.
59. [REDACTED]  
[REDACTED] The applicant has provided the draft MOU as evidence of steps towards providing a dispute resolution process and a three-member steering committee will be set up to handle the running of the project.
60. Due to the large number of publications, and variety of platforms, setting and monitoring content outcomes will be difficult but the requirement for members to provide statistics to NZ On Air is noted in the draft MOU. Staff believes it is in the best interests of the hub for reporter output to be tracked and that a monitoring system can be instituted. A measurable content outcome plan will be a condition of funding.
61. The salary request for this role is in-line with industry expectations as are costs associated with the role.
62. This is a cost-effective proposal for small community papers to provide strong local government coverage supporting vital public interest journalism.
63. **Funding of up to \$150,148 (including up to [REDACTED] for approved associated costs) across two years is recommended for this role,** [REDACTED]  
[REDACTED]  
[REDACTED]

**Crux.** Crux Publishing Ltd. **Requested** [REDACTED]

### Synopsis

64. This is an application from Crux Publishing Ltd for a senior journalist and an intermediate journalist, to increase local news coverage on its online news platform, covering the Southern Lakes and Central Otago.

Role	Outputs	Salary pa	Est. Associated costs p.a
Senior Journalist	TBC	[REDACTED]	[REDACTED]
Community Reporter (Intermediate Journalist)	TBC	[REDACTED]	[REDACTED]
Costs			[REDACTED]
Platform Contribution p.a.			

### General Assessment

65. Crux was launched in May 2018 using a community funding model to avoid traditional advertising. It is run by a not-for-profit trust and takes donations. The only advertising on the site is in the form of selected content partnerships.
66. The website reaches between [REDACTED] of the local population (40,000 population) each week with up to [REDACTED] on social media each week.

67. It is currently staffed by one senior journalist/editor and [REDACTED]. The senior role is currently filled by [REDACTED]. [REDACTED] if a new senior journalist is funded.
68. To date, Crux [REDACTED], but it now wants to expand on news coverage and public interest journalism.
69. The application prioritises funding for a senior news editor/reporter, but also includes a budgeted request for an intermediate reporter.

### Staff Opinion

70. The assessment panel noted that Crux is providing a good service to the local community in terms of quality local journalism, and that increasing staffing would allow it to expand that service further.
71. The assessors felt that because the senior role is currently filled by [REDACTED] aims to move into a different role, the senior journalist role is not incremental and not tied to an increase in content. Therefore, the panel does not recommend funding that role.
72. The assessors felt that the community reporter / intermediate journalist could contribute extra content that would support the aims of the PIJF, increasing coverage of local news events and issues. However measurable content outcomes are not defined for this role and would need to be agreed prior to contracting.
73. The role would be well supported, under the guidance of a senior editor with a good track record in the region.
74. The salary request for this role is in-line with industry expectations as are costs associated with the role.
75. **Funding of up to \$151,200 (including up to [REDACTED] for approved associated costs) across two years is recommended for the Community reporter / intermediate journalist role, [REDACTED]**

### The Spinoff

### The Spinoff

### Requested [REDACTED]

### Synopsis

76. This application from the online news magazine The Spinoff is for funding for a variety of roles to support and increase a broader range of content, as outlined below.

Role	Outputs	Salary p.a.	Est associated costs p.a.
Māori Politics reporter	80 X 800 – 1,200-word pieces per year, 4 X 3,000 – 4,000-word longform features	[REDACTED]	[REDACTED]
Pacific Communities Editor	Editing 30 X 1000 – 1200-word pieces, writing 40 X 1000 – 1200-word pieces, 5 X 3000 – 5000-word long form features	[REDACTED]	[REDACTED]
Disabilities editor .4 FTE	Editing 10 X 1000 – 1200-word pieces, editing 3 long form, writing short and 2 long form features	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Costs pa		[REDACTED]	
Platform Contribution p.a.		[REDACTED]	

## General Assessment

77. The Spinoff website reaches more than [REDACTED] every month. The average Spinoff article receives more than [REDACTED] unique reads and the average time spent reading is around [REDACTED].
78. The Spinoff pitches itself as an entirely New Zealand focused service. It is owned by its leaders and senior staff and keeps advertising low, with sections sponsored by advertising partners. The guiding principle is that less content created with more care serves the audience better than a high-volume approach.
79. The Spinoff has content sharing relationships with the New Zealand Herald, RNZ, BusinessDesk and Interest.co.nz and outputs from these roles would be shared as part of those agreements.
80. Five roles have been suggested as part of this application: A **Māori politics reporter** would provide news and current affairs content including analysis focused on Māori politics; a **Pacific communities editor** would commission edit and work on stories focused on Pasifika communities in New Zealand; [REDACTED]  
[REDACTED]  
[REDACTED]
81. The Spinoff points out that all these areas of reporting are underserved currently and that it does not have the budget currently to fund these roles itself.

## Staff Opinion

82. The assessment panel agrees with the need to increase reporting in all these areas, but due to the large number of applications for this round, [REDACTED]  
[REDACTED]
83. A Māori politics reporter delivers important by and for Māori journalism and will add depth to Māori political reporting in the mainstream media, which there is a scarcity of.
84. The Pasifika audience is similarly underserved and underrepresented in terms of news and current affairs and assessors felt this proposal would address that. With The Spinoff's younger and Auckland focused audience, the assessment panel felt that it was a strong environment for Pasifika role funding.
85. Sustainability of these two roles past the first two years is important and assessors noted that the application has shown consideration of that, stating that two years will give the organisation's funding and commercial team time to develop plans for the continuation of the role.
86. Content outcomes are well defined and significant and should form the basis of a confirmed minimum output agreement.
87. The salary request for the roles is in-line with industry expectations as are costs associated with the roles.
88. **Funding is recommended for the Māori Politics reporter and the Pacific Communities editor up to \$427,800 (including up to [REDACTED] for approved associated costs) across two years,** [REDACTED]  
[REDACTED]

**Ashburton Guardian**

**Ashburton Guardian Company**

**Requested** [REDACTED]

## Synopsis

89. The Ashburton Guardian is requesting two roles to support rural and video journalism for the mid-Canterbury region.

Role	Outputs	Salary p.a.	Est associated costs p.a.
Rural Content Editor	TBC	\$75,000	0
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Platform Contribution	[REDACTED]		

**General Assessment**

- 90. The Ashburton Guardian is one of only a handful of privately owned regional news publishers in the country. For 142 years it has served the mid-Canterbury region remaining in the ownership of the same family. It produces a tri-weekly newspaper along with a website, dedicated app and monthly farming publication.
- 91. Like most publishers around the country, the Ashburton Guardian [REDACTED]  
[REDACTED]  
[REDACTED] This comes at a time when issues within the rural sector are becoming more complex and higher profile, such as climate change, water and land use and intensive farming techniques.
- 92. The Ashburton Guardian has content sharing agreements with [REDACTED]  
[REDACTED] so content provided by the Rural Content Editor could contribute to a national discussion of rural issues and be shared by other publications.
- 93. [REDACTED]  
[REDACTED]  
[REDACTED]
- 94. To meet the criteria that all funded content should be freely available, the Ashburton Guardian will make all content from the role available on its website and app and in front of its digital paywall.
- 95. In regard to a commitment to Te Tiriti, [REDACTED]  
[REDACTED]  
[REDACTED] has committed to driving change in this area by developing connections with Māori partners especially [REDACTED] to ensure that Māori views are heard.
- 96. The salary request for the Rural Content Editor role is in-line with industry expectations and round averages as are costs associated with the role.
- 97. The Ashburton Guardian also applied for a [REDACTED], however this role was considered less of a priority in this round by the assessment panel.

**Staff Opinion**

- 98. The assessment team saw the strong need for the Rural Content Editor role within a rural publication such as the Ashburton Guardian and while the role uses the title of Editor, the panel was confident it was essentially a reporter role with measurable content outcomes. They felt the importance of this role to regional and local reporting brought it into the priority category for this round.
- 99. Content deliverables will need to be confirmed prior to contracting.
- 100. **Funding of up to \$150,000 over two years is therefore recommended for the Rural Content Editor subject to**  
[REDACTED]  
[REDACTED]

## Synopsis

The Central App seeks to appoint a Local Government reporter part-time to provide coverage of the Cromwell Community Board.

Role	Outputs	Salary p.a.	Est associated costs p.a.
Local Government reporter part/time	At least two main stories and two or three briefs from each Community Board meeting, with different angles/briefs shared between outlets ensuring as fresh as possible content for all. Two or three strong news stories from the full council meeting.	■■■■■	■
Platform Contribution	■■		

## General Assessment

101. The Central App, established in 2016, is a privately owned news app based in Alexandra providing hyper-local coverage of the Central Otago area. ■■■■■  
■■■■■
102. It services the unique Central Otago district, New Zealand's most inland region covering an area of 9.969km<sup>2</sup>. With four electoral wards covering one of the lowest population densities per square kilometre in the country providing consistent local government reporting has become difficult. The proposal points out, "No newsroom today can afford to send journalists on a nearly 200km journey to cover a meeting that may only generate one story. Sadly, that story may have been the only local news for the month, for that community."
103. Community feedback around the lack of information regarding local government activity and decision-making and operations led to a public interest journalism project started in Cromwell in 2020 by Connect Cromwell, a Department of Internal Affairs – Community-Led Development (CLD) Group. Connect Cromwell funded a Communications web site but now wants to see the responsibility move to an established publisher – The Central App.
104. The Central App currently has an editorial team of one fulltime digital editor and a part time feature writer and is unable to support a local government reporter without additional funding. It believes with time and the app's current growth; it will be able to sustain a third member of the editorial team long term.
105. The role would be employed on a contract basis ■■■■■  
■■■■■ This includes coverage of five monthly meetings throughout the region across 11 months of the year, travel, research and story compilation, distribution and monitoring, photography, filing and additional coverage for council activity such as by-elections, important planning hearings, regional council coverage etc.
106. Content would be freely available through its app and website and shared with ■■■■■  
■■■■■ (a letter of support was included in the proposal). Content would also be shared with ■■■■■  
■■■■■ Central App says it will also offer coverage to ■■■■■  
■■■■■
107. The Central App says it has an existing commitment to Te Tiriti o Waitangi and te Reo Māori and has offered a free weekly Te Reo course since October 2020.

## Staff Opinion

108. The funding request for this role is small compared to the impact consistent local government coverage could have in this uniquely spread-out community.

- 109. Assessors wondered whether this coverage could be included in the Local Government Reporting scheme, however [REDACTED]
- 110. As with most daily news roles, it is hard to predict content outcomes, but minimum content deliverables will need to be established to allow contracting to be completed.
- 111. This application provides a future-focused local solution for an isolated community meeting the criteria of the PIJF.
- 112. **Funding for up to \$31,200 for one year is recommended for one mid-range journalist subject to** [REDACTED]

North & South

North & South Ltd.

Requested **\$247,220**

**Synopsis**

- 113. North and South magazine is seeking funding for a full time South Island correspondent.

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
South Island Correspondent	8 feature stories per year	[REDACTED]	[REDACTED]
<b>Platform Contribution</b>	[REDACTED]		

**General Assessment**

- 114. North & South has [REDACTED]
- 115. [REDACTED]
- 116. North & South is asking for funding for a South Island correspondent, a mid-level or senior journalist who would cover issues relating to the South Island but of national significance.
- 117. The application points to a lack of reporters in the South, particularly outside of Christchurch, and says North & South's original goal, as per the name, was to cover issues from across the country.
- 118. In its application North & South highlights its renewed commitment to Te Tiriti, in the form of regular features by Māori journalists and highlighting important issues within te ao Māori.
- 119. North & South has also put in a joint application with Newsroom for a Māori editor, which is also recommended for funding in this round and is outlined below.

**Staff Opinion**

- 120. Assessors unanimously supported this application, saying it was a good proposal to lift South Island issues into the national view.
- 121. Requested salary and costings were in line with industry average and round averages.
- 122. Even with the other proposed roles within this round, assessors felt that the South Island is underserved when it comes to reporter numbers, and current affairs reporters in particular.

123. North & South has a proven track record of in-depth reporting and public interest journalism, reflecting the aims of the PIJF.

124. [REDACTED]

Given NZ on Air’s eligibility criteria that content ‘must also be available free of charge as close to simultaneously as possible in a readily available online location,’ this would need to be confirmed prior to contracting.

125. The assessors felt the overall costs of this proposal were high and above the round cost averages and so recommended funding does not include [REDACTED]

126. Funding is recommended up to \$230,000 (including up to [REDACTED] for approved associated costs) across two years for this role, [REDACTED]

**Newsroom** **Newsroom Ltd** **Requested \$843,623**

**Synopsis**

127. The Newsroom website has put in in application in two parts – the first a joint application with North and South for two Māori reporting roles, and the second part a South Island network of writers just for Newsroom.

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
Māori editor	Outputs not defined	[REDACTED]	[REDACTED]
Māori journalist	Outputs not defined	[REDACTED]	[REDACTED]
South Island network Writer part-time	Approx. 30 stories / year	[REDACTED]	[REDACTED]
South Island network co-ordinator/ writer part-time	Approx. 30 stories / year	[REDACTED]	[REDACTED]
South Island subeditor/writer	Approx. 30 stories / year	[REDACTED]	[REDACTED]
South Island network Writer part-time	Approx. 30 stories / year	[REDACTED]	[REDACTED]
<b>Platform Contribution p.a.</b>	[REDACTED]		

**General Assessment**

128. Newsroom and North & South have proposed funding for a Māori unit, comprising a senior editor and a more junior reporter. The unit would lead coverage of te ao Māori across both titles.

129. Separately, Newsroom has applied for funding for a South Island unit of part time roles and freelancers. These reporters would be spread out across the South Island and complement the one South Island staff member Newsroom currently has, in Christchurch.

130. The proposal estimates these four writers could produce about 2-3 pieces per month, around 30 each per year. These would mostly be news features, aiming to break new stories or angles and add local context to national stories.

131. Newsroom has content sharing agreements with Stuff, RNZ, The Greymouth Star and MSN and any outputs would be made available for their platforms.

132. [REDACTED]  
 [REDACTED] The proposal has [REDACTED] in associated staffing costs per year but has no breakdown of what those costs would be. [REDACTED]  
 [REDACTED]  
 [REDACTED]

**Staff Opinion**

133. Both North & South and Newsroom have shown strong commitments to public interest journalism, and the assessment panel thought both these proposals show commitment to the PIJF principles.
134. Māori issues reporting is seen as a gap in Newsroom’s and North & South’s editorial offerings. There does seem to be a strong commitment to addressing that with this unit, and the infrastructure is there to support the roles.
135. The South Island unit was seen as important in filling a perceived PIJ gap. One assessor commented that this unit would be an “expansion of a quality website that is exposing readers to material not seen elsewhere.”
136. Once again, the assessors saw a need for more reporters in the South Island and more coverage of South Island news and current affairs in national media. This proposal has a clear intention to do that, and Newsroom has the infrastructure to support the extra roles.
137. [REDACTED]  
 [REDACTED] The proposal suggests that only funding one reporter would not be setting up for success, but given there is an existing newsroom to support, and the role is a senior one, assessors felt that one senior journalist could make a positive impact.
138. [REDACTED]  
 [REDACTED]
139. Staff calculated a [REDACTED]  
 [REDACTED]
140. Funding of up to \$528,316 (including up to [REDACTED] for approved associated costs) is recommended for the four part-time South Island roles and the Māori editor, [REDACTED]  
 [REDACTED]  
 [REDACTED]  
 [REDACTED] agreement.

Allied Press Allied Press Ltd Requested [REDACTED]

**Synopsis**

141. Allied Press has applied to fund 5 journalism roles covering court reporting and southern issues.

Role	Outputs	Salary p.a.	E.A Costs p.a
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Southern issues	TBC	[REDACTED]	[REDACTED]
Court reporter	TBC	[REDACTED]	[REDACTED]
Court reporter	TBC	[REDACTED]	[REDACTED]
Court reporter (central)	TBC	[REDACTED]	[REDACTED]
<b>Platform Contribution</b>	[REDACTED]		

**General Assessment**

- 142. [REDACTED] Following shortlisting, the applicant reviewed its proposal in line with the assessment team’s priorities and limited the request to [REDACTED]
- 143. The court reporting roles would fill gaps created last year when [REDACTED] The requested roles would cover the Queenstown, Alexandra and Oamaru courts and the daily court lists from Dunedin and Invercargill and Gore. These reporters will be in addition to the 1.6 FTE specialist court reporters Allied still has in Dunedin and general reporters covering court in Invercargill and Greymouth.
- 144. The court reporting roles will provide collaborative coverage to the NZME/RNZ Open Justice court reporting proposal, which is in front of the Board for consideration in this round. It is noted that Allied Press already has a content sharing arrangement with NZME. Court reporting was identified as a considerable gap in public interest journalism. Assessor [REDACTED] and told the panel the lack of court reporting had been raised as a serious concern within the justice system impinging the core principle that justice must be seen to be done. Allied Press also applied for [REDACTED] [REDACTED] While assessors accepted these roles fit the criteria and priority of this round, they felt due to funding constraints [REDACTED] could be funded at this time.
- 145. In round 1, Allied Press received \$675,000 (an increase of \$275,000) for the returning *The South Today* project which provides video journalism around the West Coast and southern South Island.

**Staff Opinion**

- 146. [REDACTED]
- 147. The court reporting roles provide an important collaboration with the NZME/RNZ Open Justice scheme and ensure it can provide a nationwide network. They also provide important public interest journalism and being connected to the nationwide network will ensure national trends and issues stories reflect southern perspectives and experiences.
- 148. Provision of one Southern Issues reporter will enable Allied Press to provide in-depth coverage not currently provided by any other media for communities in the south of the South Island.
- 149. Minimum content deliverables will need to be established to allow contracting to be completed.
- 150. All associated costs were granted as they were considered by staff to be in line with the scope and size of the roles.
- 151. **Funding is recommended up to \$711,797 (including [REDACTED] for associated costs) over two years for the following roles: 3 Court reporters and 1 Southern Issues reporter. The funding is subject to [REDACTED]**

<u>Valley Profile</u>	<u>The Valley Media</u>	<u>Requested</u> [REDACTED]
-----------------------	-------------------------	-----------------------------



163. The Gisborne Herald is an independently owned daily newspaper in an area where 53% of the population is of Māori descent. In Wairoa, where it publishes an associated bi-weekly publication The Wairoa Star, 67% of the local population are of Māori descent.
164. [REDACTED]
165. In order to meet cultural support criteria, The Gisborne Herald has contacted a local kuia who has expressed interest in becoming a cultural adviser for the kaupapa Māori reporter. The Gisborne Herald and Wairoa Star have established a long-standing relationship with hapū and iwi of the region. In what is now a mostly post-settlement era of steadily building whānau, hapū and iwi success in this region, a reinvigoration of kaupapa Māori journalism at The Gisborne Herald will support further development of these relationships.
166. The Gisborne Herald has a content-sharing arrangement with [REDACTED] who is supportive of this application. Initial discussions have also been held with local iwi radio station [REDACTED]
167. The Gisborne Herald suggests that strong quality Māori journalism and better engagement with its large Māori audience will be important to the publication, and it is committed to retaining the funded role beyond the PIJF funding timeframe.

**Staff Opinion**

168. Assessors were unanimously in favour of this application although some questioned whether the role was incremental [REDACTED] Given that technically the role is not in the current workforce and due to its importance in providing public interest journalism to a large priority Māori audience, assessors agreed the role could be defined as incremental.
169. The applicant has revised the cultural support afforded the role following discussions with staff and to meet PIJF criteria which is positive. [REDACTED]
170. Requested salary and costings were in line with industry average and round averages. As with most daily news roles, it is hard to predict content outcomes, but content deliverables will need to be established to allow contracting to be completed.
171. **Funding is therefore recommended up to \$183,240 (including up to [REDACTED] for approved associated costs) across two years subject to [REDACTED]**

**Metro Media Group Ltd Metro Magazine \$47,600**

**Synopsis**

172. Metro magazine has applied for funding to employ [REDACTED] as a part time Māori reporter/editor. [REDACTED] would write and commission columns, identify and mentor new Māori contributors and coordinate with Māori media platforms to further share their work.

Role	Outputs	Salary p.a.	E.A Costs p.a
------	---------	-------------	---------------





**Synopsis**

196. The Indian Weekender is applying for five new reporter roles to expand its news coverage around the country.

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
Senior Auckland reporter	TBC	\$75,000	\$23,250
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Wellington reporter	TBC	\$65,000	\$19,750
Christchurch reporter	TBC	\$65,000	\$19,750
Hamilton reporter	TBC	\$65,000	\$19,750
Platform Contribution	[REDACTED]		

**General Assessment**

197. The Indian Weekender is a South Asian focused media company which aims to bring news to the Indian, Fiji Indian, Nepali, Bangladeshi, Sri Lankan and Muslim Middle Eastern and Pakistani communities. It also has a goal of promoting diversity and inclusion.

198. [REDACTED]

199. The Indian Weekender has been running for 12 years and is seen as one of the main sources of news catering to its target South Asian audience in New Zealand.

200. The New Zealand Indian diaspora has increased in numbers over the years and has also dispersed more throughout the country. This has created a need for more news coverage in centres other than Auckland.

201. [REDACTED]

202. The Indian Weekender has had content sharing agreements with other outlets [REDACTED] plans to make this content available to other outlets, including [REDACTED]

203. [REDACTED]

**Staff Opinion**

204. The assessment panel commented that the Indian Weekender has a long record of good reporting on local stories for what is an underserved and growing audience in New Zealand. Currently, reporting staff are centred in Auckland, but with significant South Asian populations around the country, it would be beneficial to have more of a geographic split of reporters, in order to cover local stories.

205. [REDACTED]  
[REDACTED]  
[REDACTED] The Indian Weekender [REDACTED]  
[REDACTED] has a newsroom infrastructure in place to support these incremental journalist roles.

206. Salary ranges and costings were in line with industry average and round averages.

207. Due to limited available funding, assessors recommend funding four roles rather than five [REDACTED]  
[REDACTED]

208. Funding is recommended up to \$705,000 (including up to [REDACTED] for approved associated costs) across two years for these roles: Senior Auckland Reporter, Wellington Reporter, Christchurch Reporter and Hamilton Reporter, [REDACTED]

Pacific Media Network      The National Pacific Radio Trust      Requested [REDACTED]

**Synopsis**

209. This application from the Pacific Media Network (PMN) is for five additional reporting roles to increase coverage of Pasifika stories.

Role	Outputs	Salary p.a.	Est. Associated Costs
Wellington political and regional reporter	TBC	[REDACTED]	[REDACTED]
Multimedia journalist	TBC	[REDACTED]	[REDACTED]
Digital Video editor	TBC	[REDACTED]	[REDACTED]
Current affairs producer	TBC	[REDACTED]	[REDACTED]
Senior sub-editor/ chief of staff	TBC	[REDACTED]	[REDACTED]
Platform Contribution	[REDACTED]		

**General Assessment**

210. PMN includes the 531PI radio network, which broadcasts in English and 10 Pacific languages, PMN News and Niu FM which broadcasts in Auckland only. Across its properties, PMN is accessible to 92% of the Pasifika population in New Zealand.

211. Currently the PMN newsroom consists [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

212. PMN has content sharing arrangements with [REDACTED] and many other smaller media organisations and will share this content with those other platforms. It also has a good working relationship with [REDACTED]  
[REDACTED]

213. The application only asks for one year of funding. [REDACTED]  
[REDACTED]

**Staff Opinion**

214. The assessment panel was unanimous in support for this application, with one assessor stating that it makes a "strong case and will start to fill Pasifika gaps" and that it meets a democratic need for more Pasifika reporting, particularly within Parliament.

215. PMN is already substantially and operationally funded by NZ On Air and given this significant level of existing funding, assessors felt [REDACTED] The least crucial role was seen by the assessors as [REDACTED] It's hoped that funding the other four roles will take some pressure off the current group of multimedia journalists in Auckland.

216. This project is good value for money as it doesn't include any costs over and above salaries.

217. There's strong cultural value in terms of catering to an important and underserved Pasifika audience but staff notes there is also a strong commitment to Te Tiriti, with PMN having already partnered with Māori news outlets to cover the last election and Waitangi Day, and a stated intention to continue this.

218. The roles are well thought out in terms of need, with a focus on Wellington/Parliament and increasing video content. These proposed PIJF roles should facilitate more coverage that delivers to key PIJF objectives of in-depth reporting for underserved audiences.

219. Funding is recommended up to \$275,000 for one year, for four roles: Wellington political and regional reporter, Digital video editor, Current affairs producer, and Senior sub-editor/chief of staff, [REDACTED]

[REDACTED]  
[REDACTED]

[REDACTED] — [REDACTED] — [REDACTED]

[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]



[REDACTED]

RELEASED UNDER THE OFFICIAL INFORMATION ACT

**Synopsis**

234. Te Hiku Radio is applying for a public interest focused digital journalist, to create online content from its radio interviews.

Role	Outputs	Salary p.a.	Estimated associated costs pa
PIJF digital journalist	2 x online feature stories per week	██████████	██████████
Platform Contribution			██████████

**General Assessment**

235. Te Hiku Media is a charitable media organisation, collectively belonging to ██████████ ██████████ Te Hiku Radio is an iwi communications hub for iwi radio, online TV and media services.
236. Te Hiku Radio interviews about 35 people about news events every week and these are then posted on the Te Hiku website and te Whare Kōrero app. About 90% of these interviews are in te reo.
237. The main role of this new journalist would be to produce feature stories for the website and app based on these interviews, at around two pieces per week. The content would have a strong regional focus on a national story or could be an entirely local story. The stories would be based around the interviews, but supplemented with new interviews and research, as well as photos and video where possible.
238. While iwi radio is operationally funded by Te Māngai Pāho, this is for the key purpose of the revitalisation of the te reo Māori, not specifically for the creation of journalism outcomes. Te Hiku Radio sees itself as a trusted voice in the community and that it has a role to play in bringing local issues to light for the local community – a role that it can't currently support financially to the scale proposed above.
239. Te Hiku currently employs ██████████ journalists who work mainly on the Haukainga section of their website. These reporters and the radio staff would be available to support this new reporter. Te Hiku also has strong working relationships with ██████████ and staff expects they will also provide support to this new journalist.
240. Salaries and costs are in line with industry expectations and round averages.

**Staff Opinion**

241. This application was unanimously supported by the assessment panel, who believe it met core PIJF objectives and will further highlight and leverage wider journalism content that is already available from Te Hiku Radio and deliver greater audience outcomes as a result.
242. Commitment to Māori issues and te reo is very strong, there is a basic newsroom infrastructure in place to support a new role and the outputs are clear.
243. **Funding of up to \$176,200 (including ██████████ for approved associated costs) across two years is recommended for the PIJF Digital Journalist role subject to ██████████**

**Local Focus. Very Nice Productions / NZME / Wairarapa Times Age**

**\$105,000**

**Synopsis**





Synopsis

266. Newshub / Discovery is applying for funding for two years for a regional journalism unit of up to [REDACTED] staff, plus three ethnic affairs positions.

Role	Outputs	Annual salary	Est. Associated costs p.a.
[REDACTED]		[REDACTED]	[REDACTED]
Māori Affairs Reporter		[REDACTED]	[REDACTED]
Pasifika Affairs Reporter		[REDACTED]	[REDACTED]
Asian Affairs Reporter		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
Plus contingency	[REDACTED]		
Platform Contribution	\$0		

General Assessment

267. Discovery NZ's news service Newshub has made an application in two parts: [REDACTED] and ethnic affairs reporters.

268. [REDACTED]

269. The intention is to provide more regional stories for a national audience, via Newshub's news bulletins, current affairs programmes and the Newshub website.

[REDACTED]

[REDACTED]

[REDACTED]

### Staff Opinion

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Staff sought to reduce associated costs by removing administration and overhead costs, some equipment costs and training costs.

275. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

276. The Māori Affairs reporter, Pasifika Affairs Reporter and Asian Affairs Reporter were seen as a great investment in bringing diverse storytelling to a large national audience. The Asian affairs reporter in particular was seen as a gap in the broadcaster’s coverage.

277. There appears to be renewed commitment to Te Tiriti reporting from Newshub, and the application lays out additional ways this approach and these roles would be supported.

278. [REDACTED] and the three additional roles a significant boost for diversity reporting.

279. Funding up to \$695,560 (including [REDACTED] in approved associated costs) across two years is recommended for the following roles, [REDACTED] Māori Affairs Reporter, Pasifika Affairs Reporter and Asian Affairs reporter [REDACTED]

[REDACTED]

## ANNEXES

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

# AGENDA ITEM 5.5

## PUBLIC INTEREST JOURNALISM FUND

### FUNDING DECISIONS

### RECOMMENDATION

That the Board **approves** funding up to:

First year Funding Recommended	Second year Funding Recommended	Applicant	Scope	Roles	Subject to
\$1,777,000	\$1,777,000	RNZ for 26 publications and platforms	Local Democracy Reporter scheme	20	[REDACTED]
\$1,394,620	\$1,394,620	Stuff for a variety of Stuff publications	Community and Pou Tiaki reporters	20	[REDACTED]
\$1,497,851	\$1,497,851	NZME for the Open Justice - Te Pātiti scheme across 11 publications	Open Justice Project – nationwide Court Reporting Scheme	15	[REDACTED]
\$796,500	\$796,500	Māori Television Service for Māori Television	News and Current Affairs roles	7	[REDACTED]
<b>Total roles recommended for funding</b>				<b>62</b>	

**4 shortlisted applications for 62 roles recommended with a total funding of up to \$10,931,942**

[Annex A: All applications to the PIJF roles round](#)

### BACKGROUND

1. In January 2021 Cabinet agreed to draw down \$55 million over three years (2021 - 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. [General Guidelines for the PIJF](#) were published in April 2021. The principles set out in [the Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund.
2. The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles and Industry Development.

### ROUND OVERVIEW

3. This second round of the PIJF sought applications to the Roles pillar of the fund only, addressing one of the most fundamental issues facing the sector; the drastic reduction of the journalism workforce. Census figures show journalism jobs halved between 2006 and 2018.
4. In the initial PIJF stakeholder consultation report, Hal Crawford outlined that the role-based part of the PIJF, should look to employ 100 reporters as a minimum (page 12). This number was based on the relative scale of similar international programmes. Staff notes that if the recommendations in front of the Board are ratified, then the total number of roles recommended for funding in the round will be 110 journalism roles.



7. The assessment panel included:

- [REDACTED]
- **Raewyn Rasch (Ngāi Tahu)** - NZ On Air Head of Journalism. Former General Manager Māori and Pacific programmes at TVNZ, executive producer of Seven Sharp, producer of Fair Go and Marae Investigates, TV and radio journalist.

8. Conflicts of Interests (COI) are outlined as below. In this instance, the assessor did not assess these applications, and were not involved in the funding decisions for these applications.

- [REDACTED] did not assess these applications.
- [REDACTED] did not assess these applications.

9. Additional external assessors were commissioned to undertake further assessment; [REDACTED]

10. [REDACTED]

11. Applicants were asked to submit initial five-page proposals by 22 July that outlined the number, type, and cost of all roles they wanted to apply for. See [Annex A](#) for a list of all PIJF: Roles Development applications submitted over the two-stage process.

12. Applicants could apply for up to two years' worth of funding for a role, subject to performance review monitoring at key stages to ensure targets are being met before a second year of funding is renewed. Staff received strong feedback from industry that offering one-year contracts would not provide sufficient security to enable recruitment and retention especially of experienced journalists.

13. Staff is aware of the distortionary impact that a significant level of funding could have on the journalism employment market and the potential for a 'talent-poaching war' to occur if PIJF salary rates inflate market rates arbitrarily. To mitigate this and align the broad range of PIJF salary funding requests with industry pay rates, staff calculated the average full-time base salaries (minus Kiwisaver, sick pay, etc) across bands (junior, intermediate, and senior) for all roles submitted to full proposal stage. Staff then compared the resulting 'mid-points' to industry-standard journalism base-pay rates sourced from the E Tū Union.

Banding	PIJF % Requests	PIJF Average	Industry Average
Junior	5%	\$45,785	\$47,000
Intermediate	60%	\$71,193	\$60,000 - \$65,000*
Senior	35%	\$89,039	\$72,000 - \$100,000**

\* Television Journalist average pay is \$80,000

\*\* Television Journalist average pay is \$82,000 - \$123,000

14. In line with these figures, some funding recommendations will be less than the requested amounts and hence why most recommendations are subject to a 'confirmed revised budget'.
15. All funding offers in this round will be contingent on the provision of signed employment contracts to ensure roles have been fulfilled and if role recruitment cannot be confirmed by January 14<sup>th</sup>, 2022, then any unutilised funding will be returned to the PIJF and reapplied in the final funding round of the financial year.
16. In order to manage this process from a contracting perspective, successful applicants will have the option of two potential contract initiation deadlines. Applicants who are in a position to fulfil roles shortly after funding decisions are announced will be able to initiate their contracts for those confirmed roles, with any remaining roles that require a longer recruitment period having until that final January 14<sup>th</sup> cut-off date to be finalised.
17. There were a wide variety of associated costs against roles in most proposals. Staff isolated costs for each proposal to establish average bands across the entire round to ensure equity across all proposals and alerted assessors where costs exceeded these averages.
18. A total of 63 applicants applied for 311 roles to a total value of \$46,786,343 and given the large funding request, the assessment panel sought to prioritise roles to those areas of public interest journalism most affected by retrenchment: those of regional and local news which have faced the most attrition over recent years and to Māori, Pacific and Asian reporting where lack of equity and increased demand remains a critical issue.
19. Assessors met on 29<sup>th</sup> and 30<sup>th</sup> July and 31 applicants were invited to submit full proposals by 17 August.
20. 31 submissions for 162 roles with a total funding request of \$25,910,651 were submitted for final assessment.
21. 26 applications sought <\$1m. [REDACTED]  
[REDACTED]  
[REDACTED] Four applications are recommended for funding are recommended for funding over \$1m and are in front of the Board for consideration.
22. SIC approved funding for 48 roles totalling \$6,788,417.
23. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
24. Staff is confident the range of roles recommended for funding covers a wide variety of media both in size and nature and addresses the key gaps and at-risk elements of public interest journalism. Two national schemes, RNZ *Local Democracy Reporting Scheme* and NZME *Open Justice* deliver directly on two critical areas of PIJ – local government reporting and courts and justice reporting. Also of note are the number of roles to support South Island coverage both at a local level and nationally which should see an increased visibility of South Island issues and views. The significant number of Māori reporter roles will also likely have a major impact both in the capacity of the Māori Journalism sector and in the number of Māori reporters in mainstream media.
25. Staff believes the quality and experience of the assessment panel as former editors and journalists and their detailed knowledge of schemes such as the LDR and court reporting provided excellent assessment and advice providing good industry oversight.
26. There are several unknowns going into this round that could only be answered through the application process:

- How many roles the sector requires to meet the needs of public interest journalism?
- How much this additional workforce might cost?
- How many journalists are available for recruitment into such roles if funded by the PIJF?

27. As noted above - the recruitment deadline built into this round will help us assess the available journalist pool when we assess in January how many approved roles have been recruited and will receive funding to meet the needs of audiences especially regional, local, Māori, Pasifika and Asian.

## GENERAL ASSESSMENT & STAFF OPINION

Local Democracy Reporting

RNZ

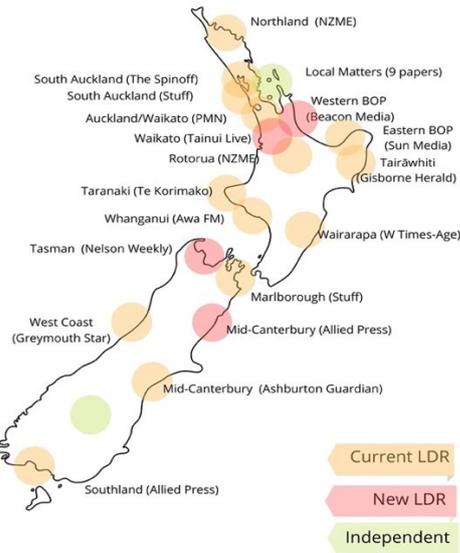
Requested \$3,554,000

### Synopsis

28. Radio New Zealand /Local Democracy Reporting scheme is requesting funding for 20 roles, to expand and continue the Local Democracy Reporting scheme.

Role	Salary p.a.	Est. associated costs p.a.
LDR Manager (RNZ)		
LDR Editor (RNZ)		
LDR Northland (NZME)		
LDR Auckland/Waikato (PMN)		
LDR South Auckland (The Spinoff)		
LDR South Auckland (Stuff)		
LDR Waikato (Tainui FM)		
LDR Eastern BOP (Beacon Media)		
LDR Western BOP (Sun Media)		
LDR Rotorua (NZME)		
LDR Tairāwhiti (Gisborne Herald)		
LDR Taranaki (Te Korimako)		
LDR Whanganui (Awa FM)		
LDR Wairarapa (Wairarapa Times-Age)		
LDR Tasman (Nelson Weekly)		
LDR Marlborough (Stuff)		
LDR North Canterbury (Allied)		
LDR Mid Canterbury (Ashburton Guardian)		
LDR West Coast (Greymouth Star)		
LDR Southland (Allied)		
<b>Total</b>		
<b>Platform Contribution p.a.</b>		

**Local Government Reporter roles requested**



**General Assessment**

29. The Local Democracy Reporting programme is managed by RNZ and with LDR reporters based in newsrooms around the country. All LDR content is published by newsrooms and made available simultaneously online to 30 LDR members (media entities deemed eligible to publish LDR content): RNZ, TVNZ, Stuff, NZME/NZ Herald, Newsroom, The Spinoff, Otago Daily Times/Allied Press, Gisborne Herald, Wairarapa Times-Age, Ashburton Guardian, Greymouth Star/Kaikoura Star, Westport News, Nelson Weekly/Marlborough Weekly, Blenheim Sun, Ruapehu Bulletin, Whakatane Beacon/Opotiki News, Akaroa Mail/Kaiapoi Advocate, Radio BOP, Pacific Media Network, Awa FM, Te Korimako o Taranaki, Wairarapa TV, NZ Doctor, Sun Media, Scoop, Southland app, Tagata Pasifika, Asia Pacific Report, Gulf News and What's On Invers.

30. RNZ has agreements with each LDR host newsroom (the newsroom that houses an LDR reporter) [REDACTED]

31. [REDACTED]

32. The LDR programme was set up in 2018/19 via a one-off allocation of Crown funding as part of the RNZ Joint Innovation Fund. Its purpose is to bolster public interest journalism and fill gaps in local government coverage, mostly in regional New Zealand, brought about by declining reporter numbers in traditional media.

33. [REDACTED] undertook a review of the LDR pilot programme for NZ On Air in October 2020 and determined that the scheme is doing its job, saying it was “producing stories that would not otherwise have been written and which assist the audience to understand the decisions and actions done in its name.”

34. Salaries and costs are in line with averages across the round and are the same as previously funded for the LDR.

35. [REDACTED]

**Staff Opinion**

36. The assessment panel was enthusiastic about expanding and continuing the programme and believes the two-year contracts available in this round will provide important stability and assist regional recruitment.

37. Assessors noted that the strengths of the LDR programme is the oversight provided by RNZ and the outcomes from the LDR programme so far have reflected the goals of the PIJF, specifically focusing on local issues, local government and underserved local communities.
38. It was also noted that the LDR system itself "has been refined over time and provides good oversight and support" for reporters and media partners. The LDR website encourages new media partners to express an interest in signing up, which could see content shared even more widely in the future.
39. RNZ has also made significant investment in the scheme and continues to do so in self-funding aspects of the scheme such as the new content management system.
40. [REDACTED]
41. Staff noted that under the PIJF eligibility and assessment criteria, the LDR faces greater requirements to articulate a Te Tiriti strategy. Guidance on this requirement has been provided to the sector in the [PIJF FAQ](#) (Page 2-3). [REDACTED] However, Staff also noted that the scheme has made efforts to include more Māori and Pasifika host newsrooms and now includes three iwi stations and PMN. The inclusion of PMN in the scheme is an exciting step that should help provide the large Auckland Pasifika population with better oversight of the decision making around their communities and hopefully boost engagement in local democracy. Staff also note that Māori stories and issues regularly feature on the daily list of stories covered by LDR and the management team have indicated they are making real efforts to improve the amount of Māori coverage.
42. Assessors noted that should the LDR not be funded, there would be a real risk that members would not be able to sustain coverage, and most would be curtailed creating a serious deficit especially in regional local government reporting. [REDACTED]
43. While there was some debate amongst the assessors about the relative merits of adding some regions over others, on balance, assessors agreed with the proposed spread of additional regions and there was unanimous support for the programme and no objection to its proposed expansion.
44. **Funding is recommended up to \$3,554,000** [REDACTED]

**Stuff Reporters**

**Stuff Ltd**

**Requested** [REDACTED]

**Synopsis**

45. Stuff is requesting funding for 20 new reporting roles – 11 Auckland community reporters to boost local reporting around Auckland and 9 reporters for its Pou Tiaki section, which reports specifically on te ao Māori. [REDACTED]

Role	Outputs	Salary p.a.	Est. associated costs p.a.
Community reporter (Auckland) x 11	[REDACTED]	[REDACTED]	[REDACTED]
Pou Tiaki reporter x 9	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
<b>Total p.a.</b>		[REDACTED]	[REDACTED]
<b>Platform Contribution p.a.</b>		[REDACTED]	[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]

**Staff Opinion**

59. [REDACTED].  
While there was some concern about duplication with the LDR, the panel felt convinced that this was more a geographic overlap and in fact these extra reporters would be able to contribute to stronger journalism at a community level in areas the LDR is not able to e.g. school communities, local sports, general news, crime and health reporting.

60. [REDACTED]

61. Assessors said there has been an evident commitment to Te Tiriti principles at Stuff over recent years, including Te Tiriti principles being included in the company charter, greater use of te reo in stories and a commitment to cover more Māori stories and stories with a Māori lens. Assessors believed that increasing the number of Pou Tiaki reporters was “a useful extension” to Stuff’s endeavours to accurately reflect Te Ao Māori.

62. [REDACTED]

63. [REDACTED]

64. [REDACTED]

65. Overall staff see the remaining incremental roles in this application as having significant merit and the backing of a capable established outlet. **Funding is recommended up to \$2,789,240** [REDACTED]

**Open Justice – Te Pātiti**

**NZME**

**Requested \$2,995,702**

**Synopsis**

66. Open Justice – Te Pātiti is a national multimedia service aiming to cover court and legal affairs out of regions that currently receive little or no in-depth coverage. [REDACTED]



in te reo, tikanga Māori, and most importantly Te Tiriti principles. This will be supplemented by regular in-house sessions led by [REDACTED]

### Staff Opinion

72. Assessors were enthusiastic about this project's scope and purpose, noting that it was a strong proposal that would help to address coverage issues in areas with little-to-no justice reporting while creating work and training opportunities for multimedia journalists in regional newsrooms. They also felt the project demonstrates great collaboration within the sector in terms of content sharing agreements and partnerships.
73. The kinds of partnerships proposed by Open Justice would strengthen the wider media eco-system and maximise the audience for content created by PIJF-funded journalism.
74. The project shows a commitment to te Tiriti by proposing that all funded roles attend monthly workshops to learn about te ao Māori, basic Reo, te tiriti principles, and Māori protocols.
75. Assessor [REDACTED] stated that the project "*addresses a very real weakness in what should be a vital pillar of our democracy - that of open justice. This has the potential to create a nationwide network of court and legal reporting, along with coverage, analysis and explanation of many of the associated social, racial and cultural issues*".
76. A strength of the proposal was its broad subject matter. 'Open Justice' was named to signify the importance of local justice journalism beyond simply court reporting. Its mandate across various types of legal proceedings (such as tribunals and civil cases) and its nationwide scope means that national trends around injustice, inequality, crime, and other significant topics, can be identified, investigated, and widely circulated.
77. This collaboration ensures greater discoverability of local justice reporting over a **nationwide** platform. It also allows for knowledge-sharing between larger newsrooms and less-experienced newsrooms, as well as career development for the journalists appointed to the new roles. Staff noted Court reporting requires skilled staff and the level of support proposed by this scheme, the management roles associated with it, and the large scale of the scheme should provide a significant improvement in court reporting capability.
78. Staff raised concerns about the project's potential to contribute to the bias against Māori individuals and communities that historically exists within mainstream justice reporting. However, the proposal demonstrates that NZME has taken active steps to avoid this bias by ensuring the entire team is trained in cultural competency. It's hoped this education approach could encourage more engagement with Māori justice issues.
- [REDACTED]
- [REDACTED]
- [REDACTED]
79. Associated costs were considered in line with market rates. Dispensations were made for reasonable costs that enhanced the project's journalistic quality and rautaki Māori such as cultural competency workshops for journalists and a legal budget.
80. **Funding is recommended up to \$2,995,702** [REDACTED]
- [REDACTED]

**Māori Television**

**Māori Television/Whakaata**

**Requested \$1,593,000**

### Synopsis

81. Māori Television is seeking funding for seven, full-time, content-producing incremental roles over two years. Four roles are for Pou Kawe Kōrero (Reporter /Mentors) and three are for Pou Matarau (Digital Producers).





## PUBLIC INTEREST JOURNALISM – PROJECTS

### FUNDING DECISIONS

### RECOMMENDATION

That the Staff Investment Committee approves funding up to:

- \$737,036 to Great Southern Television and Aoteaora Media Collective for *The Hui* 7, 40 x 28' shows and 40 x 28' podcasts for Three
- \$978,175 to Discovery NZ for *Newshub Nation 2022*, 41 x 50' and a podcast series for Three subject to [REDACTED]
- \$324,200 to Stuff for *Stuff Circuit 2022*, a minimum of 90' of video for Stuff
- \$842,200 to Television New Zealand for *Q+A with Jack Tame 2022*, 40 x 59' episodes, plus a two-hour special on TVNZ 1
- \$336,358 to Newsroom NZ for *Newsroom Investigates 2022*, a minimum of 60' of video for Newsroom
- \$146,745 to Kowhai Media for *A Voice for Tangaroa*, 4 x 3000-word written features, 6 x 400-1500-word stories for NZ Geographic, subject to [REDACTED]
- \$9,817 to Kakalu Media for *Online project*, website creation and livestream capability, subject to [REDACTED]
- \$152,304 to The Spinoff for *The Quarter Million*, 2 x 4,000-5,000-word feature plus 8-10 Instagram tiles, 4 x 1000-word stories plus 8-10 Instagram tiles, 4 x 2,000-word stories plus 8-10 Instagram tiles for The Spinoff
- \$292,692 to Muster Vibrant Rural Communities for *Rural Issues: Women's perspectives on contemporary social and cultural issues*, 9 x 3,000 words, 72 x 600-1500-word stories, 6 x 3' video for Shepherdess platforms, subject to [REDACTED]
- \$80,500 to NZME for *Whenua: is it yours? Interactive database and map*, 4 x 1,500-3,000 word features, subject to [REDACTED]
- \$154,020 to BusinessDesk for *Charity Sector Investigation*, a minimum of 30 stories, subject to [REDACTED]
- \$25,000 to North & South Media for *Exploring Aotearoa's Chinese Communities*, 4-6 features totalling 20,000 words, subject to [REDACTED]
- \$40,000 to Newsroom NZ for *Climate Change Interview Series*, 10 x 12' video content for Newsroom
- \$189,200 to Māori Television for *Miria Te Pounamu*, subject to [REDACTED]
- \$61,725 to Allied Press for *Cultural Competency and commissioning project*, 6 x long-form articles, subject to [REDACTED]

15 applications recommended for total funding of up to \$4,369,972

## OVERVIEW

1. In January 2021 Cabinet agreed to draw down \$55m over the next three years (2021 - 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding will be administered by NZ On Air to support the production of public interest journalism including Māori and Iwi journalism that is relevant to and valued by New Zealanders.
2. [General Guidelines for the PIJF](#) were published in April 2021. The principles set out in [the Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund.
3. The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles, and Industry Development.
4. This third round of the Public Interest Journalism Fund sought applications to the Projects and Targeted Roles pillars of the fund. Information for this [Sep/Dec funding round](#) outlined the assessment criteria and funding priorities to applicants.
5. NZ On Air earmarked circa \$9m for this funding round and received 80 initial applications collectively seeking \$29,135,469.
6. Applications for Project funding (circa \$7m allocated) were sought in the following areas:
  - News and Current Affairs Projects – including children’s and youth news
  - Investigative journalism projects
  - Projects that improve the overall quality, provision and/or sustainability of PIJ.
7. The criteria for Targeted Roles in this round (circa \$2m allocated) were developed in response to industry feedback and learnings after Round 2 which had focused purely on content-creation roles and Round 3 sought to encourage roles that supported the production and sustainability of high-quality public interest journalism.
8. This round invited applications from a number of journalism and current affairs projects annually funded by NZ On Air baseline factual funding, and projects recently funded via one-off additional Government funding.
9. These projects were considered in a fully contestable process under the same eligibility and assessment criteria as other applications with an additional circa \$4m from NZ On Air baseline factual funding added to this PIJF round to acknowledge that it was likely that some returning journalism projects would be funded and that accommodations should be made to maximise the number of new projects that could be supported via the PIJF. This decision was made following stakeholder consultation from the sector in February.
10. The ‘legacy’ projects for consideration by SIC include three that cover political affairs along with general news and current affairs, *Q + A*, *Newshub Nation* and *The Hui*. While the PIJF General Guidelines published in April noted ‘National Political Coverage’ in the topics not covered by the PIJF, they did allow for applicants to make the case for funded coverage of these issues on a culturally specific basis and with a clear rationale as to how they would not be covered in the normal course of events.” [REDACTED]  
[REDACTED]  
[REDACTED]
11. [REDACTED]  
[REDACTED]
12. There was a two-stage application process for Round 3. Applicants were first asked to submit five-page proposals by Thursday 30th September, which were individually assessed by panellists. A hui was then held

on Friday 8th of October. Shortlisted applications then submitted full proposals by Tuesday 26th of October. Following further individual assessment, a hui was held on Tuesday 2nd November to decide on the funding recommendations outlined in this paper.

13. [REDACTED] applications were submitted at the first stage seeking Project Funding. [REDACTED] were invited to submit to full proposal stage. 15 projects outlined in this paper are recommended for funding up to \$4,369,972 [REDACTED] [REDACTED] Six projects were considered as part of the Children and Youth paper and are considered in a separate SIC paper (agenda item 2.12).
14. The assessment panel for the PIJF Round 3 included:
  - a. [REDACTED]
  - b. [REDACTED]
  - c. [REDACTED]
  - d. **Raewyn Rasch** (Ngāi Tahu) - NZ On Air Head of Journalism. Former General Manager Māori and Pacific programmes at TVNZ, executive producer of Seven Sharp, producer of Fair Go and Marae Investigates, TV and radio journalist.
  - e. **Glenn Usmar** - Associate Head of Funding (Systems), NZ on Air. Former Programme Manager for Rialto Channel, Sky TV, and Programmer at TVNZ.
  - f. **Gabriel Thomas** - Journalism Manager, NZ On Air. Former executive producer of The Nation and Firstline, producer Newshub Live at 6.
  - g. **Fairooz Samy** - Journalism Funding Advisor, NZ On Air. Current Media Studies PhD candidate at Victoria University of Wellington.
15. Conflicts of interest are outlined as below. Funding assessors did not have access to the funding application and were removed from the funding decisions for these applications.
  - a. [REDACTED] took no part in this assessment.
  - b. **Raewyn Rasch** [REDACTED] aewyn took no part in the Newsroom Investigates assessment.
  - c. **Amie Mills** [REDACTED] she did not take part in the assessment discussion for this application.

## GENERAL ASSESSMENT & STAFF OPINION

The Hui 7

Great Southern Television

\$737,036

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

Synopsis

16. This is an application for a 7<sup>th</sup> season of *The Hui* a weekly digital-first Māori current affairs programme broadcast on Three and multiple other platforms that promotes the Māori world view on a range of issues while supporting the normalisation and status enhancement of te reo Māori.

**General Assessment**

17. Since 2016, *The Hui* has provided a Māori world view in a half hour programme of current affairs video reporting and studio interviews. In 2021 it became a digital-first format and it proposes to continue this in 2022, digitally live streaming 40 x 28' shows on Monday 8.30pm, followed by 2 x linear replays on Three, as well as producing a weekly podcast of the show (40 x 28').
18. The primary platform is Three with additional platforms listed as Māori Television, Māori Television on Demand, and ThreeNow. Stories are cross-promoted on Newshub's 6pm bulletin extending reach of the programme. It also has significant delivery via the Facebook live stream.
19. While the linear broadcast currently airs following Newshub Late, Three is providing four on-air promos with a new promotion slot that screens during the 6pm Newshub bulletin on Saturday. [REDACTED]
20. [REDACTED]
21. The quality of journalism on *The Hui* has been recognised internationally with the programme being named as a finalist for Best Public Affairs Program in the 2021 New York Festival's TV and Film Awards, alongside Al Jazeera and CGTN America. [REDACTED]
22. The stories covered in 2021 demonstrate a broad range of issues and topics and many were picked up by other media including a Māori women's health special which sparked a larger debate. Social justice and injustice also featured heavily with the programme discussing sensitive issues such as sexual abuse.
23. [REDACTED]
24. [REDACTED]
25. [REDACTED]

**Staff Opinion**

26. *The Hui* is a highly professional current affairs programme that serves both a Māori and general audience from an unapologetic Māori world view. There is no doubt that *The Hui* is capable of leading the news agenda and the access to a national audience via Newshub is well exploited.

27. *The Hui* exemplifies the meaning of public interest journalism by holding power to account, covering issues that might otherwise not come to light, and providing a voice for and forum for discussion of topics affecting te ao Māori.
28. [REDACTED]
29. The only other Māori current affairs programme to compare to *The Hui* is *Marae*, also funded by Te Māngai Pāho which has been going for more than 20 years and broadcasts on TVNZ 2 on Sunday mornings. [REDACTED]  
[REDACTED]  
[REDACTED] Given the scarcity of Māori viewpoints in mainstream media, staff felt that there was no issue of duplication at play with these two programmes as they provided variety and duality.
30. *The Hui* plays an important role in training and mentoring young Māori journalists and the applicant provided a list of 15 reporters who have moved through the programme [REDACTED]  
[REDACTED] Funding in round 1 of the PIJF for a *Hui Summer Series* will further enhance this training capability.
31. The move to digital-first has seen audience engagement that outstrips the linear delivery.
32. AMC has demonstrated they have the capability to deliver to the highest level of current affairs and their nurturing of young journalists is providing a vital learning ground for Māori journalists. **Funding is recommended up to \$737,036.**

**Newshub Nation 2022**

**Discovery NZ**

**\$978,175**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

33. *Newshub Nation* is a 41 x 56' leading current affairs show for Three which is screened Saturdays live at 9.30am with extended repeat plays on Sundays at 10am, Mondays after the late news and an accompanying podcast series '*Supplementary Question*'. It is returning for its 12<sup>th</sup> season in 2022 and includes one political special broadcast from a Māori electorate.

**General Assessment**

34. *Newshub Nation* has been supported by NZ On Air since 2010 and while it is similar in nature to *Q+A* on TVNZ 1, which is also recommended for funding in this round, both shows provide strong public interest journalism by holding power to account especially at a national political level.

35. [REDACTED]

36. [REDACTED]

37. [REDACTED]



38. The applicant says it has a deep commitment to Te Tiriti evidenced by the fact it refreshed its set graphics to feature an overlay of the Māori version of Te Tiriti o Waitangi symbolising the partnership it seeks to achieve. [REDACTED]

39. *Newshub Nation* says it takes seriously its responsibility to reflect the cultural diversity of NZ especially in those it chooses to feature on the show [REDACTED]



40. [Redacted]

41. *Newshub Nation's 'Supplementary Question'* was a finalist in the best podcast category of the Voyager awards this year [Redacted]

42. [Redacted]

43. [Redacted]

**Staff Opinion**

44. *Newshub Nation* is a successful programme that delivers strong public interest journalism and despite relatively small audience numbers has strong impact both in the way it holds power to account and uncovers and provides a forum for issues that might otherwise not be brought to public attention.

45. This contribution to public interest journalism would not be created if not for the public funding afforded this programme.

46. Its innovation towards digital platforms is seeing that impact broaden beyond the traditional audiences and its move to YouTube may also bring in new audiences.

47. [Redacted]

48. [Redacted] it has shown it is committed to cultural diversity both in the competency of its staff and the stories and people it engages on air. The development of a Partnership Editor at Newshub (currently recommended for funding as a Targeted Role in this round) will also help develop this area if funded. **Funding is recommended up to \$978,175 subject to** [Redacted]

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

- 49. A fourth season of large-scale in-depth investigations from the award-winning *Stuff Circuit* team across video, digital text features and Stuff’s nationwide stable of newspapers.
- 50. For 2022 they will produce at least 90’ of video content with the specific number of outputs dependent on the nature of the story/stories.

**General Assessment**

- 51. *Stuff Circuit* operates as an investigative unit within Stuff with investigations housed on the *Stuff Circuit* website showcasing video, supported by text features, news stories, timelines, maps interactives in whatever format best suits the story.
- 52. This year, the *Stuff Circuit* team has been working on [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
- 53. Stuff had another story funded in 2020 from the general factual fund, ‘*Deleted: How New Zealand is implicated in the persecution of the Uyghurs in China*’, which was published earlier this year. This documentary exposed New Zealand businesses and political links to a Chinese company accused of human rights violations against Uyghurs in China.
- 54. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
- 55. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
- 56. *Stuff Circuit* is produced by an experienced team headed by [REDACTED] and won ‘Best Documentary/Series’ at the 2021 Voyager Media Awards for ‘*Emma*’. It also won a Gold Medal, for Best Use of Video for ‘*Deleted*’ at the World Association of News Publishers Digital Media Awards Asia 2021.

57. [REDACTED]

58. COVID-19 has had an impact on the ability of the team to travel - especially internationally - and while it has budgeted for the possibility of some travel later next year, if that does not eventuate, it will divert resources into alternate methods of storytelling as it has done this year – for example, with increased use of animation to replace on-the-ground footage.

59. While Stuff, at an organisational level, has developed a strong Te Tiriti commitment within its charter, the *Stuff Circuit* application simply states that it has a close relationship with [REDACTED]. [REDACTED] is currently studying te reo Māori to ensure correct pronunciation and use of te reo and enhanced knowledge of tikanga.

**Staff Opinion**

60. The journalism produced by *Stuff Circuit* is public interest journalism of the highest order. [REDACTED]. [REDACTED] The fact that Stuff is [REDACTED] speaks to its commitment to this form of public interest journalism, however public funding remains a vital requirement to continue making this content.

61. [REDACTED] there is an argument that this deep investigative content is unique in its delivery and that the strong performance of past *Stuff Circuit* seasons is a sufficient indication of an ongoing, engaged audience base. [REDACTED]

62. NZ On Air has also traditionally funded *Newsroom Investigates* alongside *Stuff Circuit*, which produces a very similar product for a similar cost [REDACTED]. The elements of competition and duality have always played an important role in motivating investigative journalism and staff believes that multiple investigative projects across competing news outlets is important to the plurality and breadth of this critical genre of public interest journalism. **Funding is recommended for up to \$324,200.**

Q+A 2022

TVNZ

\$842,200

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

63. Q+A with Jack Tame is a political current affairs programme on TVNZ comprising a weekly hour of interviews, debates and discussions that inform and educate the country on the most pressing issues facing New Zealand. 40 x 59' episodes screening on Sundays at 9am, with a repeat on Mondays at 11.50pm as well as one two-hour Budget Special.

**General Assessment**

64. NZ On Air has funded Q+A since 2010 when it was hosted by [REDACTED] and despite a short period in 2018 when it aired in prime time it has played in the same slot at 9am on Sunday mornings.

65. In 2021 the programme delivered several special episodes that took a head-on look at some of the big issues facing New Zealanders, including climate change, superannuation, and the teaching of maths. These episodes feature a diverse array of experts speaking on a panel in front of a live studio audience. Q+A intends to deliver 6-8 of these types of specials in 2022.

66. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

67. [REDACTED]

68. [REDACTED]  
[REDACTED]

69. [REDACTED]



70. [Redacted]

71. In terms of its commitment to Te Tiriti, Q+A states “We strongly intend to continue strengthening both our coverage of stories that affect Māori and minority communities, along with elevating voices from those communities to speak for themselves” [Redacted]

72. [Redacted]

**Staff Opinion**

73. Q+A delivers quality public interest journalism, holding power to account and providing a forum for important issues to be discussed and debated.

74. [Redacted] PIJF data tracking will hopefully provide a more complete analysis post the 2022 season.

75. [Redacted]

76. It is staff’s opinion that providing duality in these national forums is a vital part of the current media landscape and a healthy democracy. **Funding is recommended up to \$842,200.**

**Newsroom Investigates 4**

**Newsroom**

**\$336,358**

Key Personnel	Title/s	Relevant Past Work
[Redacted]	[Redacted]	[Redacted]

## Synopsis

77. A video series delivering 3 – 6 investigations with a total duration of no less than 60 minutes. [REDACTED]  
[REDACTED] the NRI team focuses on social justice reporting that results in change.

## General Assessment

78. *Newsroom Investigates* produces a series of online video investigations with a range of formats from tightly packaged 10' programmes to multiple segments supported by digital text content. So far in 2021, the team has produced nine *Newsroom Investigates* videos with a total duration of 90' and expects to exceed its funded deliverables.
79. There is no doubt this series has had impact. In 2021 its stories included an investigation into violence against rangatahi in state care and within 48 hours of the story publication, Oranga Tamariki closed a youth residence, stood down 60 staff and opened an investigation. The story sparked more than 40 stories produced by other media. This exposé was the culmination of four years' worth of investigating the impacts of Oranga Tamariki and state-related agencies on New Zealand's young people and the impact *Newsroom Investigates* has had has been significant.
80. The ramifications of the Hastings Uplift (2020) story continued this year with the Waitangi Tribunal releasing its findings in what is the fifth inquiry sparked by the story. In its report it states "... *The professionalism of [REDACTED] Newsroom team has meant that a very important window has been opened into a world normally shut by the operation of privacy principles and court process.*"
81. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
82. [REDACTED]  
[REDACTED]
83. *Newsroom Investigates* says it is committed to its responsibilities as Tangata Tiriti and believes its continued investigations highlighting institutional racism and developed relationships with Ngāti Kahungunu are evidence of that. It also has a robust content sharing arrangement with [REDACTED]  
[REDACTED]
84. [REDACTED]  
[REDACTED]  
[REDACTED]

## Staff Opinion

85. *Newsroom Investigates* punches well above its weight in the impact its stories have and there is no doubt it is delivering high quality public interest journalism.
86. [REDACTED]  
[REDACTED]  
[REDACTED] Ultimately its ability to hold power to account can be seen in the number of changes forced on government departments and for the betterment of Aotearoa, especially its rangatahi.
87. *Newsroom Investigates* has in three years carved a huge reputation for itself with a form of investigative journalism that is more issues-focused than that of *Stuff Circuit*, its nearest rival and provides an important plurality of important public interest investigative journalism. **Funding is recommended up to \$336,358.**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

88. Kowhai Media (NZ Geographic magazine) is applying for funding for *A Voice for Tangaroa*, a look into the most neglected 93% of New Zealand’s territory – the sea.

**General Assessment**

89. New Zealand Geographic has been published since 1989 and the entire archive is available online. The Ministry of Education subscribes to the archive on behalf of all NZ students.

90. [REDACTED]

91. [REDACTED]

92. The project would comprise four major features [REDACTED] with original photography across at least 14 pages each, and six stories [REDACTED]. These would run in NZ Geographic across a year, with a view to telling stories that are seasonal.

93. [REDACTED]

**Staff Opinion**

94. Biodiversity, ocean sanctuaries and economic development are topical issues of public interest, and the assessors feel this project meets the PIJF criteria. One noted, *“The subject is compelling and provides an opportunity to provide informed analysis and investigation of a complex subject.”*

95. There is also a hope that [REDACTED] bringing public interest journalism to a wider audience.

96. There is a significant amount of content proposed and assessors felt that given it is a resource-intensive story to tell, it would not happen without public funding.

97. This is innovative public interest journalism on an important topic not being covered elsewhere and that could not happen without public support. **Funding is recommended up to \$146,745 subject to [REDACTED]**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

Synopsis

98. Kakalu Media is applying for funding to set up a website and livestream capability, to reach new Tongan audiences with its news content.

General assessment

99. *Kakalu o Tonga* is the only printed Tongan language newspaper in New Zealand. It is also distributed in Tonga and Sydney. It has been in print since 2010.

100. Kakalu Media has not applied for NZ On Air funding before.

101. Kakalu proposes setting up a website to share its news content to a wider audience and giving it the capability to livestream community events both here in New Zealand and in Tonga. Once it is established, this would be managed with current staffing and would not incur additional PIJF funding requests.

102. [REDACTED]

103. [REDACTED]

Staff Opinion

104. The assessment panel was very enthusiastic about supporting Kakalu Media, given that it has an established readership as evidence it is a valuable information service for the Tongan community in New Zealand.

105. [REDACTED]

106. The amplification of current news content to a wider Pacific audience in particular is an important criterion for the PIJF, and this application fits that brief well. It also meets the objectives of the PIJF to provide funding that will help media outlets transition to more sustainable models of news production.

107. [REDACTED]

108. Transitioning print media towards digital certainly speaks to the sustainability goals of the PIJF and for a very modest outlay, this application will transform *Kakalu o Tonga* and support a highly underserved audience.

**Funding is recommended up to \$9,817 subject to [REDACTED]**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

109. *The Quarter Million* is a visual interrogation of The Royal Commission of Inquiry into Abuse in Care aimed at 18–30-year-olds, covering the stories of survivors, the stark reality of the numbers, and the changes we need to protect future generations.

110. Outputs include:

- 1 x longform graphic feature (combining illustration, interactive infographics and text) introducing the inquiry (8-10 Instagram tiles accompanied by [REDACTED])
- 4 x first-person illustrated narratives from survivors, including Māori and Pacific experiences (8-10 Instagram tiles accompanied by [REDACTED] as told-to written feature)
- 4 x location-based graphic features, looking at key locations and presenting a mixture of data-driven summaries and personal experiences (8-10 Instagram tiles accompanied by [REDACTED])
- 1 x longform graphic feature looking at the future of the inquiry as well as the healing required as described by survivors themselves (8-10 Instagram tiles accompanied by [REDACTED] feature)

111. The timeline for the project is [REDACTED]

**General Assessment**

112. Established in 2018, The Royal Commission of Inquiry into Abuse in Care is a landmark process uncovering our devastating history of state abuse in Aotearoa — yet, according to the proposal, 70% of 18-24-year-olds and 58.3% of 25-29-year-olds have never heard of the inquiry or the issues it raises, despite recognising the importance of the inquiry and having an interest in it.

113. [REDACTED]

114. [REDACTED] this series seeks to meet this audience where they are, balancing the need to sensitively honour the stories told by survivors with the need for public awareness, given the human tendency to avoid reading stories of abuse and trauma.

115. The project will include a combination of visual investigative features as well as translations designed specifically for social media, to encourage readers to share key information easily.

116. Given the high proportion of Māori survivors — and the fact that Aotearoa’s history of colonisation and inequality has led to their higher representation within the state care system today (making up 69% of children in state care) — *The Spinoff* considers it integral that Māori journalists are part of this project, and it has named [REDACTED] on the production team.

117. The platform recognises the emotional weight of investigative journalism of this nature, so is ensuring this is shared between a team that will report on this series together, along with ensuring there are regular check-ins and emotional support made proactively available, particularly to the junior journalists for whom this will also serve as a professional development opportunity.

118. Stories will be published as hero pieces on the site and made available for publication to *The Spinoff's* content-sharing partners, [REDACTED]

119. [REDACTED]  
[REDACTED]

**Staff Opinion**

120. Although the PIJF has funded two pieces of content on The Abuse in State Care Enquiry, it remains one of the biggest issues Aotearoa has faced. While a number of media outlets have covered the topic, staff felt that this project would engage a young, digitally entrenched demographic, who may not be as familiar with the Inquiry because they do not follow mainstream media.

121. Staff felt confident of *The Spinoff's* ability to deliver this project to its suggested demographic, especially through channels that appeal to them, such as social media.

122. One assessor noted, [REDACTED] *The project has the potential to reach and engage with that audience on a subject that is of exceptional public interest, and which still has long-term consequences for the people affected, their families and generations to follow". Funding is recommended for up to \$152,304.*

**Rural Issues                      Muster Vibrant Rural Communities Limited                      \$292,692**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

123. Muster Vibrant Rural Communities Limited (*Shepherdess Magazine*) is applying for funding for a multi-media series focusing on under-reported issues significant to women in rural and regional communities in NZ.

**General Assessment**

124. [Shepherdess](#) magazine began as a blog with the first print version of the magazine coming out in March 2020. [REDACTED] They are also multi-media focused, creating videos, specific social media content, email newsletters, and community storytelling projects and exhibitions. The quality of the magazine is high, and it has already won awards and praise from within the media.

125. [REDACTED]  
[REDACTED]  
[REDACTED]

126. The project would consist of nine in-depth feature stories ([REDACTED]) and 72 shorter stories, all with original photography, plus six short films of three minutes each. These would be run across *Shepherdess* magazine, website, social media channels and a fortnightly email newsletter.

127. Across the project more than 100 women will be interviewed, and the application outlines significant thought given to the geographic spread and the diversity of the interviewees. They say stories of wāhine Māori will be a priority.

128. Topics covered in the series include [REDACTED]  
[REDACTED]  
[REDACTED]

129. The application includes a letter of support from [REDACTED]  
 [REDACTED]  
 [REDACTED]

130. The application includes another letter of support from Rural Women NZ which says *Shepherdess* magazine “provides an opportunity for connection between rural women that is not offered by any other publication.” It also highlights the importance for young girls living in rural areas to be able to see success stories of women from their own communities or communities like theirs.

**Staff Opinion**

131. The assessment panel was unanimous in its feeling that rural women are an audience not being served by other media, and this is an opportunity to reach them with a quality PIJ project.

132. The topics covered are important to the audience and investigating them in this in-depth way meets PIJF criteria. The magazine is high quality and although relatively new, there is confidence this funding will support it to grow its audience. Encouraging this publication also helps meet one of the goals of the PIJF to grow the sector in at-risk areas.

133. [REDACTED]  
 [REDACTED]  
 [REDACTED]  
 [REDACTED]

134. As stated in the PIJF guidelines, women and rural communities are currently underserved audiences and staff is confident this project will deliver high quality PIJ content that engages and gives voice to this unsung demographic. **Funding is recommended up to \$292,692 subject to** [REDACTED]

**Whenua: Is it yours?**

**NZME**

**\$80,500**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

135. A multi-media interactive map and database which shows how and when land became part of the Pākehā property system in Aotearoa New Zealand – right down to individual properties.

**General Assessment**

136. The aim of this project is to make historical Māori land losses tangible and real to many New Zealanders who have not previously understood the issue. It is hoped this will promote more informed debate on the issue of historical Māori land claims.

137. The project points to the fact that close to three quarters of the North Island and the vast majority of the South Island was taken from Māori through confiscation and inequitable purchases between 1840 and 1939. NZME believes providing New Zealanders with the opportunity to understand the magnitude and process of land unfairly or cheaply lost by Māori will create a better understanding of the economic, social and cultural devastation which these land losses caused for Māori, which has translated directly into today's over-representation in negative statistics such as poverty, crime and incarceration.
138. This project will develop a database using complex information from Treaty settlements, visualised as an interactive map of New Zealand. Over time this will allow the viewer to click on any location and see when and how the land there became part of the Pākehā property system. NZME says ultimately the database could be made open source for updates from citizen journalists, subject to appropriate checks and balances. This would create a vital resource of future historical record that could inform the ongoing settlement process and even our education system.
139. The interactive map will be accompanied by a series of long and short-form videos, case studies, features and news stories providing context to the information presented. The application outlines a five-day plan to roll out the map and stories around it.
140. NZME says it will collaborate throughout the project with [REDACTED] to ensure its Te Tiriti commitment embodied in its Ngā Mātāpono (The Principles) strategy is followed.

141. [REDACTED]

142. [REDACTED]

**Staff Opinion**

143. [REDACTED] it intends to be based on factual data, the risks posed do sit squarely within the remit of public interest journalism to ensure New Zealanders are better informed about our history and the ongoing impacts of colonisation. The application addresses the issue of safety for participants and staff with plans in place to mitigate overtly negative reactions.

144. [REDACTED]

145. This application references the role of the *Kaupapa Māori Editor* which has been submitted into this round as a Targeted Role funding application (agenda item 2.11). The proposal states that this role would work closely alongside the NZME Head of Cultural Partnerships to ensure Māori perspectives are at the forefront of editorial decisions from the outset of the project. The Kaupapa Māori Editor role is currently being recommended for funding subject to [REDACTED]

146. [REDACTED]

147. This project captured the imaginations of all assessors who were universally in favour of it. It is an audacious initiative using innovative cutting-edge visualisation to tell an important story - delivering strong public interest journalism and demonstrating a clear commitment to Te Tiriti. Its ability to stand as a resource for all to use for many years to come makes it a particularly compelling case for public funding. **Funding is recommended up to \$80,500 subject to** [REDACTED]

**Charity Sector Investigation**

**BusinessDesk**

**\$154,020**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

148. *BusinessDesk* is applying for funding for an in-depth investigation into New Zealand’s \$18b charity sector, with particular focus on how effective charities are and whether charitable status is being abused.

**General Assessment**

149. *BusinessDesk* is currently producing ‘How Good is our Public Service’ with \$174,092 funding from the PIJF and this is scheduled to launch in November 2021. *BusinessDesk* also received PIJF funding of \$191,000 for a cadetship programme.

150. [REDACTED]

151. According to this application, Aotearoa’s charity sector is worth more than \$18b a year, including nearly \$2b of cash donations by New Zealanders. It says more than half of all New Zealanders donate either money or time to charity. This investigation will set out to answer how effective the charity sector is and whether charitable status is being abused.

152. There are a wide range of story angles proposed, including the regulation of charities, fundraising methods for example as cheques are phased out, legacies and bequests as baby boomers age, how the biggest charities in NZ spend every dollar, different cultural approaches to charity etc.

153. Content will include at least 30 written stories, along with imagery and interactive graphics, similar to the public service investigation and all content will sit in front of the *BusinessDesk* paywall. [REDACTED]

[REDACTED]

154. [REDACTED]

**Staff Opinion**

155. *BusinessDesk* is a journalist-owned outlet, and the assessors see it as having a proven track record on public interest journalism



165. Assessors felt *North & South* had a proven track record of PIJ and had the capability to execute this investigative project to a high standard.
166. Assessors thought it was important that *North & South* had sourced a Chinese-Kiwi journalist to undertake the interviews, research, and writing. [REDACTED] is experienced and speaks Mandarin and Cantonese fluently, all of which would be hugely advantageous for this project.
167. One assessor noted that, “*investigative long-form pieces about Chinese Kiwis are over-due and highly important in the climate of coronavirus and NZ's political relationship with China. This proposal is led by a Chinese-Kiwi journalist who will be able to provide the necessary cultural and linguistic expertise to do these topics justice*”. Funding is recommended up to \$25,000, subject to [REDACTED]

### Climate Change Interview Series

Newsroom NZ Ltd

\$40,000

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

#### Synopsis

168. Newsroom is applying for funding for a 10-part interview series (video, podcasts, and text) in which [REDACTED] would speak to a range of people about how NZ will move to a low carbon future.

#### General Assessment

169. Newsroom has been a noted provider of quality public interest journalism since it began in 2017. It is headed by very experienced journalists and is committed to uncovering stories the mainstream media does not. Its application lays out a clear commitment to PIJ and to Te Tiriti, particularly by consulting Māori and amplifying Māori voices.
170. Newsroom has received funding from the Public Interest Journalism Fund in the previous two rounds and has also applied in this round for funding for *Newsroom Investigates* and for two targeted roles. Both project applications, and one Targeted Role request are currently recommended for funding.
171. [REDACTED] is one of New Zealand’s leading climate change journalists and analysts. [REDACTED]
172. This project would consist of 10 video interviews of at least 12’, accompanied by podcast audio versions and written articles. [REDACTED] They would be published in front of Newsroom’s paywall and all content would be made available to [REDACTED]
173. Interviewees would include sector leaders from transport, farming, energy, iwi, education, forestry, and tourism. and would look at innovative solutions for moving to a net zero economy.

174. [REDACTED]

#### Staff Opinion

175. While climate change is a topic that has been well traversed in our media, this series should stand out due to [REDACTED] specific knowledge of the topic. One assessor described [REDACTED] as “one of Aotearoa’s most respected journalists” [REDACTED] The project is also taking an original approach, looking past the debate over the causes and extent of climate change, and setting aside the potentially catastrophic effects, to look at practical solutions.

- 176. As the application notes, climate change is the story of a generation, and how it is reported and analysed will be crucial to public understanding and acceptance of changes that will need to occur. The issue is of huge public interest, particularly with a younger audience.
- 177. The budget is reasonable for the projected outputs. Assessors believe climate change is a topic that the media must not shy away from, and this project will contribute to public awareness and informed debate. **Funding up to \$40,000 is recommended.**

**Miria te Pounamu** **Māori Television Service** **Requested** [REDACTED]

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

- 178. A series of on-the-job training wānanga to increase and enhance the goals and professional development of Māori Television newsroom staff in bilingual and digital journalism.

**General Assessment**

- 179. The name of this project comes from the saying ‘mira te pounamu, pīata ana’ - polish the greenstone so it gleams, and so this proposal seeks to enhance the capability of Māori Television’s journalists in bilingual and online journalism.

180. [REDACTED]

181. [REDACTED] *Miria Te Pounamu* will help improve the access New Zealand audiences have to Māori content. [REDACTED]

182. This proposal is to provide a series of on-the-job professional development wānanga for the current [REDACTED] journalist staff with [REDACTED] other MTS staff also benefiting from specialist courses that relate to their work. Specialist trainers would be brought in for six wānanga outlined in the application covering subjects such as media law, digital first approach to news, interview skills in Māori and English, bilingual journalism, video journalism and editing and te reo Māori.

183. The wānanga would be organised and developed by a project co-ordinator who would develop and manage the training framework, training events calendar and integration into other developmental activities and programmes such as the PIJF funded Te Rito programme (which is focused on cadets).

184. [REDACTED]

**Staff Opinion**

185. Staff notes that this application has a strong Industry Development bent, which was a strand of funding not available in this PIJF Round. However, the Round 3 guidelines allowed for ‘*Projects demonstrating defined outputs and targets that support the professional development and upskilling of newsroom staff*’ and stated that there would be an expectation that these resources will be made available across the sector and to local journalism education providers. [REDACTED]

186. Assessors were strongly in favour of supporting this [REDACTED] [REDACTED] this project truly spoke to the intention of this round to lift and improve the quality of New Zealand journalism.
187. The project request was for two years however the round criteria only provides funding for one year. Staff spoke with [REDACTED] at Māori Television to discuss the implications of this and whether the project funded for one year would be doable and [REDACTED] agreed that it would be. **Funding is recommended for up to \$189,200 subject to [REDACTED]**

**Allied Press Group**

**Allied Press Group**

**\$61,725**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

188. Training project to address deficits in existing staff’s cultural competency, particularly with regard to Māori. This project will operate in conjunction with the appointment of a Partnership Editor with two complementary parts - training and commissioning of content.

**General Assessment**

189. Allied Press is proposing to set up a training and commissioning project to address deficits in terms of its existing staff cultural competency and ability to engage with diverse communities, particularly Māori. The project would operate in conjunction with the appointment of a PIJF funded Partnership Editor also applied for in this round and currently recommended for funding.
190. The project would operate in two parts, the first involving workshops for staff across a range of cultural competency issues and the second, the commissioning of a series of articles by Māori writers to directly address existing shortcomings.
191. The project meets the criteria of Round 3 to increase the quality of public interest journalism as well as create defined content outputs from the project, and marks a completely new chapter in the relationship between Allied Press and tangata whenua.

192. [REDACTED]

193. [REDACTED]

194. An indicative training plan outlines five workshops in Dunedin, and one session each in Queenstown, Invercargill, Mid-Canterbury, and The West Coast.

195. [REDACTED]

196. Among the measures of success for the project will be a growing diversity of stories across Allied Press platforms, a minimum of six long-form pieces of journalism by Māori writers, completed training modules for staff on Te Tiriti o Waitangi, te reo, tikanga, kawa and unconscious bias and the appropriate use of te reo and macrons in copy, and pronunciation in video stories.

**Staff Opinion**

197. Similar to para 185 above, staff notes that this application has a strong Industry Development bent, which was a strand of funding not available in this PIJF Round. However, as per the application above, this project does fit the guidelines for 'Projects demonstrating defined outputs and targets that support the professional development and upskilling of newsroom staff'. If funded [REDACTED]

198. [REDACTED]

199. Staff believes the Partnership Editor Role requires the support of this supplementary training project to ensure success and the impacts of both the role and this project will be considerable on the quality of public interest journalism produced by Allied as a result.

200. Staff notes that Allied Press is one of only a few media organisations who have taken up the PIJF's encouragement within its guidelines to provide Te Tiriti education and training for staff.

201. This is a thorough application which meets the criteria of the round and will make a lasting difference to diversity reporting in much of the South Island where Allied Press controls a large number of publications. Funding is recommended up to \$61,725 subject to [REDACTED]

**ATTACHMENTS**

[Annex A: Shortlisted proposals recommended for decline at full proposal stage](#)

[Annex B: All Project proposals and funding decisions](#)

[REDACTED]

## PUBLIC INTEREST JOURNALISM – TARGETED ROLES

### FUNDING DECISIONS

### RECOMMENDATION

That the Staff Investment Committee **approves funding up to:**

- \$108,000 to RNZ for 1 *Kurawhakaue Partnership Editor Role*, subject to [REDACTED]
- \$130,500 to Three – Local Production for 1 *Newshub Cultural Partnership Navigator*, subject to [REDACTED]
- \$145,650 to Allied Press for 1 *Partnership Editor role*, subject to [REDACTED]
- \$55,020 to Kowhai Media Ltd for 1 *Kaiwhakatiki Hourua*, subject to [REDACTED]
- \$68,250 to Te Pō Ltd for 1 *Kawea Te Rongo Kaiwhakahaere*, subject to [REDACTED]
- \$105,000 to GlobalHQ Ltd for 1 *Digital Editor*, subject to [REDACTED]
- \$105,450 to The Spinoff for 1 *Sub-Editor role*, subject to [REDACTED]
- \$200,280 to NZME for 1 *Kaupapa Editor and 1 Audio Innovation role*, subject to [REDACTED]
- \$95,040 to The Pantograph Punch Trust Board for 1 *Business Development Role and 1 (3 month) Social Media Specialist*, subject to [REDACTED]
- \$165,000 to Mana Trust for an *Editor/Mentor and a Digital Marketing Manager*, subject to [REDACTED]
- \$75,000 to Tikilounge Productions for 1 *Pasifika Youth Digital News Editor*, [REDACTED]
- \$91,679 to Newsroom NZ Ltd for 1 *Sub Editor role*, subject to [REDACTED]
- \$103,000 to Stuff Ltd for 1 *te reo Māori Translator role*, subject to a [REDACTED]

**13 applications recommended for total funding of up to \$1,447,869**

[REDACTED]

## BACKGROUND

1. In January 2021 Cabinet agreed to draw down \$55 million over the next three years (2021 - 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding will be administered by NZ On Air to support the production of public interest journalism including Māori and Iwi journalism that is relevant to and valued by New Zealanders.
2. [General Guidelines for the PIJF](#) were published in April 2021. The principles set out in [the Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund.
3. The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles, and Industry Development.

## OVERVIEW

4. This third round of the Public Interest Journalism Fund sought applications to the Projects and Targeted Roles pillars of the fund. Information for this [Sep/Dec funding round](#) outlined the assessment criteria and funding priorities to applicants.
5. NZ On Air earmarked \$9m for this funding round and [REDACTED]
6. Applicants were limited to applying for a maximum of one year of funding for up to three projects and/or up to three targeted roles.
7. Applications for Project funding (circa \$7m allocated) were sought in the following areas:
  - News and Current Affairs Projects – including children's and youth news
  - Investigative journalism projects
  - Projects that improve the overall quality, provision and/or sustainability of PIJ.
8. The criteria for Targeted Roles in this round (circa \$2m allocated) were developed in response to industry feedback and learnings after Round 2 which had focused purely on content-creation roles and Round 3 sought to encourage roles that supported the production and sustainability of high-quality public interest journalism.
9. [REDACTED]  
[REDACTED] Two roles were considered as part of the PIJF Children and Youth paper (agenda item 2.12) and the remaining [REDACTED] outlined in this paper are recommended for funding up to \$1,447,869 [REDACTED]
10. [REDACTED]  
[REDACTED]  
[REDACTED]
11. The Targeted Roles criteria included Partnership Editors funding. At the June 2021 PIJF summit, [REDACTED] [presented an opportunity](#) to create new roles to sit alongside editors and bring a kaupapa Māori framework to newsrooms and to build newsroom cultural capacity by creating roles to provide Māori leadership at the editorial level.
12. [REDACTED] worked with individual organisations that registered their interest in Round 2 to identify strengths and weaknesses and help to create a bespoke role description for a Partnership Editor for that organisation.

Those registered organisations could apply for funding in this round but due to the constrained nature of the funding, we did not accept new expressions of interest for this role funding.

13. For submission into Round 3, [REDACTED] worked closely with registered applicants to identify the cultural strengths and weaknesses of the organisations, to create a unique job description for a role and to assess the funding application to ensure each organisation’s ecosystem was ready to ensure the success of the role.

14. [REDACTED]

15. There was a two-stage application process for Round 3. Applicants were first asked to submit five-page proposals by Thursday 30th September, which were individually assessed by panellists. A hui was then held on Friday 8th of October. Shortlisted applications then submitted full proposals by Tuesday 26th of October. Following further individual assessment, a hui was held on Tuesday 2nd November to decide on the funding recommendations outlined in this paper.

16. The assessment panel for the PIJF Round 3 included:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- d) **Raewyn Rasch** (Ngāi Tahu) - NZ On Air Head of Journalism. Former General Manager Māori and Pacific programmes at TVNZ, executive producer of Seven Sharp, producer of Fair Go and Marae Investigates, TV and radio journalist.
- e) **Glenn Usmar** - Associate Head of Funding (Systems), NZ on Air. Former Programme Manager for Rialto Channel, Sky TV, and Programmer at TVNZ.
- f) **Gabriel Thomas** - Journalism Manager, NZ On Air. Former executive producer of The Nation and Firstline, producer Newshub Live at 6pm.
- g) **Fairooz Samy** - Journalism Funding Advisor, NZ On Air. Current Media Studies PhD candidate at Victoria University of Wellington.

17. Conflicts of interest are outlined as below:

- a) [REDACTED]
- [REDACTED] did not take part in the assessment discussion for this application.

**Kurawhakaue Partnership Editor**

**RNZ**

**\$108,000**

**Funding Requested**

18. Targeted role funding to create a new Kurawhakaue Partnership Editor Role at RNZ.

**Funding Recommendation**

Role	Outputs	Salary	Est Associated costs
Kurawhakaue Partnership Editor Role	N/A	[REDACTED]	[REDACTED]

**General Assessment**

19. RNZ was one of the newsrooms selected to take part in the Partnership Editor Scheme [REDACTED]

20. [REDACTED] surveyed staff and analysed RNZ structures to provide assessment of RNZ's strengths and weaknesses in the delivery of Māori news, content and use of te reo Māori.

21. [REDACTED]

22. [REDACTED]

23. The proposal for a Kurawhakaue (person responsible for steering the waka) will see a new role capable of working between the Kurahautū Māori, Māori Strategy Manager and newsroom content creators. The role will be managed by the Kurahautū Māori, Māori Strategy Manager.

24. The application states that the role will:
- a. Provide cultural competency guidance and training
  - b. Provide editorial assistance to strengthen all stories across all RNZ platforms
  - c. Cultivate individual Rautaki Māori for each news show and specific RNZ content projects
  - d. Operationalise the RNZ Rautaki Māori company wide and integrate relevant workstreams from Te Tiriti o Waitangi strategic plan
  - e. Be the kaitiaki of te reo Māori me ōna tikanga.

25. [REDACTED]

**Staff Opinion**

26. [REDACTED] fully supports this position for funding.

27. [REDACTED]

28. [REDACTED]

29. While there are many expectations of this role identified in the application, a set of clear benchmark goals should be created against which to measure the success of this funding.

30. While the PIJF General Guidelines state there is limited eligibility for Crown-owned and funded public media organisations such as RNZ, there is provision for roles “where the funded role is additional to roles that the entity is currently funded for and where the funding does not duplicate other roles funded through the PIJF”. The Kurawhakaue Partnership Editor Role is an entirely new role for RNZ and given the importance of this mahi in

the provision of quality public interest journalism, this role could provide critical hands-on cultural competency that will have great impact for audiences both Māori and non-Māori. **Funding is recommended for up to \$108,000 subject to** [REDACTED]

**Cultural Partnerships Navigator**

**Newshub**

**Requested** [REDACTED]

**Funding Requested**

31. Newshub is seeking to introduce a kaupapa Māori framework to its newsroom. Newshub is seeking funding for a Cultural Partnerships Navigator, [REDACTED]

**Funding Recommendation**

Role	Outputs	Salary p.a.	Est Associated costs
Cultural Partnerships Navigator	N/A	[REDACTED]	[REDACTED]

**General Assessment**

32. [REDACTED] reviewed Newshub’s strengths and weaknesses to help design a role that would best meet the needs of the organisation and public interest journalism.

33. [REDACTED]  
[REDACTED]  
[REDACTED] It says the organisation is committed to strengthening diversity across the newsroom and to ensuring a culturally safe working environment.

34. The review by [REDACTED] identifies the addition of a Cultural Partnerships Navigator to the senior news leadership team, reporting directly to [REDACTED] as critical to the development of Newshub’s Rautaki Māori.

35. The role will enable Newshub to enhance its public interest journalism by:
- Developing and overseeing Newshub’s cultural strategy
  - Supporting and mentoring Māori and other ethnically diverse staff to ensure their expertise is retained in the industry
  - Guiding editorial leaders and decision makers to explore perspectives, angles, stories, and talent from a range of communities
  - Advocating for coverage of diverse communities to overcome existing biases - conscious and unconscious - that exist in the newsroom
  - Mentoring the Māori Affairs, Pasifika Affairs and Asian Affairs correspondents
  - Increasing knowledge of Te Tiriti, reo, and tikanga Māori in Newshub’s newsrooms
  - Developing wider cultural knowledge of Pasifika and other diverse communities of Aotearoa
  - Creating connections and developing meaningful relationships between Newshub and mana whenua and other diverse communities
  - Supporting journalists and presenters with correct pronunciation and use of te reo Māori, both on-screen and in their interactions with Māori in person and online.

36. [REDACTED]  
[REDACTED]  
[REDACTED]

37. [REDACTED]
38. [REDACTED]
39. Newshub says it is ready to grow diverse voices within its newsrooms and says it is proud to be a partner in the PIJF-funded Te Rito cadetships project. It says being involved with Te Rito makes it even more important to ensure its newsrooms are culturally safe places for cadet journalists. It has also received funding for Māori Affairs, Pasifika and Asian Affairs correspondents from the PIJF which will also support and benefit from the Cultural Partnerships Navigator role.
40. Newshub's Cultural Partnership Navigator will also be included in, and supported by, Discovery's Global MOSAIC network which is an initiative to amplify the company's diversity, equity and inclusion impact across key areas including unconscious bias training, content diversity, and recruitment and career development of diverse talent.

**Staff Opinion**

41. Newshub has been especially keen to be part of the Partnership Editor Scheme from the outset and their involvement in Te Rito speaks to the organisation's desire to improve its newsroom diversity and provision of diverse content. The role will help support the success of both the Te Rito cadets assigned to Newshub and the three Māori, Pasifika and Asian Affairs roles recently funded by the PIJF.
42. The application outlines a strong position that will have impact within the organisation and [REDACTED] has assessed Newshub as ready to make this position a success. All assessors were supportive of the application.
43. While Newshub has offered to use the [REDACTED] baseline data to measure relative changes in both the quantitative and qualitative diversity of both the newsroom environment and content output, a set of clear benchmark KPI goals should be provided to NZ On Air prior to contracting.
44. [REDACTED]
45. While the training costs sought in the application will undoubtedly support the role and improve its chances of success, [REDACTED]  
[REDACTED] Newshub has clearly demonstrated a commitment to change and assessors have no doubt this role will empower that change. This should see improvements in how diverse audiences are portrayed and served on this major national media platform.  
**Funding is recommended up to \$130,500 subject to** [REDACTED]  
[REDACTED]

Partnership Editor Role	Allied Press	\$145,650
<b>Funding Requested</b>		

46. To create a new role to sit alongside Allied Press editors and bring a kaupapa Māori framework to Allied Press newsrooms, and to stories from the outset.

### Funding Recommendation

Role	Outputs	Salary p.a.	Est Associated costs
Partnership Editor Role			

### General Assessment

47. Allied Press publishes the Otago Daily Times and a stable of community newspaper titles around the lower half of the South Island, Christchurch, Queenstown, and the West Coast.
48. Allied Press took the opportunity to be part of the pilot Partnership Editor scheme [REDACTED]. As part of the scheme, Allied Press undertook to engage with [REDACTED] to assess its cultural strengths and weaknesses and the organisation's ability and readiness to take on a partnership editor role and the steps needed to redress issues raised.
49. [REDACTED]
50. The funding request would establish a Partnership Editor at Allied Press sitting at the level of associate editor, a senior position reporting to the editor and deputy editor. This would ensure the close working relationship with the senior news executives necessary for success. The Partnership Editor would be based in Dunedin but have a roving role, providing cultural and editorial support across Allied Press newsrooms and to reporters while in the field.
51. As part of the group's editorial executive, the Partnership Editor role would work to build a kaupapa Māori framework to inform the news agenda, identifying stories and increasing the range of voices interviewed.
52. This role has several associated costs that are specific to this application. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] The role application also covered some training costs including travel and allowances to allow the editor to provide in newsroom cultural competency training across the Allied Press group.
53. Allied Press says the success of this role will be measured by:
- A growing diversity of stories across Allied Press platforms
  - Work towards a diversity plan for the organisation
  - The appropriate use of te reo and macrons in copy, and pronunciation in video stories
  - The creation of a diversity directory and diversity diary
  - Meetings with mana whenua representatives.

### Staff Opinion

54. Assessors were impressed with the heartfelt nature of this application alongside the insight from AMC regarding the significant journey Allied Press has been on to get to this point. There is no doubt the company is willing to embrace the change and challenge this role will bring for it and this is confirmed in [REDACTED] assessment which reads, “We support this proposal. The Allied Press leadership has been open and motivated to create change. We commend them on their effort to establish the company’s first ever Rautaki Māori. In this proposal the position of Partnership Editor has been elevated to a management level. We thank Allied Press for working with us to achieve these meaningful changes.” All assessors were in favour of funding this application.

55. [REDACTED]

56. The impact this role will likely have will be seen throughout most of the South Island as publications within the Allied Press group are offered training and support to improve their Māori engagement. Allied Press has also applied for project funding in this round to enable and resource this role to ensure the training support that will be required to improve cultural competency across the Group and ensure this role is not swamped by training and unable to contribute to editorial executive decision making.

57. [REDACTED]

58. [REDACTED] It was deemed by assessors that these additional costs were reasonable in this context, especially as they mostly relate to training. To fund the role without the resources to ensure it is operational would significantly limit its potential success.

59. While there are many expectations of this role identified in the application, a set of clear KPI benchmark goals should be established to measure the success or otherwise of this funding.

60. The need for this role and funding is best summed up in the applicant’s own words, “The history of this country means there are issues across all rounds that continue to cry out for thoughtful journalism. A newsroom will not do a good job when the next He Puapua debate arrives, or the next time people discuss Aotearoa as a name for the country, if a kaupapa Māori approach is not available. And these are just some of the issues we know about. What of the issues of which we know nothing? What of the everyday stories of struggle and success, of mātauranga reimagined and recast for the present, of fresh endeavour and achievement that we are not reporting because we are not sufficiently well connected to the communities in which it is happening. Journalism also has a role in advocacy, but how do you advocate for causes about which you are ignorant.” **Funding is recommended up to \$145,650 subject to** [REDACTED]

## Funding Requested

61. Kowhai Media (NZ Geographic magazine) is applying for a role it calls Kaiwhakatiki Hourua, with an aim of strengthening its relationships with Māori and its Māori content. The role would be 0.5 FTE for one year.

## Funding Recommendation

Role	Outputs	Salary	Est Associated costs
Kaiwhakatiki Hourua	N/A		

## General Assessment

62. New Zealand Geographic has been published since 1989 and the entire archive is available online. The Ministry of Education subscribes to the archive on behalf of all NZ students.
63. [REDACTED]
64. [REDACTED]
65. This role would be responsible for commissioning content, identifying Māori journalist talent within the current line-up of contributors, and identifying new Māori contributors, and work with the editor to ensure a Māori perspective is included wherever necessary. They would also begin work on an organisational review aimed at incorporating tikanga and Te Tiriti principles throughout the organisation, and they would review the archive to seek out content that needs updating or correcting.
66. A particular focus editorially would be an explanation of He Puapua, making clear its meaning for a mainstream audience, but with a Māori lens.
67. [REDACTED] they are proposing a part-time role rather than full-time. The role would be on the same level of seniority as the editor.
68. [REDACTED]

## Staff Opinion

69. Assessors saw this as an important role, which meets the criteria of the Public Interest Journalism Fund by promoting Māori voices in mainstream media. One assessor said the application, *“clearly meets the criteria and represents a small team that would like to make a positive change to the way they have previously presented Māori issues and impacted on the perception that people have of Māori.”*
70. Kowhai Media appears to be very committed to making the changes necessary to make this role a success and assessors noted that the application represented value for money as a part-time resource that could make a significant impact on the publication’s output, especially given its sizeable young audience.
71. This role will deliver to PIJF goals of redressing the inequities in Māori coverage and engagement and could also be an example of what others could do, with one assessor saying this role would be *“an appointment with real clout that could set the bar for other media organisations.”*
72. Funding up to \$55,020 is recommended subject to [REDACTED]



## Funding Requested

81. GlobalHQ has applied for [REDACTED] to support the expansion of their online news offering [REDACTED]

## Funding Recommendation

Role	Outputs	Salary	Est Associated costs
Digital Editor	N/A	[REDACTED]	[REDACTED]

## General Assessment

82. GlobalHQ publishes Farmers Weekly and Dairy Farmer in print, farmersweekly.co.nz, as well as other publications and agribusiness data and reports for subscribers from AgriHQ. GlobalHQ's main news outlet currently is Farmers Weekly, which is delivered in hard copy to every farm in New Zealand for free (distribution 77,216).
83. Despite the importance of the sector and the size of the rural population, there are few rural news options in New Zealand. Most are dominated by sponsored content, with RNZ and Farmers Weekly the only exceptions of any size.
84. Currently Farmers Weekly is replicated online at farmersweekly.co.nz, and this funding application outlines how GlobalHQ would like to expand that online offering. [REDACTED]
85. They want to increase the quality and quantity of news available online and request the following roles:
- [REDACTED]
  - Digital Editor – to improve the user experience of the website, repurpose content from print, video, and podcast for online, and increase diversity content by actively seeking Māori contributors
  - [REDACTED]
86. The application expresses a commitment to Te Tiriti and gives some examples including use of te reo and stories focused on Māori.
87. [REDACTED]

## Staff Opinion

88. Assessors were complimentary about the current product, Farmers Weekly, saying despite being a niche outlet, it has some great examples of Public Interest Journalism such as stories on climate change and a video project telling the story of diverse farmers around the country. There was enthusiasm for supporting a sustainable transition from print towards improving its online offering.
89. Assessors felt that the rural audience is underserved by the mainstream news media and there are few specialist outlets filling that gap. Support was across the board with one assessor saying, "The importance of the primary industry to Aotearoa - and the need for good PIJ in this sector - make this a standout proposal in my view."
90. [REDACTED] The Digital Editor role presented the best link to PIJ goals and is also the

role highlighted by *GlobalHQ* as their priority if they could only have one role funded. If funded, the applicant would need to provide clear KPI measurement goals.

91. Assessors believe this role will have a positive impact on an established rural media player looking to reach a larger audience within the rural community and meets PIJF goals of increasing sustainability. **Funding is recommended up to \$105,000 for the role of Digital Editor subject to** [REDACTED]

**Various Targeted Roles**

**The Spinoff**

**Requested** [REDACTED]

**Funding Requested**

92. The Spinoff seeks [REDACTED] to support the development of high-quality public interest journalism: a Sub-Editor, [REDACTED]

**Funding Recommendation**

Role	Outputs	Salary	Est Associated costs
Sub-Editor	N/A	[REDACTED]	[REDACTED]

**General Assessment**

93. The speed at which journalism is now produced, published, and consumed has increased the need for sharp sub-editors. Despite this, sub-editing capacity across the industry has been systematically slashed over the past two decades, which in turn has compromised the quality of journalism across the industry.
94. The Spinoff Sub-Editor would edit approximately [REDACTED] developing practices that enhance accessibility (e.g. captioning and alternative text); upskilling the team through internal workshops; and working towards the development of a style guide. Their duties would also include fact-checking and assessing risk from a legal perspective. Currently at The Spinoff, sub-editing duties are shared across several roles, which is unsustainable and creates an unnecessary level of risk.

95. [REDACTED]

96. [REDACTED]

97. [REDACTED]

98. [REDACTED]

99. [REDACTED]

100. [REDACTED]

**Staff Opinion**

101. Staff and assessors felt that the Sub-Editor role best fit the guidelines for this round and would improve the quality of PIJ produced by The Spinoff.

102. A key strength of the application in the assessors’ eyes was that the Spinoff’s proposal demonstrates an achievable pathway for financing the role after funding has finished.

103. [REDACTED]

104. The Sub-Editor role would make a clear difference to the quality of the PIJ output of The Spinoff. **Funding is recommended for the Sub-Editor role for up to \$105,450 subject to** [REDACTED]

**Various Targeted Roles**

**NZME**

**Requested** [REDACTED]

**Funding Requested**

105. The NZME application is for [REDACTED] targeted roles – a Kaupapa Māori Editor, [REDACTED] an Audio Innovation Editor, [REDACTED], to increase and amplify their current journalistic outputs.

**Funding Recommendation**

Role	Outputs	Salary p.a.	Est Associated costs
Kaupapa Māori Editor	N/A	[REDACTED]	[REDACTED]
Audio Innovation Editor	N/A	[REDACTED]	[REDACTED]

**General Assessment**

106. NZME has received a significant amount of funding from the PIJF in Rounds 1 and 2, including for Te Rito and the Open Justice scheme. In Round 3 they applied for [REDACTED] and one which is recommended for funding, and these [REDACTED] roles:

- The Kaupapa Māori Editor would be part of the senior editorial team and would help put a Māori focus on storytelling across all content and platforms. They would deliver training for the newsroom on tikanga and help develop and strengthen relationships with mana whenua and Māori organisations.
- [REDACTED]
- An Audio Innovation Editor, who would work to increase the amount of content available to the blind or sight impaired. Blind Low Vision NZ supports this application, and this role would work with them to find new solutions.
- [REDACTED]

- [REDACTED]

107. [REDACTED]

**Staff Opinion**

108. [REDACTED]

109. [REDACTED]

110. Staff grappled with the application for the Kaupapa Māori Editor, as on the one hand, it is clearly needed by NZME, it demonstrates commitment to Te Tiriti as it ladders out of their wider proposed organisational cultural strategy programme, and it would deliver on the PIJF criteria to improve representative public interest journalism being produced by NZME. [REDACTED]

111. [REDACTED]

112. There was overwhelming support from assessors for the Audio Innovation Editor. The PIJF has had few applications offering solutions for accessibility for disabled communities and this is an opportunity to do that. One of the assessors pointed out that the role “*would provide much-needed and rarely-provided access for audience members with low vision*”. Support from Blind Low Vision NZ and a commitment to work with them gave assessors confidence that progress will be able to be made on this.

113. The Kaupapa Māori Editor and the Audio Innovation Editor reflect different aspects of the PIJF goals, bringing public interest journalism to different audiences. **Funding is recommended up to \$200,280 for the Kaupapa Māori Editor and the Audio Innovation Editor subject to** [REDACTED]

<b>Two Targeted Roles</b>	<b>The Pantograph Punch</b>	<b>\$95,040</b>
---------------------------	-----------------------------	-----------------

### Funding Requested

114. The Pantograph Punch is seeking Targeted Role funding for a Business Development Contractor (1 year, fixed-term) and Social Media Specialist (3-month contract) between January – December 2022.

### Funding Recommended

Role	Outputs	Salary	Est Associated costs
Business Development Role	N/A	[REDACTED]	[REDACTED]
Social Media Specialist contractor	N/A	[REDACTED]	[REDACTED]

### General Assessment

115. The Pantograph Punch is an arts and culture digital magazine that has been operating for a decade.

116. It is proposing to hire a Business Development Contractor (1 year) to develop sustainable ways forward for arts journalism through new business development opportunities.

117. [REDACTED]

118. [REDACTED]

119. The magazine also seeks funding for a Social Media Specialist (3 months) [REDACTED]

120. As a digital-only producer with a largely younger audience, The Pantograph Punch intends for the Social Media Specialist to increase audience engagement and train existing staff to translate longform written journalism into video content to share over social media.

121. The outcomes of the contracted specialist will be expected to increase The Pantograph Punch's audience by [REDACTED] and demonstrate higher engagement with Māori, Pacific and Asian audiences.

122. The Pantograph Punch has a stated commitment to Te Tiriti and is Māori-led by [REDACTED]. Both proposed roles would support The Pantograph Punch to continue this work and further amplify Māori voices.

123. Over the past 12 months, 70% of The Pantograph Punch's content was by Māori, Pacific, Asian, or other diverse voices. Additionally, a quarter of its coverage focused on artists and arts activities outside of the main city centres.

### Staff Opinion

124. Staff felt this was a targeted proposal that would help develop the sustainability of a quality publication and hopefully expand its audience through social media. They also felt the roles very clearly met the guidelines for the round. If funded, the applicant would need to provide clear KPI measurement goals.

125. Assessors agreed that The Pantograph Punch, while small, punches above its weight in terms of providing PIJF arts-focused journalism in Aotearoa (which is at-risk journalism) and would benefit from the sustainability and visibility of a wider audience reach.

126. One assessor responded that, "the arts community is not well served by mainstream media, yet they are important to the health, life and economy of a country. The arts contribute \$17.5 billion to the economy but the sector goes largely un-scrutinised by the media. Scrutiny helps keep artists accountable for public funding and helps inform and engage the public about their work".

127. Funding is recommended up to \$95,040 subject to [REDACTED]

**Funding Requested**

128. *Mana Trust* (E Tangata) is applying for two roles – an Editor / Mentor and a Digital Marketing Manager - to support the production and sustainability of public interest journalism serving primarily Māori and Pacific communities.

**Funding Recommended**

Role	Outputs	Salary p.a.	Est Associated costs p.a.
Editor / Mentor	N/A		
Digital Marketing Manager	N/A		

**General Assessment**

129. Online magazine *E Tangata* is currently run [REDACTED] the application describes how plans to grow will rely on having these senior roles funded. Mana Trust had funding approved in PIJF Round 2 for four reporters, although those reporters have not been hired yet and the contract has not been initiated by Mana Trust.
130. The Editor / Mentor would provide support and guidance to those reporters, and the many other contributors, as well as having editorial oversight and planning coverage.
131. The Digital Marketing Manager would work to increase the audience for *E Tangata* and would also work with partners such as *Te Ao with Moana*, to increase the profile of Māori and Pasifika media in general.
132. [REDACTED]
133. The application mentions the possibility of splitting the Editor role between two people, suggesting they may have people in mind already.

**Staff Opinion**

134. The assessment panel was very complimentary about *E Tangata* as a product, with one saying “*The contribution that E Tangata makes to the public interest journalism space is hugely important to Māori and Pacific voices.*”
135. There was an understanding that although the product is good and that we have supported it by recently funding four reporting roles, support from non-content creating roles would benefit such a lean organisation and improve the quality of journalism, a key criterion for the PIJF. [REDACTED]
136. Mana Trust presented a compelling case for why non content-creation roles were critical to achieving the broader goals of the PIJF by stating that without crucial support staff, many media organisations would not be sustainable or able to maintain quality journalism – despite receiving funding for new reporter roles.
137. Assessors echoed this belief noting the greatest risk to a small producer like Mana Trust is its sustainability and agreed that both the proposed roles were important operationally to mitigate that risk.
138. The assessment panel felt these two roles would make a significant difference to Mana Trust and ensure roles already funded would be well supported both now and into the future. **Funding up to \$165,000 is recommended subject to** [REDACTED]

**Funding Requested**

139. Tikilounge is applying for [redacted] roles for the *Coconet TV* – a Pasifika Youth Digital News Editor [redacted] [redacted] - to diversify news distribution across its digital channels.

**Funding Recommended**

Role	Outputs	Salary p.a.	Est Associated costs
Pasifika Youth Digital News Editor [redacted] [redacted]	N/A	[redacted]	[redacted]

**General Assessment**

- 140. Coconet.TV is a website hosting Pasifika stories from around the world. They have a strong social media presence and growing numbers visiting the website and YouTube channel.
- 141. Tikilounge sought funding in Round 1 to boost their news content output, and to train young Pasifika reporters. This initiative is currently underway. Their Round 3 roles application highlights the importance of social media to Coconet.TV, saying young Pasifika are currently missing out on news because it is not being provided to them on their natural platforms.
- 142. It is proposed that the Pasifika Youth Digital News Editor would curate and commission stories with social media platforms in mind and would need to be someone with strong connections to young Pasifika communities to know what stories they want told. News has not been prominent on the website in the past and although this role will allow that growth, the proposal does not outline how much content would need to be processed.
- 143. [redacted]  
[redacted]  
[redacted]
- 144. [redacted]

**Staff Opinion**

- 145. As the PIJF seeks to find ways to reach Pasifika audiences, staff has kept in mind that young people are less likely to be discovering and consuming journalism through traditional channels. Social media and other digital platforms are increasingly important, and the applications speaks to that.
- 146. The assessors supported Coconet.TV as a platform given it has high shareability and visibility on social media channels and attracts an impressive audience. One assessor noted that the *“application supports NZOA’s kaupapa that content should reflect diverse communities and offer them a voice.”*
- 147. [redacted]  
[redacted]  
[redacted]  
[redacted]
- 148. [redacted]  
assessors felt it was judicious to prioritise funding the Pasifika Youth Digital News Editor [redacted]  
[redacted]  
[redacted] **Funding of up to \$75,000 is**

recommended for one role subject to [REDACTED]

## Targeted Roles

Newsroom Ltd

Requested [REDACTED]

### Funding Requested

149. Newsroom is applying for [REDACTED] – a Sub-Editor [REDACTED] – to increase the quantity and quality of articles published, help build audience and attract younger readers.

### Funding Recommended

Role	Outputs	Salary p.a.	Est Associated costs
Sub-Editor	Newsroom output increased by at least two stories per week.	[REDACTED]	[REDACTED]

### General Assessment

150. Newsroom has received funding from the PIJF in the previous two rounds and has also applied in this round for project funding for *Newsroom Investigates* and for a climate change interview series. Both are recommended for funding.

151. Newsroom says at present its senior writers are carrying out additional sub-editing duties and having a dedicated Sub-Editor would not only improve the quality of output but increase output by at least two additional public interest journalism stories per week, as a result of freeing those senior writers up. Newsroom also says in its application that it has more content available to it than it can publish, because of the lack of a dedicated Sub-Editor.

152. The Sub-Editor would also provide guidance on structure and writing for less experienced contributors and would also sub edit Electronic Direct Mail Outs (EDMs), which play an important role in engaging and growing Newsroom's audience.

153. [REDACTED]

154. [REDACTED]

### Staff Opinion

155. Newsroom has consistently shown commitment to public interest journalism and has also stated its commitment to Te Tiriti principles. The assessors consider it an experienced team producing quality PIJ.

156. The application includes clear outputs particularly around the Sub-Editor freeing up senior writers, which assessors saw as a great advantage and a boost for the company's public interest journalism outputs. If funded, the applicant would need to provide clear KPI measurement goals.

157. [REDACTED]

158. [REDACTED] The Sub-Editor was seen as the most likely to make the greatest impact in terms of PIJF outcomes and goals to more directly increase the quality and output of PIJ. It was Newsroom's priority role [REDACTED]

159. Funding of up to \$91,679 is recommended for the sub-editor role subject to [REDACTED]

**Funding Requested**

160. Stuff is applying for funding for [redacted] a te reo Translator.

**Funding Recommended**

Role	Outputs	Salary p.a.	Est Associated costs
Te Reo Translator	2-3 stories per workday, plus special projects.	[redacted]	[redacted]

**General Assessment**

161. Stuff has received considerable funding in earlier rounds of the PIJF and has also applied in this round for *Stuff Circuit* (recommended for funding) [redacted]. The [redacted] applied for are all described as amplifying Stuff’s public interest journalism outputs and bringing them to different audiences.

162. [redacted]

163. [redacted]

164. Despite te reo being an official language, very few mainstream media players offer news in te reo Māori. Stuff proposes having a te reo Translator permanently based in the newsroom to translate [redacted] stories per day, including subtitles for video. Priority would be given to major news stories of the day like news about COVID-19, and special projects could be translated in advance. [redacted]

**Staff Opinion**

165. [redacted] assessors considered an on-staff te reo Māori Translator as an innovative role that met PIJF goals and should therefore be supported.

166. The te reo Translator role would contribute to PIJF goals by bringing public interest journalism to a new audience. It is hoped that one major outlet having such a role on staff could encourage others to follow suit. One assessor noted that “te reo translators will become an essential part of a newsroom eventually, but media organisations might need support to set them up.”

167. Stuff has made considerable changes within its newsroom to show its commitment to Te Tiriti and a bicultural kaupapa, and this would boost what it has already done. [redacted]

168. Assessors believe this is an important role in normalising te reo in mainstream media and will hopefully bring public interest journalism to a different audience. **Funding up to \$103,000 for a te reo Translator is recommended subject to [redacted]**



## PUBLIC INTEREST JOURNALISM – CHILDREN AND YOUTH

### FUNDING DECISIONS

### RECOMMENDATION

That the Staff Investment Committee **approves** funding of up to:

#### Projects:

- \$653,773 to Luke Nola & Friends for *Kea Kids News* subject to [REDACTED]
- \$517,364 to TVNZ for *Kids Kōrero* subject to [REDACTED]
- \$264,386 to Mahi Tahi Media for *Ohinga 2* subject to [REDACTED]
- \$28,240 to Te Parerē for *Te Parerē National Māori Students Magazine* subject to [REDACTED]

#### Targeted Roles:

- \$20,000 to Radio One 91FM for *Digital Content Editor* subject to [REDACTED]
- \$32,916 to Campus Radio 95bFM Ltd for *95bFM Sub-Editor* subject to [REDACTED]

6 applications recommended for total funding of up to \$1,516,679

1 application recommended for decline seeking a total of [REDACTED]

### BACKGROUND

1. In January 2021 Cabinet agreed to draw down \$55m over the next three years (2021 - 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding will be administered by NZ On Air to support the production of public interest journalism including Māori and Iwi journalism that is relevant to and valued by New Zealanders.
2. [General Guidelines for the PIJF](#) were published in April 2021. The principles set out in [the Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund.
3. The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles and Industry Development.



- f. **Gabriel Thomas** - Journalism Manager, NZ On Air. Former executive producer of The Nation and Firstline, producer Newshub Live at 6pm.
  - g. **Fairooz Samy** - Journalism Funding Advisor, NZ On Air. Current Media Studies PhD candidate at Victoria University of Wellington.
15. Conflicts of interest are outlined as below. Funding assessors did not have access to the funding application and were removed from the funding decisions for these applications.
- a. [REDACTED]  
[REDACTED]  
[REDACTED] did not assess this application or take part in the assessment discussion for this project.

## GENERAL ASSESSMENT & STAFF OPINION

### KEA Kids News

### Luke Nola and Friends

\$653,773

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

16. Established in 2019, *KEA Kids News* is a project aimed at tamariki aged between 6-12 years. Its proposed output is 80 stories (4') across Stuff, TVNZ, YouTube, and HEIHEI platforms, and 80 stories (2') on Instagram. The stories would run over 20 weeks between Jan-Jun 2022.

### General Assessment

17. *KEA Kids News* was originally funded from one-off government funding to create a child-centred news pilot to increase children's media literacy and engage them in civics happening here and around the world. The pilot was awarded \$1m funding in March 2019 as an out-of-time SIC decision, and subsequently received a further \$1m in the May 2020 round to create a partial second season. It then applied to extend Season 2 into 2021 being awarded \$608,461 for Season 2B comprising 40 episodes.
18. *KEA Kids News* has produced over 346 episodes since 2019. According to a BSA 2020 survey cited in the proposal, *KEA Kids News*' first season was ranked as the fourth most-liked children's show made in Aotearoa.  
[REDACTED]
19. Its format is a mixture of current affairs news topics and child-specific news delivered "for tamariki, by tamariki". Children both act as presenters and are included as interviewees. It includes the use of animated explainers for complex topics such as COVID-19 and MMP.  
[REDACTED]
20. [REDACTED]  
[REDACTED]  
[REDACTED]
21. *KEA Kids News* uses its network of teachers and principals around the country to facilitate monthly workshops with tamariki. These serve as audition spaces for kid presenters and interviewees and opportunities to gather information about tamariki worldviews. It also enables *KEA Kids News*' inclusion

strategy of showcasing on-screen diversity across ethnicity, geographic location, gender, and disability. The strategy involves ongoing relationship-building with people in these communities/regions.

22. According to the proposal, *KEA Kids News* has seen an increase in on-screen Māori presenters for its second season [REDACTED] and the production consults cultural facilitator [REDACTED] for guidance around iwi relationships, Te Tiriti o Waitangi partnership advice and te ao Māori in general. The correct use of te reo Māori and accurate translations and subtitles are overseen by a reo-speaking production team member and [REDACTED]. In Season 2B, a new Senior Director [REDACTED] was hired who delivered three highly rated episodes of *KEA Kids News* entirely in te reo Māori.
23. To contribute to diverse industry development and have rangatahi perspectives for Season 2B, production hired three pre-graduate Māori and Pasifika trainees.
24. The proposal also lists a COVID-19 lockdown strategy and cites examples of stories produced while under lockdown as evidence of its ability to continue producing stories remotely.
25. *KEA Kids News* has had access to politicians and public figures for interviews (such as the Prime Minister) and strong commercial relationships with brands such as [REDACTED].

**Staff Opinion**

26. Assessors felt that *KEA Kids News* had strong brand recognition with tamariki, parents, and educators, and an established audience base that continues to grow.
27. Assessors agreed that the application met the requirements of the funding round. It has a history of PIJ news stories, centres tamariki in the news delivery process, and has an ongoing commitment to the principles of Te Tiriti.
28. Additionally, assessors were impressed by *KEA Kids News*' cultural strategy and intention to continue fostering relationships with diverse communities.
29. One assessor explained that *KEA Kids News* had "demonstrated it can deliver high quality kids' news and engagement. It provides kids involvement and gets to a wide range of areas which gives kids throughout the country an opportunity to experience journalism".
30. Another assessor praised the workshops and mentoring opportunities as demonstrating a "strong Kaupapa around developing young people".
31. *KEA Kids News* continues to deliver to its original intent of increasing children's media literacy and engaging them in civics happening here and around the world. It has shown it can operate during the most trying of times under COVID-19 and is innovating and delivering to where young audiences are on social media. It has met the funding constraints of this round by [REDACTED].

Funding is recommended up to \$653,773 subject to [REDACTED]

**Kids Kōrero**

**TVNZ**

**\$517,364**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

32. *Kids Kōrero* is a weekly drop made up of 'tamariki friendly' news bulletins and graphical explainers taking on big questions that have direct relevance for kids in a language they understand.
33. Outputs include 30 x 5' linear videos, 30 x 2' explainers, and 30 x 5' podcasts [REDACTED]
34. Content would be distributed over TVNZ (TVNZ 2, TVNZ OnDemand, Papa Kāinga), RNZ (podcast and radio slot), social media and digital platforms (TikTok, Facebook, YouTube).

#### General Assessment

35. *Kids Kōrero* is a collaboration with RNZ to provide News and Current Affairs content (visual and audio) for the tamariki of Aotearoa on various platforms. There are three options for content delivery; linear, digital, and podcast.
36. The linear option would run segments on TVNZ 2 as part of *The Feed*, a new tamariki slot running from 3:30pm-5pm on weekdays that was recently funded in the general Aug/Sep round.
37. The digital option would run one explainer per week over TikTok, Facebook, and YouTube. It would sit on TVNZ OnDemand (plus Home Learning On Demand) and RNZ's *Story Time*, as well as potentially in classrooms across the motu.
38. The podcast option involves RNZ re-versioning content for radio and creating a soundscape to produce a podcast which would be available on RNZ, Apple, and Spotify.
39. The proposal stresses that *Kids Kōrero* is NOT linear content being repurposed for digital – it is an offering for both, tailor made for each format.
40. [REDACTED] will develop a bespoke cultural integrity rautaki for this project. The strategy would ensure correct pronunciation and use of te reo Māori, aim for at least a third of explainers to come from te ao Māori, and build cultural competency in a bi-cultural newsroom. Additionally, the rautaki would ensure that kaimahi (staff) are operating in a culturally safe space by ensuring correct tikanga is maintained across the production.
41. Topics include idea such as; [REDACTED]
42. [REDACTED]
43. The core demographic is tamariki [REDACTED]

#### Staff Opinion

44. Assessors felt the project's measurable outputs, demonstrated need, clear explanations of the format, and relevant news topic examples made the proposal a strong one. They were impressed that the proposal showed an understanding of the unique content and safety considerations that come with creating tamariki-appropriate news and working with tamariki.
45. Assessors felt the proposal represented a timely opportunity for a mainstream broadcaster to engage young people in discussions on current affairs. They appreciated the collaboration shown between TVNZ and RNZ, noting that it would provide multiple avenues for consumption and lead to wider audience reach.
46. An assessor wrote, "*a new kaupapa, the proposal appears to speak clearly to the interests of the target audience. The format is pitched in a way that meets the comprehension level of the intended audience while still speaking to key issues impacting our society. I note that a significant portion of the stories/topics covered will have direct relevance to Māori and Pasifika viewers. I also note that Kids Kōrero will ensure that it reflects and includes Māori perspectives, language and culture across all its content and will actively promote*

the principles of Partnership, Participation and Active Protection under Te Tiriti o Waitangi acknowledging Māori as a Te Tiriti partner”.

47. While it is acknowledged that the PIJF has limited eligibility for Crown-owned and funded public media organisations, assessors noted that this project is a unique collaboration and one of the stronger projects in the round. It will deliver critical PIJ to younger audiences and it was felt funding going to TVNZ and content to RNZ was justified on this basis this is new content [REDACTED].
48. Given the widespread concerns at the lack of engagement from children and youth in news and journalism any moves to lift this engagement will have long term benefits. The needs of the Children and Youth audience were felt to be best served by the funding of this application. **Funding is recommended up to \$517,364 subject to [REDACTED]**

**Ohinga 2**

**Mahi Tahī Media**

**\$264,386**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

**Synopsis**

49. *Ohinga 2* explores Aotearoa through the lens of rangatahi reo Māori with a current affairs edge. The second season will deliver 50 (approx. 4’ duration) stories that are separated into three content streams: [REDACTED]. Production and delivery of episodes will occur between [REDACTED] on primary platform Re: (TVNZ).

**General Assessment**

50. *Ohinga* is an independently te reo Māori rangatahi series produced by Māori production company Mahi Tahī Media. Its first pilot series funded by Re: (TVNZ) proved so successful, [REDACTED]
51. [REDACTED]
52. *Ohinga* creates video content which feature rangatahi of Māori descent sharing personal stories that relate to a current affairs topic, in fluent te reo Māori. Subtitles are provided in English.
53. Season 2 proposes three content streams for episodes. [REDACTED]
54. [REDACTED] would investigate or unpack a current affairs issue relevant to rangatahi. Topics for Season 2 include [REDACTED]
55. [REDACTED] are one-off stories that reveal the people, places and events our rangatahi audience need to know about. Two suggested stories are [REDACTED]
56. [REDACTED] are responsive stories that use social media formats to get news out quickly and in ways that include the audience in the discussion. Pitches include [REDACTED]

[REDACTED]

57. The *Ohinga* concept centres on providing development opportunities for rangatahi Māori creatives and journalists to express themselves while growing their fundamental journalistic skills.

58. Production company Mahi Tahī Media have partnered with TVNZ, Re: and Te Māngai Pāho to work collaboratively on creating pathways for professional growth by [REDACTED]

59. [REDACTED]

### Staff Opinion

60. Assessors unanimously supported this application and were very impressed with the strategy laid out for Season 2. One assessor commented that the application “includes all the PIJF criteria, especially sustainability through training, mentoring and producing opportunities for rangatahi”.

61. Assessors felt the application presented access to an important rangatahi audience and provided a te ao Māori platform for reaching, and showcasing, Māori youth. It was significant that *Ohinga* is entirely in te reo and its viewership and engagement figures was evidence of its relatability with rangatahi.

62. Assessors felt that *Ohinga* was good value for money since Season 2 [REDACTED] saying, “the budget is reasonable and with one season underway, it is building momentum and recognition”. They also noted the clear commitment to Te Tiriti principles and towards incorporating a Kaupapa of professional support and mentorship.

63. This is a high-quality production which has demonstrated it can deliver te reo Māori content to rangatahi and meet the criteria of public journalism both in the topics it tackles and its audience engaging storytelling. It is giving voice to rangatahi who generally in mainstream media have none. The funding co-share with Te Māngai Pāho also makes it an attractive proposal. **Funding is recommended up to \$264,386 subject to** [REDACTED]

**Te Pararē National Māori Students Magazine** **Te Pararē** **\$28,240**

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

64. Established in 2019, *Te Pararē* is the magazine of Te Mana Ākonga, the National Māori Tertiary Students’ Association. It seeks project funding to create 32 digital issues across the 2022 academic year.

65. Outputs include 32 digital issues consisting of news articles and investigative feature stories, at least half of which would cover issues [REDACTED]

66. Funding includes [REDACTED]

### General Assessment

67. Te Mana Ākonga is an organisation whose whakapapa traces back to the early Māori student leaders such as [REDACTED]

68. In 2020 the number of Māori tertiary students in Aotearoa was estimated at 69,730. *Te Pararē* was established to fill a gap in Aotearoa’s student magazine landscape. Of the current tertiary publications, only a few publish issues on kaupapa Māori/te ao Māori for their audiences in any given year.
69. One example is Salient magazine's *Te Ao Marama* issue at Victoria University of Wellington - *Te Herenga Waka* (funded by PIJF in Round 1) which received support from *Te Pararē* as part of their successful application and execution of the project.
70. *Te Pararē* has thus far [REDACTED] it has published several pieces of well-received PIJ from an ākonga Māori perspective, a perspective which largely goes unnoticed or is misrepresented in the mainstream media.
71. The proposal states that *Te Pararē* values collaboration and [REDACTED]
72. [REDACTED]
73. Current *Te Pararē* editor [REDACTED], with support from [REDACTED] will oversee recruitment and training, and provide ongoing support.

#### Staff Opinion

74. Assessors thought that *Te Pararē* is uniquely placed to reach an important and underserved audience. Its content sharing would also support mainstream student magazines to grow their Māori content offerings at a regional level.
75. Additionally, this collaboration would enhance student media’s capabilities to advocate for the development and publication of rangatahi Māori student journalists.
76. Assessors felt that *Te Pararē* demonstrates a strong commitment to the principles of Te Tiriti in producing bilingual and te reo Māori content.
77. Assessors thought the magazine had demonstrated good collaboration [REDACTED]
78. Assessors felt that the magazine is a unique opportunity to encourage and distribute the voices and views of future Māori leaders. It could also serve as a training ground for future Māori journalists, and the overall budget was good value for money.
79. One assessor highlighted *Te Pararē*’s value as a platform for rangatahi Māori writers, saying “*Te Pararē* is based in tikanga Māori and te ao Māori and provides a unique platform for Māori writers at the tertiary level to publish content within a journalistic framework. [REDACTED] continues to deliver content that is shared across other student media platforms, benefiting their student audiences. This type of publication has the potential to reach and platform Māori students and funding would enable these goals”. Funding is recommended up to \$28,240 subject to [REDACTED]

Digital Content Editor

Radio One 91FM

\$20,000

Role	Outputs	Salary	Est Associated Costs
Digital Content Editor	3-4 written articles and	[REDACTED]	[REDACTED]

	appended soundbites per weekday on the station's website, social media posts daily, full audio bulletins on iTunes and Spotify		
--	--	--	--

**Synopsis**

- 80. Radio One 91FM seeks funding for the targeted role of part-time Digital Content Editor (15 hours per week) who would take on-air weekday news content at Radio One 91FM and distribute it across online channels.
- 81. Outputs would consist of 3-4 written articles and appended soundbites per weekday at [www.r1.co.nz/news](http://www.r1.co.nz/news). Additionally, daily social media story highlights, illustrations, and headline summaries across Facebook, Instagram and Twitter, news slide shows on Mixcloud, and daily full audio bulletins on iTunes and Spotify.

**General Assessment**

- 82. Radio One 91FM is a student radio station based at the University of Otago. It has been run by rangatahi for rangatahi since 1984, delivering local music, culture, and news to listeners apathetic to or not catered for by mainstream media. It receives operational funding from NZ On Air.
- 83. The Radio One newsroom has produced talents such as [REDACTED]
- 84. The current newsroom consists of [REDACTED]
- 85. Radio One's newsroom currently produces a weekday short-form news bulletin of current affairs, long-form original stories, and interviews which run three times daily.
- 86. The Digital Content Editor role would adapt the newsroom's outputs into written stories, soundbites, and social-media specific posts, to be delivered across the station's website, social media accounts, and platforms like Mixcloud, iTunes, and Spotify.
- 87. This would heighten engagement with the station's existing PIJ content from its audience [REDACTED]
- 88. Radio One says it is committed to Te Tiriti and mindfully integrates indigenous voices, te reo Māori, and te ao Māori across all content outcomes.
- 89. The station has pledged to ensure it meets the criteria of the PIJF by becoming a member of the NZ Media Council.

**Staff Opinion**

- 90. Assessors were supportive of the proposal, noting that the station delivers to the youth audience and the requested role would increase the reach of content already funded in part by NZ on Air.
- 91. Assessors thought the station had a proven history of delivering PIJ content and were well-placed to deliver the application's outputs.
- 92. [REDACTED] and the role would strengthen the overall PIJ capability of this station.
- 93. One assessor summed up the panel's recommendation saying *"hits a number of PIJF targets - it increases content to a target youth audience via an already-demonstrated youth engaged channel. The role is clear that moving content from the currently funded platform into a new digital space doesn't duplicate funding and will hopefully enhance the reach of currently funded radio content"*. **Funding is recommended up to \$20,000 subject to [REDACTED]**

Role	Outputs	Salary	Est Associated Costs
Sub-Editor	One repackaged piece of content each weekday for the first 4 months, two repackaged pieces each weekday for the next 8 months, posted on social media and the station's website		

### Synopsis

94. Campus Radio 95bFM are an independent student radio station located on the University of Auckland city campus. They are applying for Targeted Role funding to hire a Sub-Editor for their news team over a 12-month period.

### General Assessment

95. Campus Radio 95bFM has been broadcasting since 1969. It is a member of the New Zealand Media Council and works closely with the Broadcasting Standards Authority to ensure all on-air content is up to standard. The application stresses that Te Tiriti and te ao Māori are fundamental to Campus Radio's modus operandi.

96. Its news coverage prioritises Māori voices and perspectives and it is a requirement that te reo Māori is used in the station's regular news updates.

97. The station's current newsroom consists of [REDACTED]

98. Campus Radio says its public interest journalism is youth-focused, diverse, and with a special emphasis on Tāmaki Makaurau and local issues which affect their rangatahi audience.

99. It has a weekday current affairs programme, *The Wire*, which has investigated news issues such as the anti-vaccination movement and racism on campus.

100. *The Wire* routinely conducts interviews with public figures and politicians, such as [REDACTED]. It also has a regular segment where hosts speak to [REDACTED] about the Auckland City Council.

101. The Sub-Editor's role would be to work alongside the set-up team to rework content from *The Wire* and post it to digital and social media platforms in order to better reach, and grow, their sizeable rangatahi audience.

102. The Sub-Editor's outputs would be one repackaged piece of content each weekday for the first four months and two repackaged pieces each weekday for the next eight months. Initially this would be in the form of articles and reworked clipped audio clips from pieces on *The Wire*, with quick-read versions posted to social media, linking back to longform pieces on the 95bFM website. In the long-term, the station aims to develop them into video and photo content.

103. [REDACTED]

104. The station has a COVID-19 contingency plan and can operate remotely in a lockdown situation.

### Staff Opinion

105. Assessors unanimously supported this application, finding that the applicant already delivers PIJ to a highly sought-after youth audience. They considered the budget to be very reasonable for the overall cost of improving both the quality and reach of their existing PIJ content.

106. The role will address [REDACTED] by making PIJF content more accessible, which will help it to reach audiences currently underserved by terrestrial radio coverage and public interest journalism more generally.

107. [REDACTED]



[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

RELEASED UNDER THE OFFICIAL INFORMATION ACT

## PUBLIC INTEREST JOURNALISM - PROJECTS

### NZ MEDIA FUND

#### RECOMMENDATION

That the Board approves funding of up to:

- \$1,919,913 to SunPix Ltd, for *Tagata Pasifika*

#### OVERVIEW

1. In January 2021 Cabinet agreed to draw down \$55m over the next three years (2021 – 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding will be administered by NZ On Air to support the production of public interest journalism including Māori and Iwi journalism that is relevant to and valued by New Zealanders.
2. [General Guidelines for the PIJF](#) were published in April 2021. The principles set out in [the Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund.
3. The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles, and Industry Development. This third round of the Public Interest Journalism Fund sought applications to the **Projects** and **Roles** pillars of the fund. Information for this [Sep/Dec funding round](#) outlined the assessment criteria and funding priorities to applicants.
4. Applications for **Project funding** (circa \$7m allocated) were sought in the following areas:
  - News and Current Affairs Projects – including children’s and youth news
  - Investigative journalism projects
  - Projects that improve the overall quality, provision and/or sustainability of PIJ
5. The criteria for **Targeted Roles** in this round (circa \$2m allocated) were developed in response to industry feedback and learnings after Round 2 which had focused purely on content-creation roles. Round 3 sought to encourage roles that *supported* the production and sustainability of high-quality public interest journalism but weren’t necessarily content creating.
6. This round invited applications from a number of journalism and current affairs ‘legacy’ projects annually funded by NZ On Air baseline factual funding, and projects recently funded via one-off additional Government funding.
7. These projects were considered in a fully contestable process under the same eligibility and assessment criteria as other applications. With an additional circa \$4m from NZ On Air baseline factual funding added to this PIJF round to acknowledge that it was likely that some returning journalism projects would be funded and that accommodations should be made to maximise the number of new projects that could be supported via the PIJF. This decision was made following stakeholder consultation from the sector in February and was signalled to the sector in [our response](#) to the stakeholder report (page 6).

8. The 'legacy' projects for consideration in this round include *Tagata Pasifika* for consideration by the Board and six others considered and approved by SIC including *Q + A*, *Newshub Nation*, *The Hui*, *Stuff Circuit and Newsroom Investigates*, and *Kea Kids News*.
9. There was a two-stage application process for Round 3. Applicants were first asked to submit five-page proposals by Thursday 30th September, which were individually assessed by panellists. A hui was then held on Friday 8th of October. Shortlisted applicants then submitted full proposals by Tuesday 26th of October. Following further individual assessment, a hui was held on Tuesday 2nd November to decide on the funding recommendations outlined in this paper.
10. The assessment panel for the PIJF Round 3 included:
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - **Raewyn Rasch** (Ngāi Tahu) - NZ On Air Head of Journalism. Former General Manager Māori and Pacific programmes at TVNZ, executive producer of Seven Sharp, producer of Fair Go and Marae Investigates, TV and radio journalist.
  - **Glenn Usmar** - Associate Head of Funding (Systems), NZ on Air. Former Programme Manager for Rialto Channel, Sky TV, and Programmer at TVNZ.
  - **Gabriel Thomas** - Journalism Manager, NZ On Air. Former executive producer of The Nation and Firstline, producer Newshub Live at 6.
  - **Fairooz Samy** - Journalism Funding Advisor, NZ On Air. Current Media Studies PhD candidate at Victoria University of Wellington.
11. [REDACTED] The assessment panel recommended 35 for funding at a total of \$9,254,433. These projects are listed in full in 5.8 Staff Investment Committee / Delegated decisions.

## GENERAL ASSESSMENT & STAFF OPINION

*Tagata Pasifika*

SunPix Ltd

\$1,919,913

Key People	Role/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

### Synopsis

12. This is a returning current affairs series, 51 x 23' and 2 x 90' for 9:30am Saturdays on TVNZ 1 with a repeat play on Sunday morning. *Tagata Pasifika* presents current affairs, talanoa, sports, issues, events, and entertainment relevant to the Pacific Islands communities. It has additional distribution on Whakaata Māori (Māori Television), tpplus.co.nz, Prime, and Pasifika TV.

**General Assessment**

13. Since 1987, *Tagata Pasifika* has provided a forum for Pacific viewpoints and a reflection of the varied communities who make up Moana Pacific in Aotearoa New Zealand. [REDACTED]

[REDACTED]

14. The primary platform for *Tagata Pasifika* is TVNZ. It is also broadcast on Whakaata Māori on Sundays at 4.30pm and on Prime on Mondays at 4.30pm giving it a potential reach of more than 100k per week. The Prime placement started last October and the producer reports the network is pleased with its performance in the slot. *Tagata Pasifika* also airs on Pasifika TV (PCBL) currently beaming to 20 South Pacific Broadcasters.

15. Highlights of the 2021 season have included being the first NZ media to cross live to Samoa during the Samoan election crisis, technically producing the world-wide television broadcast of the Government Dawn Raids Apology, continuing to broadcast throughout COVID-19 lockdowns and scoring more than 70,000 views on the *Te Maeva Nui* (Cook Island festival) on TP+.

16. [REDACTED]

[REDACTED]

17. [REDACTED]

[REDACTED]

18.



- 19. One story that demonstrates the impact and importance of *Tagata Pasifika* in its community and via its reach on social media is that of Junior Tofa, a young Samoan boy who became trapped in New Zealand during lockdown and then contracted rheumatic fever. Requiring \$65,000 for urgent heart surgery neither the New Zealand nor Samoan governments would take responsibility for him, and a Give-a-Little page was set up. The campaign had little traction until *Tagata Pasifika* ran his story and within four days, the goal had been surpassed. It now sits at \$78,132. The story was not picked up by other media.
- 20. *Tagata Pasifika's* demographic profile for linear television is strongest in the 60+ and 50-59



- 21. The linear broadcast is supplemented by extra daily news on [tplus.co.nz](http://tplus.co.nz) which has 47k subscribers. The site's advanced search capability provides audience access to a *Tagata Pasifika* archive resource from the last 10 years with more than 4,000 stories online. SunPix has been further bolstered by the funding of digital text journalists for [tplus.co.nz](http://tplus.co.nz) from PIJF Round 2 Role funding and the funding of two digital-first documentaries (*Ifoga* and *Maisuka*) from PIJF Round 1.

22. The format remains the same as 2021 with two 90' special episodes celebrating Pacific music with the Pacific Music Awards and Pacific achievement and excellence with the SunPix Pacific People's Awards now in its 7<sup>th</sup> year. Despite COVID-19 the 2020 Pacific Music Awards live-stream of 2.5 hours was viewed by more than 62k. While awards shows do not generally sit within the criteria for the PIJF, it was decided their cultural value in celebrating stories of Pacific success could be seen as vitally important and of public interest to Pacific audiences.
23. While anchored by a live studio-based format, the show in 2022 will continue to demonstrate currency by crossing to outside broadcasts from events that engage its audience. It will also continue to focus on Pacific languages especially Realm languages (Cook Islands, Niue, and Tokelau) which are the most vulnerable.

24. [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

■ [REDACTED]

■ [REDACTED]

#### Staff Opinion

27. SunPix has built a collaborative network of content providers in the Pacific to ensure it can engage with local reporters both here and in the Pacific. This has been particularly important during COVID-19 lockdowns in covering such events as the Samoan constitutional crisis and elections.

28. *Tagata Pasifika* has one of the most experienced teams in Pacific journalism. [REDACTED]

29. SunPix contributes to the growth of Pacific Journalism and has a relationship with the Pacific Co-operation Foundation and has hosted interns from Fiji, Samoa, Vanuatu, PNG, and Tonga and also takes interns from the AUT School of Communication Studies and Southern Institute of Technology. It is also one of the partners in the *Te Rito* industry development project to host journalism cadets in 2022. *Tagata Pasifika's* contribution to journalism extends well beyond the minutes on screen.

30. [REDACTED]

31. [REDACTED] staff believes the programme's reach via social media in particular is an important indicator of a programme that remains relevant and engaging to its target audience. [REDACTED]

32. Staff also note the positive addition of Prime as another broadcast partner for content alongside TVNZ, Pasifika TV and Whakaata Māori, further strengthening *Tagata Pasifika's* strong multi-platform offering.

33. [REDACTED]

34. *Tagata Pasifika* continues to provide a vital service to its communities, demonstrated by how Government agencies relied on it to inform Pacific communities during the COVID-19 crisis and turned to it to help with the Dawn Raids Apology Broadcast. It negotiates the delicate balance between various ethnicities, Pacific geo-politics, multiple languages, and serious issues facing Pacific People all while engaging its audiences with traditional warmth, humility, and positivity. **Funding is recommended up to \$1,919,913.**

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

■ [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

■ [REDACTED]

■ [REDACTED]

[REDACTED]

■ [REDACTED]

■ [REDACTED]

■ [REDACTED]

■ [REDACTED]

■ [REDACTED]

[REDACTED]

■ [REDACTED]

■ [REDACTED]

■ [REDACTED]

RELEASED UNDER THE OFFICIAL INFORMATION ACT

- [REDACTED]
- [REDACTED]
- [REDACTED]

RELEASED UNDER THE OFFICIAL INFORMATION ACT

## PUBLIC INTEREST JOURNALISM FUND – NON-INCREMENTAL ROLES

### NZ MEDIA FUND

### RECOMMENDATION

That the Board approves funding of up to:

Year 1	Year 2	Total	Applicant	Scope	Roles	Subject to
9(2)(b)	9(2)(b)	\$731,300	Stuff	Marlborough newsroom	5	9(2)(b)
9(2)(b)	9(2)(b)	\$940,188	NZME	8 regional newspapers	8	9(2)(b)
<b>Total non-incremental roles recommended for funding</b>						<b>13</b>

### OVERVIEW

- In February 2021 when Hal Crawford’s [Stakeholder Consultation Report](#) was published, it outlined both the sector’s feedback and Hal’s recommendation in regard to considering non-incremental role (NIR) funding:
 

*“Many of our interviewees believed that if an organisation could show that cuts were imminent, they should be able to apply for funded roles under the PIJF. Many saw the dangers in this non-incremental funding but argued for exceptions in extreme circumstances. Funding could evaporate quickly trying to keep the newsrooms of big commercial companies afloat if this became the primary aim of the fund. ... commercial companies should benefit from this public money only to the extent that they improve and increase public interest journalism.”*
- When NZ On Air released its response to the report, it outlined a partial acceptance of this recommendation, *“Barring exceptional circumstances, funded roles should be additional to the existing workforce of a funded organisation. In cases where loss of staff is demonstrably imminent, existing roles may be funded. All other criteria still apply in this case. We believe the bar for funding existing roles should be set very high and have significant external assessment and rigour built into the review process...”*
- This decision was based on the [PIJF Cabinet paper](#) directives that, *‘In administering this fund, NZ on Air will be guided by the intent of the fund, to preserve and enhance public interest journalism in newsrooms across local, regional and national levels’ (Para 10). ...The initiative will protect journalistic jobs at a local, regional and national level’ (Para 7) ...Without this initiative, reductions in journalistic coverage and journalism layoffs are likely to continue, alongside further COVID-19-induced retrenchment by media companies from the regions to metropolitan areas. The initiative will also maintain and, where possible, restore regional news coverage to inform regional communities and give visibility to regional developments and issues’ (Para 47).*
- The sector climate at that point in time was also a key factor. It was not yet a year on from the closure of Bauer Media, and media companies including Stuff were outspoken about the fact that further government support would be required to ensure retention of local PIJ and to avoid further job losses. Staff felt that only a very small number of applications would be able to reach the threshold of eligibility for NIR funding, and for those that could, it was critical to ensure local ‘news deserts’ were not created under the PIJ – especially in the form of regional newsroom closures.

5. The two applications from Stuff and NZME that are included in this paper were originally submitted in late July 2021 to Round 2 Role funding. The round [guidelines](#) stated that applicants applying for NIR funding must include:
- Brief functional description of the current position/s
  - Demonstrate what imminent risk there is to the current position/s
  - Content output of the existing role/s and how it meets the PIJF definition of PIJ
  - Outline how the existing role/s link to measurable PIJF content creation.
  - Overview of the competitive environment relevant to roles sought
  - Considerations of loss of diversity of voice.
6. **9(2)(a)** was commissioned as the independent assessor to review all material supplied by Stuff and NZME. **9(2)(a)** worked closely with NZ On Air staff to create [specific criteria and requirements](#) for NIR funding that were shared with both applicants. The focus throughout the assessment process was on two key criteria:
- a) **Important PIJ role:** The role contributes significantly to PIJ, and its loss will impact audiences.
  - b) **Demonstrably imminent loss:** Financial necessity will require you to cut the role in the near future. “Imminent” was taken to mean within 6 months of the application submission.
7. Detailed financial information (including commercially sensitive data) was required at full proposal stage. This included financial records with costs and revenue for relevant editorial divisions, showing trends by year over at least five years, explanations of past cost-saving measures apparent in the supplied records, and any evidence of past redundancies triggered by similar financial conditions.
8. All supporting documents provided by Stuff and NZME are in the All Applications Boardbook menu. They are financial and data heavy documents that **9(2)(a)** has reviewed closely alongside staff, so we do not require the Board to have reviewed them in detail and have included the information deemed most relevant within this paper.
9. **9(2)(a)** notes in his assessments that it is a necessary but not sufficient condition of funding to satisfy these two criteria, *“Whether and to what extent the non-incremental roles are funded will also be decided against competing claims and the aims, priorities, and capacity of the whole PIJF fund. In short: an application may meet both requirements and still not receive approval because funding remains contestable.”*
10. He also observed, *“Funding existing editorial roles within the local and regional media ecosystem carries the risk of unfairly favouring failing businesses or divisions, and thereby distorting the market. It is beyond the scope of this assessment to contemplate the relative disadvantage to news media businesses operational in the same markets as the [newspapers] under consideration, should those [newspapers] receive funding. The priority here is the audiences who stand to lose valuable sources of local information, community identity, and diverse points of view.”*
11. **9(2)(b)**
12. Further general observations from **9(2)(a)** on the process were that the applications *“were significantly different in form and substance. The differences reflect different internal structures for understanding business operations and possibly different company cultures. ...At their core, both funding applications successfully made the case that the reporting work being done was important and contributed meaningfully to participation and identity within their communities.”* Further to this he pointed out that, **9(2)(b)**

9(2)(b)

Staff wishes to acknowledge 9(2)(a) for his extensive and thorough analysis of the data and information supplied.

- 13. Neither application provided digital audience data so where audience numbers are referenced this is in relation to print circulation.
- 14. Round 2 allowed applicants to apply for up to two years of funding, subject to performance review monitoring at key stages to ensure content targets are being met before a second year of funding is renewed. Staff received strong feedback from the industry that offering one-year contracts would not provide sufficient security to enable recruitment and retention especially of experienced journalists.
- 15. In the case of non-incremental roles, the issue of recruitment is not a factor, however, staff notes that the provision – and in this case retention - of PIJ content to local audiences justifies a two-year consideration.
- 16. A total of 108 new PIJF roles (circa \$17m) have been approved to date. The Staff Investment Committee approved 21 applications covering 48 incremental roles (up to \$7,005,501) at the September meeting. The Board approved a further four applications covering 62 incremental roles (up to \$10,420,942) at the October meeting.
- 17. Both applicants were provided assurances from NZ On Air that the commercially sensitive information they provided to us would not be appropriate to release and, if requested, would be withheld under the Official Information Act 1982 (the OIA). The rationale for this within the OIA is “to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information.”

## GENERAL ASSESSMENT & STAFF OPINION

### Non-incremental Roles

### Staff

### Requested \$9(2)(b)

#### Funding Requested

18. 9(2)(b)

9(2)(b)

#### Funding Recommended

Newsroom	Role	Annual rem.	Kiwi S/Leave	Total Funding
Marlborough	9(2)(b)			
Marlborough				

<sup>1</sup> P/L, or P&L, stands for profit and loss statement. It is one of the financial statements of a company and shows the company's revenues and expenses during a particular period. It indicates how the revenues are transformed into the net income or net profit.

Marlborough	9(2)(b)		
<b>Annual Cost</b>	9(2)(b)		
<b>Two-Year Cost</b>			\$ 731,300

19. The recommendation is to fund five roles 9(2)(b) at a total two-year cost of \$731,300.

**General Assessment**

20. 9(2)(b) fuel the editorial content in multiple local print mastheads and contribute to the national Stuff site and other digital platforms (including Neighbourly). The roles cover the following publications:

<i>Marlborough Express</i>	This paid newspaper dates from 1866 and is published three times a week. A dedicated area on the Stuff site presents a majority of public interest journalism (PIJ) content. As indicated in the Stuff submission, this content goes beyond what a free weekly newspaper can supply in terms of reporting detail, in particular for coverage of the local bureaucracy. Local court, business, crime, and sport articles appeared on the home page accessed for this assessment.
<i>Saturday Express</i>	Delivered every Saturday to households across Marlborough (circ. 20k print and digital)

9(2)(b)

21. 9(2)(b)'s assessment of the Stuff application is here.

22. Staff notes that the *Marlborough Express* currently hosts one LDR reporter. There is no duplication in funding requested for this LDR role in their submission.

23. In their Round 2 final proposal application Stuff applied for funding of \$9(2)(a) to employ a total of 20 new reporting roles 9(2)(a). 20 new roles were approved by the Board at the October meeting totalling \$2,789,240 over two years.

24. Regarding the NIR funding, 9(2)(b) and NZ On Air staff held a number of meetings with Stuff executives and made several requests for supplementary information. Stuff supplied the following documents:

- 9(2)(b)
- [Redacted]

25. In terms of the competitive news landscape in those regions, the Stuff publications - 9(2)(b) [redacted] 9(2)(b) [redacted]

Marlborough Media	Operated by Top South Media it publishes the <i>Marlborough Weekly</i> newspaper, Marlborough App and monthly <i>Marlborough Magazine</i>
The Blenheim Sun	Independently owned and operated in Blenheim since 2002, a free twice weekly publication delivered to homes across Marlborough

9(2)(b) [redacted]

26. Marlborough covers a diverse area from the Marlborough Sounds and the gateway to the South Island, Picton, through to the hinterland of the Kaikoura Ranges with a population of 51,500. 9(2)(b) [redacted]

27. The detailed financial information and data provided spanned FY17-FY21 (with YTD FY22) and contained:

- 9(2)(b) [redacted]

28. In terms of criteria a) 'Important PIJ role', Stuff provided detail on the functions of the roles as follows:

9(2)(b) [redacted]

29. 9(2)(b) [redacted]

30. As noted in 9(2)(a)'s report, 9(2)(b) [redacted] Stuff's financial data shows that in recent years 9(2)(b) [redacted]

9(2)(b)

31. Stuff was asked to provide an overview of the competitive environment given there are several small and independent competitors jostling for a place in a small market. Their response was 9(2)(b)

[REDACTED]

32. In terms of b) 'Imminent loss', 9(2)(a) noted of the data supplied by Stuff that, *"A good overall view of this situation is provided by reducing the data (to total revenue, editorial costs, all other costs, and contribution) and then trending the data over the five available years"* as per the table below.

9(2)(b)

[REDACTED]

9(2)(b)



33. In the graphs above the darker green bar represents total revenue and the lighter green bar is contribution. The intervening two red-hued bars are non-editorial (“all other costs”) and editorial costs.

34. 9(2)(a)'s assessment of this data was that, 9(2)(b)

35. A broad trend observed throughout the assessment was that editorial costs 9(2)(b) This assessment also considers the cost-saving measures taken by Staff 9(2)(b)

36. 9(2)(a) notes in his analysis that, 9(2)(b)

**Staff Opinion**

37. In terms of assessment criteria a) that NIR roles must ‘contribute significantly to PIJ, and their loss will impact audiences’, staff determined that that criteria a) had been met.

38. Regarding criteria b) 'demonstrably imminent loss', 9(2)(b) [REDACTED]

39. 9(2)(b) [REDACTED]

40. In general correspondence 9(2)(a) provided to staff alongside his two assessments he states, 9(2)(b) [REDACTED]

41. 9(2)(b) [REDACTED]."

42. 9(2)(b) [REDACTED]

43. However, staff believes the five roles in Marlborough should be approved and that 9(2)(b) [REDACTED]

44. 9(2)(b) [REDACTED]

45. In supporting this recommendation, staff acknowledges that while there are other local news providers 9(2)(b) [REDACTED], those other publications are community weekly publications and therefore fulfil a different niche, driven by advertising. We believe that retaining a level of media plurality in the regions is important especially in smaller communities where issues such as the debate around the Three Waters Reform and COVID vaccination can be divisively polarising.

46. This funding would give the Stuff Marlborough newsroom some respite from the impact of the ongoing COVID crisis and 9(2)(b) [REDACTED]. But most importantly it will ensure a relatively isolated and geographically diverse population maintains strong local PIJ. **Funding is recommended for five Marlborough roles up to \$731,300 over two years subject to 9(2)(b) [REDACTED].**

**Non-incremental Roles**  
**\$1,818,875**

**NZME**

**Requested**

**Funding Requested**

9(2)(b) [REDACTED]

47. 9(2)(b) [REDACTED]

**Funding Recommended**

Newsroom	Role	Annual Sal	Kiwi S/Leave	Travel	Total Funding
Rotorua Weekender	9(2)(b)				
Napier Courier					
Hastings Leader					
Whanganui Midweek					
Manawatū Guardian					
Taupō Weekender					
Horowhenua Chronicle					
Kapiti News					
<b>Annual Cost</b>					
<b>Two-Year Cost</b>					\$940,188

48. The recommendation is to fund eight roles 9(2)(b) two-year cost of \$940,188.

**General Assessment**

49. 9(2)(a)'s assessment of the NZME application is here.

50. In its initial 5-page application to Round 2, NZME applied for 9(2)(b) new roles (across 9(2)(b) publications) for its *Open Justice* scheme, and 9(2)(b) non-incremental roles across its community newspaper network for a total ask of \$9(2)(b). The *Open Justice* scheme was approved at the October Board meeting for funding up to \$2,995,702 for 15 new roles.

51. Regarding the NIR application, NZME supplied the following documents:

- 9(2)(b)

52. 9(2)(a) noted that the applicant, 9(2)(b)

53. In its proposal, NZME outlined that it publishes 9(2)(b)

54. NZME has at least 17 community news publications in its stable 9(2)(b). Greater detail on the publications are outlined here.

9(2)(b)

55. Staff notes that the *Rotorua Weekender* received \$440,000 PIJF Project funding from Round 1 for the provision of a bilingual te reo Māori section which is now publishing.

56. Regarding criteria a) 'Important PIJ role', <sup>9(2)(a)</sup> looked at a single copy of each publication in question to determine how many articles ran and what proportion would be considered PIJ. He found the majority of content could be considered PIJ in its broadest sense (including local sport and arts reporting).

Edition

Total articles

PIJ articles

PIJ %

9(2)(b)

57. 9(2)(a)'s notes, "The survey was useful in that it provided an overview of the scope of publications and the differences between them. It also gave an indication of their potential utility to the communities in which they are published. 9(2)(b)

58. Regarding the availability of local news in the markets under consideration, all the publications under consideration are free weekly newspapers. 9(2)(b)

- 9(2)(b)

59. 9(2)(b)

9(2)(b)

b) All the weeklies are home delivered and free as opposed to paid/subscription/online models of the daily papers providing more access for audiences.

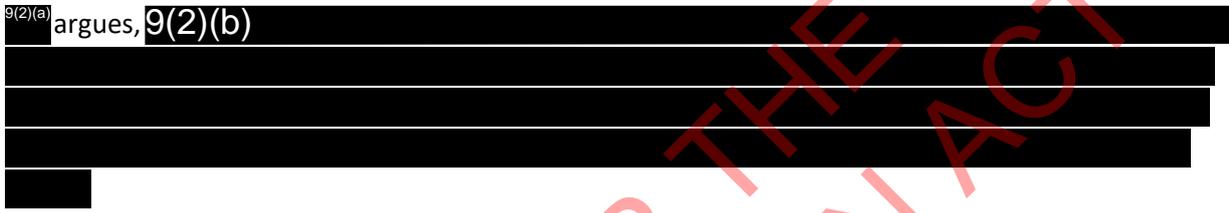


9(2)(b)

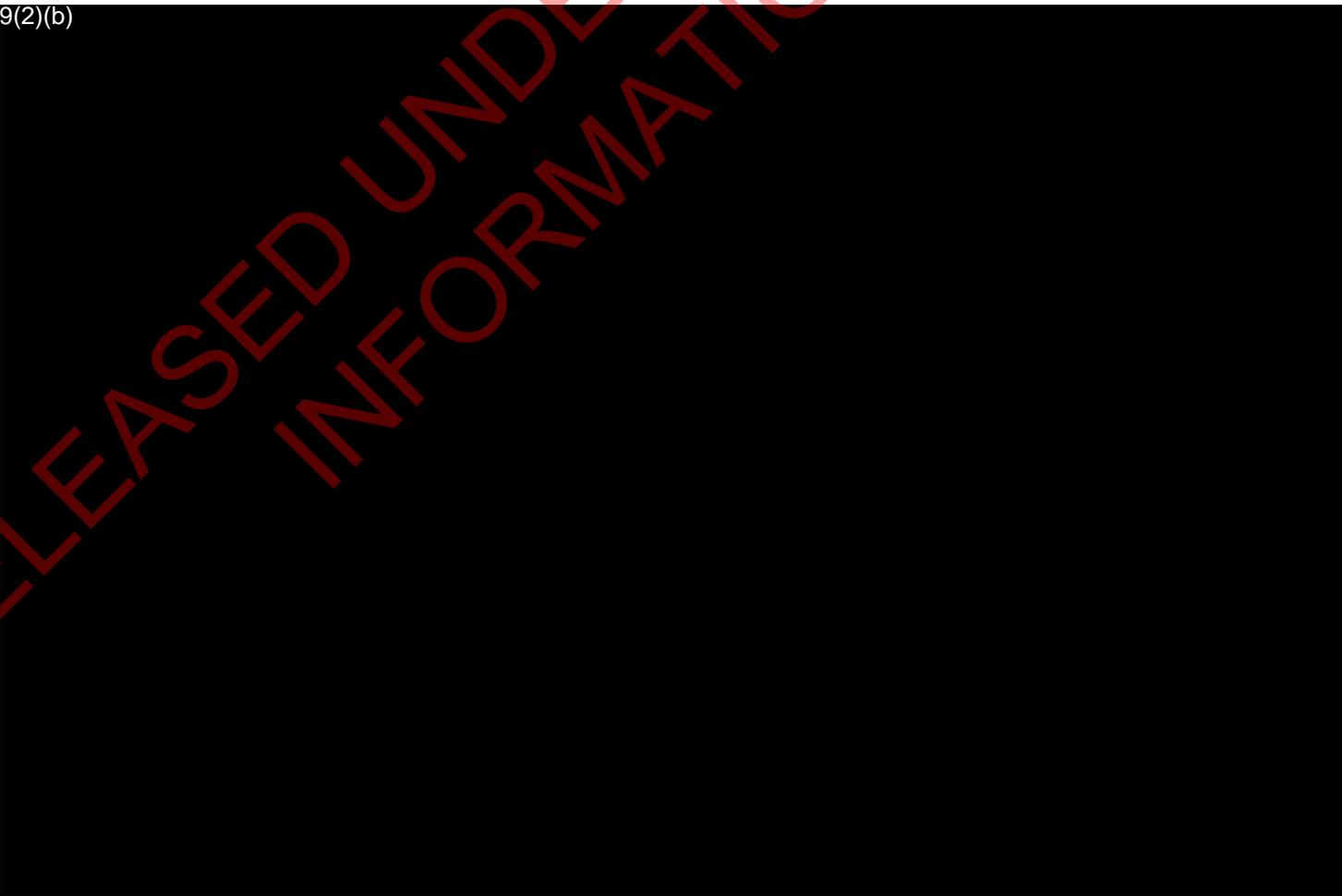


64.

<sup>9(2)(a)</sup> argues, 9(2)(b)



9(2)(b)



RELEASED UNDER THE OFFICIAL INFORMATION ACT

65. He continues, 9(2)(b) [REDACTED]

66. In terms of 9(2)(b) [REDACTED]

67. 9(2)(b) [REDACTED]

9(2)(b) [REDACTED]

68. 9(2)(b) [REDACTED]

**Staff Opinion**

69. In terms of the key assessment criteria a) that NIR roles must 'contribute significantly to PIJ, and their loss will impact audiences', staff determined that that criteria a) had been met. As 9(2)(a) states in his assessment, 9(2)(b) [REDACTED]

70. Regarding criteria b) and 'demonstrably imminent loss', staff concurs with 9(2)(a)'s note that, 9(2)(b) [REDACTED]

9(2)(b)  
[Redacted]

71. Staff agrees with 9(2)(b) [Redacted]

72. 9(2)(a) makes a point of saying that, 9(2)(b) [Redacted]

73. 9(2)(b) [Redacted]  
Funding is  
recommended up to \$940,188 over two years subject to a 9(2)(b) [Redacted]

RELEASED UNDER THE OFFICIAL INFORMATION ACT

APPLICATION TO

# NZOA Public Interest Journalism Fund

- Industry Development
- Internal training specific to a single media entity
- Specialised media focus on Moana community kaupapa: Climate change reporting, issues for Pacific women, framing Covid information for Pacific communities and sports reporting for the Coconet TV.

# Why this training is necessary and will be enabled by this PIJF pathway

*The need for Pacific journalism to provide balanced, inclusive and informed coverage has never been more important, as pathways to Moana content production become more available.*

Aotearoa's unique identity is an expression of our people, who are increasingly of Asian and Pacific heritage. We support NZOA's kaupapa that our screens should reflect our diverse society, to ourselves and to the world.

[REDACTED]

Storytelling is in our DNA and inherent to the ways that Moana cultures communicate. The new modes of storytelling bring exciting new opportunities to communicate factual information to our fast growing younger populations.

We are blessed to have a thriving online platform that has high engagement with this hard to reach youth demographic who comprise the vast majority of the Pacific Island population in Aotearoa.

*Stats NZ reports that in the 2006 census over 56% of the Pacific population in NZ is under 15 years old, characterised by a high birth rate compared to the aged pakeha population.*

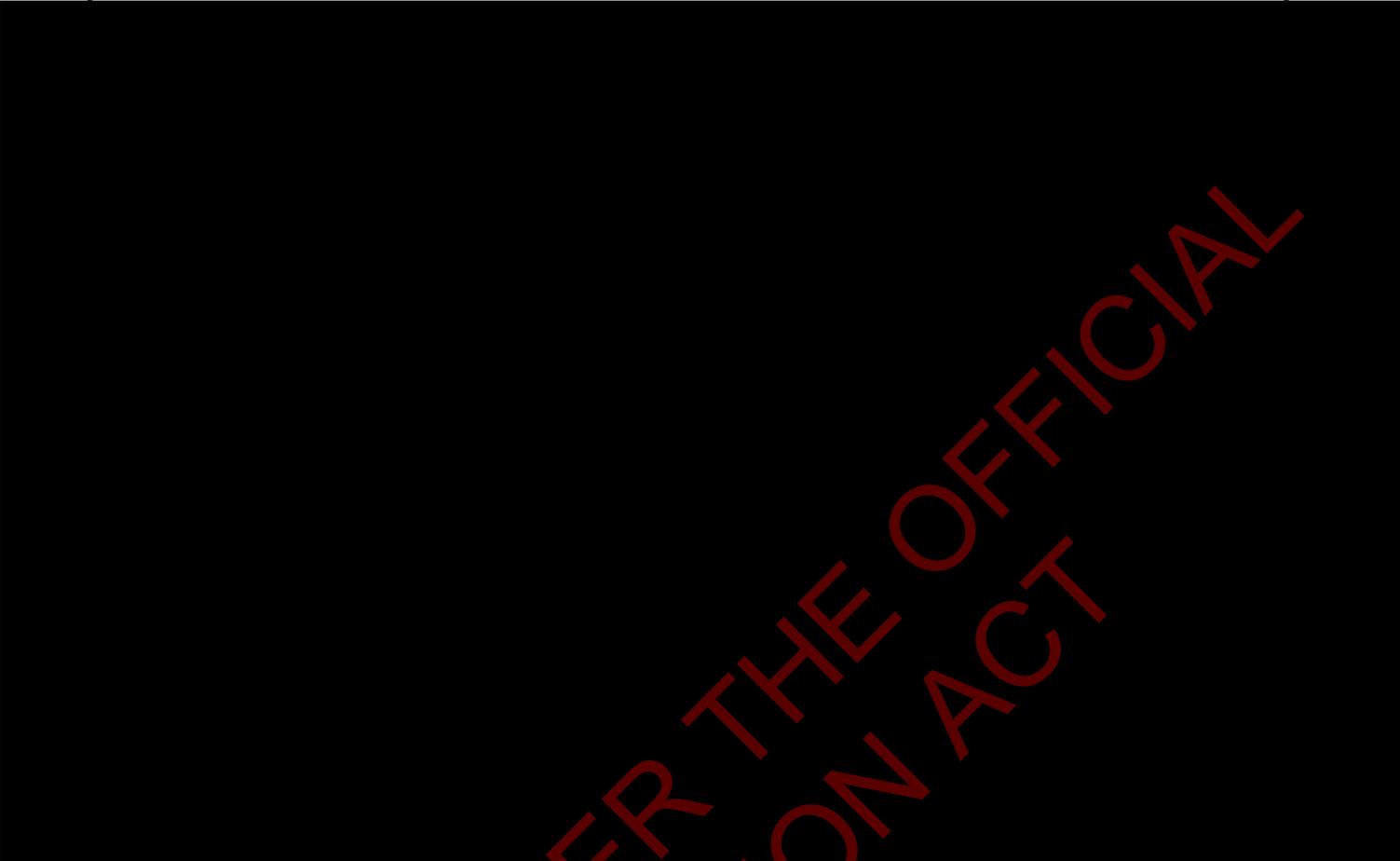
1. [\\*https://www.stats.govt.nz/assets/Uploads/Reports/Demographics-of-New-Zealands-Pacific-Population-2010/Demographics-of-New-Zealands-Pacific-Population-June-2010.pdf](https://www.stats.govt.nz/assets/Uploads/Reports/Demographics-of-New-Zealands-Pacific-Population-2010/Demographics-of-New-Zealands-Pacific-Population-June-2010.pdf)

[REDACTED]

[REDACTED] being able to communicate essential information to our communities has never been more important than in the current Covid environment in the Pacific, the significant regional political changes seen in the upheaval of the Samoan elections, and the ongoing Climate crisis on our doorstep.

[REDACTED]

[REDACTED]



[REDACTED]

[REDACTED]

Spearheading diversity and high quality content on air, we are hoping that the journalist development opportunities proposed will follow the success of previous talent development models in supporting program-making for our Moana audiences.

We are excited about this training opportunity using the tuakana/ teina model [REDACTED]

[REDACTED]

[REDACTED]

Using this model of trusted Tuakana teachers in the journalism sector, we want to run the same masterclass and concentrated one-on-one training model for this kaupapa to increase value around our news and current affairs output for Moana communities.

RELEASED UNDER THE OFFICIAL INFORMATION ACT

# What we want to achieve and how this aligns with the goals of PIJF

██████████ run a specific training programme to upskill ██████████ Coconet reporter trainees to foster improved factual storytelling skills for screen, and to increase our capacity to tell community stories in our fast turnaround current affairs environment.

██████████  
██████████  
██████████  
██████████

██████████  
██████████  
██████████

██████████ they need to have access to effective factual story crafting techniques for the increasing volume of news stories that we are trying to cover in Aotearoa and the region.

██████████ have our Coco team creating this content themselves rather than relying on commissioning expensive freelance directors and journalists who are often in high demand.

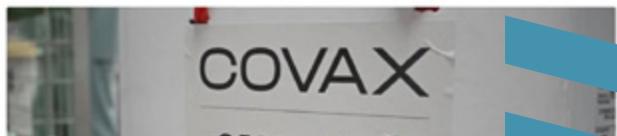
We want to look at factual storytelling training for three reporters focused around specific issues we see impacting our communities: climate change reporting, kaupapa around the storytelling of Pacifica women's issues, and sports reporting in our communities.



**The Pacific project**  
How conspiracy theories led to Covid vaccine hesitancy in the

### Pacific might not see Covid-19 vaccines till 2023 at rate of current rollout, group warns

If the Covid-19 vaccine rollout continues at its current pace, the majority of people in many Pacific Islands won't be vaccinated until 2023, an international NGO is warning.



# Kaupapa and Specific Moana Journalism Initiatives

*A priority kaupapa of the Coconet is to increase our reporting around climate change issues in the region for the young Coconet audience in Aotearoa. As part of our mission statement, we are compelled to raise awareness of the climate crisis and we have started important new synergies with the regional Pacific climate change movements to this effect.*

Our proposed training programme will include upskilling [REDACTED], to improve [REDACTED] story crafting skills around our climate awareness kaupapa.

We also want to look at [REDACTED] to move into on-screen reporting. We would aim to expand [REDACTED] skill base to include storytelling for screen; and how to research, structure and shoot interviews and cover current events in our Pacific communities.

Part of our focus on this reporting is around issues impacting Pasifika women in Aotearoa and the region. [REDACTED]

[REDACTED] Coconet team are well primed to expose investigative stories never told around issues of poverty, health, abuse but also the many community successes of fafine Pasifika.

[REDACTED]

are excited that award winning journalist, Mihingarangi Forbes, has committed to working with Penina Momoisea in this capacity.

[REDACTED] huge success with accessing players across multiple disciplines to interview, but has never had the opportunity to hone her storytelling skills to tell in-depth stories on screen.

A key priority is to highlight and publish stories of female sports women across all our media, following the rise and increased support from many of the codes.

With a wide raft of awesome mentors on board, the outcome we are working towards is to have a more sustainable upskilled current affairs team equipped to tell the stories of the specific communities we are targeting.

# New modes of reporting for rangatahi audiences online:

The Coconet team have the social media knowledge of viral campaigning and the three trainees are well versed in innovative ways of connecting online, but there are some crucial reporting skills that need to complement this for well-rounded on-screen storytelling.



Well-written, concise infographics called IG 'slides' are increasingly being used as a popular IG and Tiktok storytelling mechanism for young generations.

These slide boards are providing short form reporting that has high engagement online and the viral campaigns we have seen give momentum to social movements like 'Climate Change' and information around Covid and current events issues.

These are examples of how different youth-focused organisations are using info-slides as ways of disseminating factual information and prompt discussions online:



[REDACTED] are keen to hone their writing skills and research processes, and convey key information from government press releases to this effect.

A crucial element of developing this style of factual information online is the research process of checking

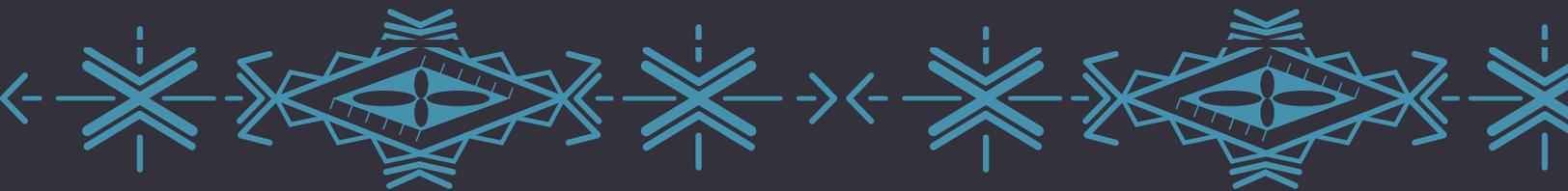
and confirming facts from reputable sources.

This is an important element of the proposed training model that we are keen to implement [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]



# The new imperative to be able to accurately report crisis information from the Pacific region:



Covid has shown us how necessary it is for us to turn over information on a daily basis and interpret health information and press releases for Pasifika people at a fast pace. While we have had to learn most of this by osmosis on the job - the opportunity for additional journalistic training would grow the confidence of our trainees immensely. Should a new wave of Covid hit our communities we want to be better prepared to communicate vital health information and stories.

[Redacted text block]

Our Pacific communities in Aotearoa are also highly engaged with the political and social situations that develop in their Island homelands. [Redacted]

[Redacted text block]

[Redacted] The PIJF training opportunity will help aid our reporters' abilities to convey the incoming news and current events from these regional sources, into our own summaries and reports online.

This kaupapa will help to develop the goals of the PIJF in seeing more diverse representation of news and current affairs reporters. It will contribute to the retention of jobs for our three in-house trainees and amplify skill-sets around their specific reporting interests.



# Training Outcomes

## how this kaupapa will contribute to journalism recruitment and retention at the Coconet TV

- Sustainable training outcomes with ongoing work at Tikilounge Productions.
- The ability to inform and engage the public about issues that affect our right to flourish within society and impact on society's ability to fully support its citizens - particularly with regard to Pasifika women.
- Provide accurate, accountable, and fair coverage that reflects and empowers all sectors of the Pacific community, upholding our public's right to know.
- Actively promote the principles of Partnership, Participation and Active Protection under Te Tiriti o Waitangi acknowledging Māori as a Te Tiriti partner
- Reflecting the cultural diversity of Aotearoa in the content that will be made as a result of this training.
- Growth within the Pasifika journalism workforce and increased sector capability with tangible job placement outcomes at Tikilounge Productions.
- 2 x on-screen new/ current affairs stories produced by each reporter at the end of training initiative as part of outcome deliverables



# Mentors

We will be engaging the following mentors in this training programme who have confirmed their availability and commitment to this kaupapa:



## Proposed Training Programme Content

how training will be effectively delivered in-house to best support trainees/cadets and staff:

We have developed a preliminary training model with our mentors, looking at these key areas of development:

- **Interviewing techniques**
- **Story structure and script writing**
- **Factual storytelling through a Mana Moana lens**
- **Story sovereignty**
- **Writing current affairs for screen**
- **How to shoot a news story for fast turnaround**
- **Shooting to edit**
- **The art of the Piece-to-Camera and when this is needed**
- **Cultural Safety in our community storytelling.**
- **Integrity of research**
- **Subjective journalism**

# Implementation of Training Programme

Over a five week period we intend to have our [redacted] reporters work with our mentors in both masterclass form, and with one-on-one sessions.

[redacted]

- **Full day Masterclass introductory session with all the mentors, reporters and producer.**

Each of our [redacted] mentors present a session overview on what their area of expertise is, why and how this is important and key guidelines to this type of reporting for Pacific communities.

This full day session will include: conducting research, editing stories for accuracy and presenting news with objectivity, professionalism and timeliness. The mentors will look at how to develop skills in the areas of writing, editing, interviewing and video or audio production over the course of the two month training period.

[redacted]

Cultural kaupapa and the specific ways our Pasifika communities communicate will be covered by cultural advisor and [redacted]

[redacted]

- **One-on-One mentoring sessions - three sessions per mentor over a five week period.**

These will be largely focussed on script-writing, processes of research, editorial and techniques to bring stories to screen. [redacted]

[redacted]

[redacted]

- **Field directing stories for screen with [redacted]**

Reporters learn all the basic techniques of script writing to final editorial, field reporting and recording before going out on location to record. When and how to use a piece-to-camera, when it's necessary to appear on screen with talent and when it's not, how to frame talent for interviews, and how to work out cover shots are all part of this block. Tuki will work with each reporter on paper edits of their stories through to the final editing of these stories for screen.

- **On the job training / work experience with [redacted]**

[redacted]

Mentors will take the reporters on a field shoot in their professional environments to give them an insight into reporting for these TV current affairs shows.

- **Feedback and guidelines on stories created weekly over a two month period.**

These stories will all play out on the Coconet TV with the acknowledged funding support of the PIJF initiative.

[redacted]



[REDACTED]

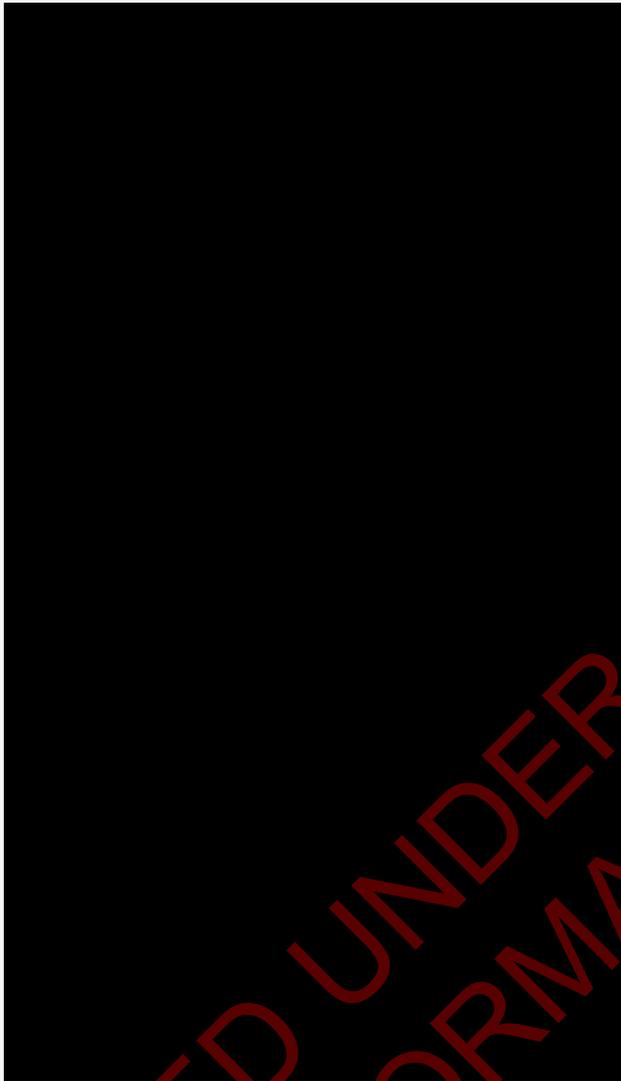
[REDACTED]

*"I believe the Climate Crisis and its intersecting social issues can be solved by young people, but in order for us to do this, we need to be engaged with the issues. Stories have the capacity to build relationships and empathy between youth so that we feel connected to our environmental and social realities. In the face of the climate crisis and covid19, stories also have the ability to compel young people to act. They help take situations beyond non-engaging statistics and facts, and this is what youth need to engage. Intentional, well-crafted, and structured stories make an impact. These are the stories I hope to get more reporter training to be able to tell, so they can impact young people willing to listen."*

[REDACTED]

[REDACTED] travelled through Poland, The United Kingdom, Belgium and Italy sharing stories of the [REDACTED] and the importance of [REDACTED] Leading the way for [REDACTED] awareness from [REDACTED], [REDACTED] is committed to look at effective ways of reporting on the many hard hitting issues that our Moana communities are facing [REDACTED]

[REDACTED] joined New Zealand's School Strikers to organize Auckland's "Schools Strikes for Climate" where 170,000 people in New Zealand joined the strike for Climate Justice. Using all this incredible knowledge of one of the most defining issues of [REDACTED] wants to clearly communicate the emergency that the Moana is facing and learn how to script and direct these stories for screens big and small.



*"This training would help significantly as I have no formal training in reporting for screen.*

*I've been fortunate to have nearly two years worth of one-on-one mentoring in written journalism from the current Sports Journalist of the Year, Suzanne McFadden, but I've recently made the decision to finish my contract with Newsroom as I would like to develop more skills in broadcasting.*

*Being able to share stories across mediums while also challenging myself is what I aim to do for my next career move. This training would be an ideal step to ensure I have a solid foundation in this aspect of journalism and would love to work on sports stories for the Coconet TV particularly with a focus on the rising and underreported area of Pacific women in sport"*

\_\_\_\_\_ is a writer and fledgling screen reporter, with a fast-growing body of work for \_\_\_\_\_ with a focus on women in sports storytelling.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ experience in print journalism with on-screen reporting and video content-making for the Coconet.

RELEASED UNDER INFORMATION ACT

[REDACTED]



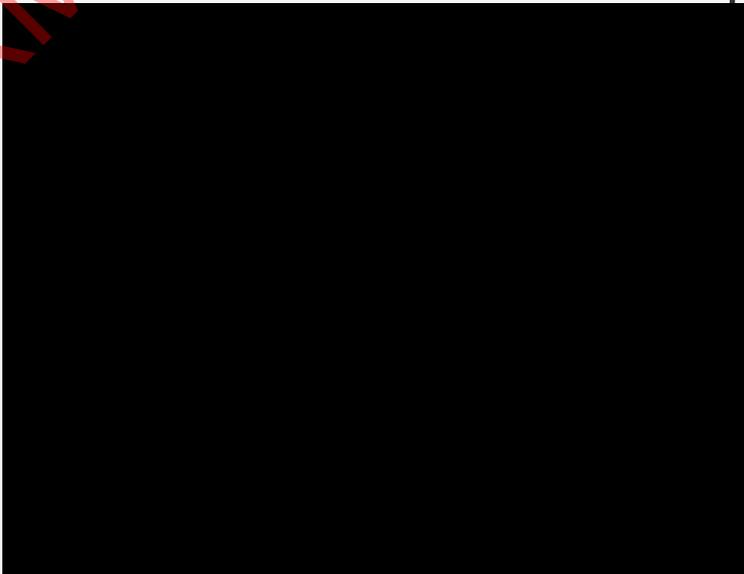
*“Reporter training would be invaluable to me with the CoconetTV as our written pieces are hugely popular with our audience as complementary pieces to our video content. It’s been a huge learning curve trying to cover Covid/vaccination and crisis info through a Pasifika lens to give communities the essential information they need. I want to be able to report confidently in fast turnaround environments and disseminate information targeted directly at our Pacific communities”*

[REDACTED] a familiar face at Pacific events as a keen photographer and reporter of Pacific stories.

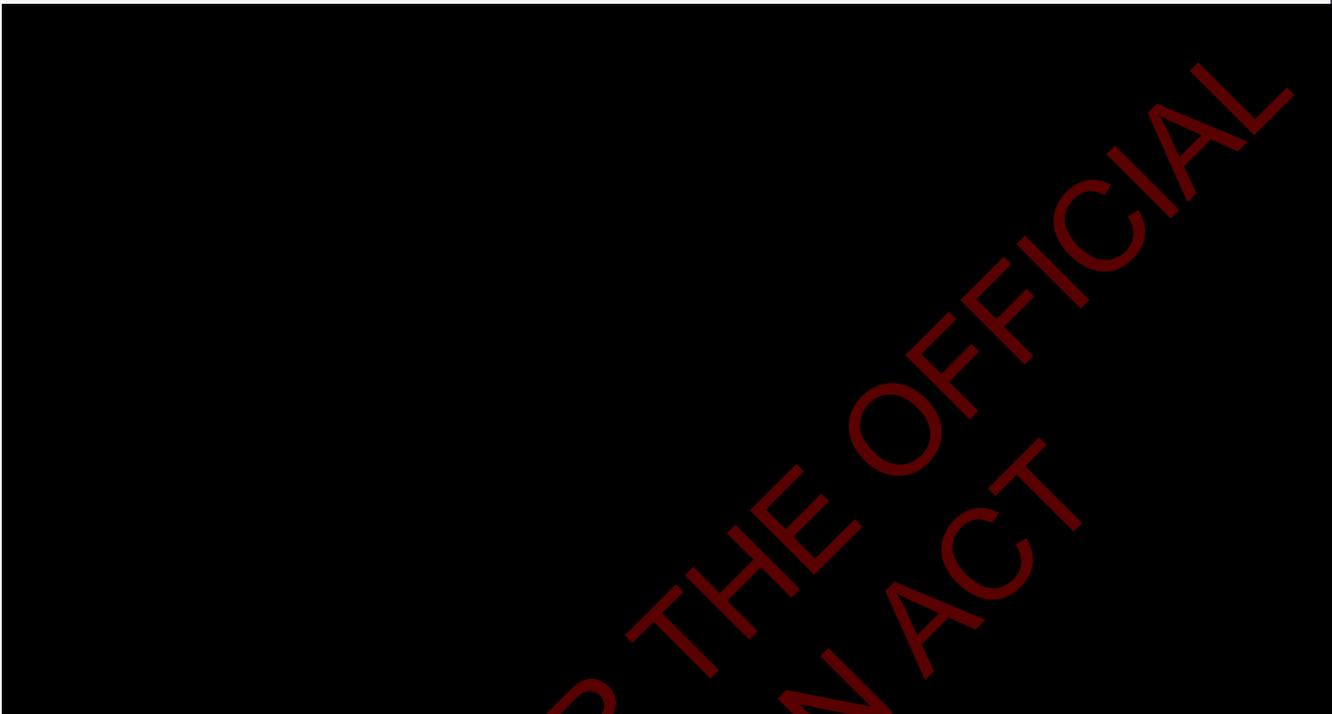
The arrival of Covid in Aotearoa and the Pacific saw a sharp pivot for [REDACTED] had to turn around a vast body of factual information from throughout the region to keep our communities informed and up to date with the Covid crisis.

Reporting on the impact of Covid on Pasifika communities, particularly in the second lockdown, was a challenge without having prerequisite skills for interviewing health officials and joining in the parliamentary and online media sessions across this time.

[REDACTED] produced some wonderful stories under pressure in this high stress period and wants to refine [REDACTED] skill-set to confidently write, report and direct stories for the world’s biggest Pacific online hub on a daily basis.



[REDACTED]



*"We live in a world where mainstream media is predominantly Eurocentric - both the stories being covered and the writers themselves. It is so important that as young Pacific writers, we are supported with the necessary tools to take on the opportunities that come our way, tools that will ensure we communicate all stories with the mana and care they deserve. I think storytelling and journalism is entering a new chapter and it's exciting to be a part of that - but I want to be properly equipped with reporter and editorial skills to produce work that is excellent."*

[REDACTED] who will attend the Masterclass sessions should this proposal be successful, [REDACTED] is working for the Coconet in a freelance capacity and we are keen to offer her development as an upcoming reporter.

Lofa Totua's (she/her) scope of creative writing is inspired by sentimentality and legacy.

[REDACTED]  
[REDACTED]. [REDACTED]

journalism and creative direction mirrors these themes and specialises in storytelling, centring the voices and experiences of BIPOC. [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

# Coco Analytics

In general, the work of Coconet TV is grounded in community-building.

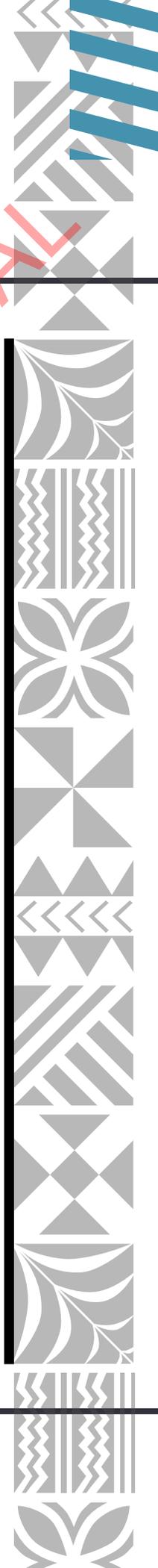
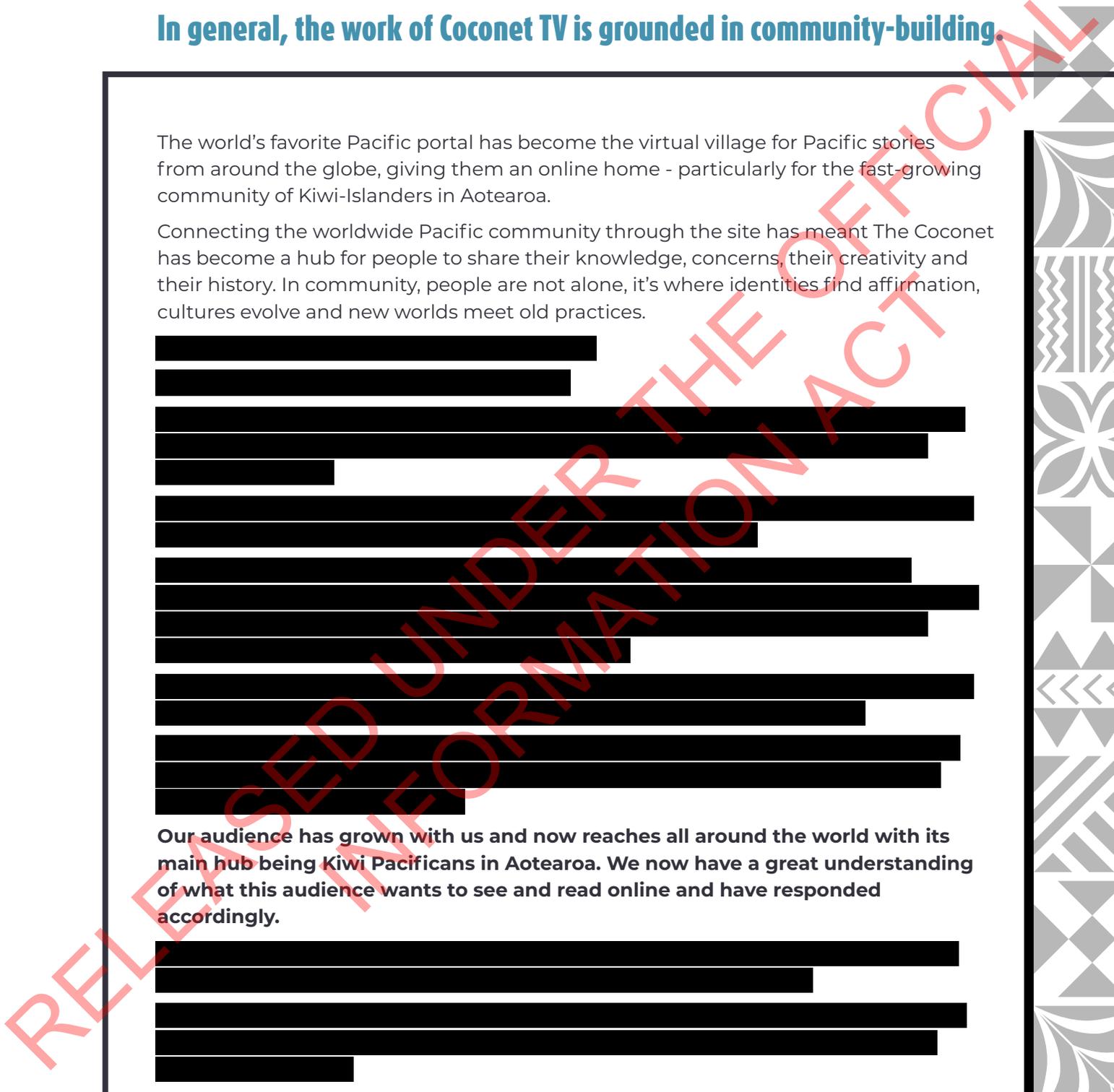
The world's favorite Pacific portal has become the virtual village for Pacific stories from around the globe, giving them an online home - particularly for the fast-growing community of Kiwi-Islanders in Aotearoa.

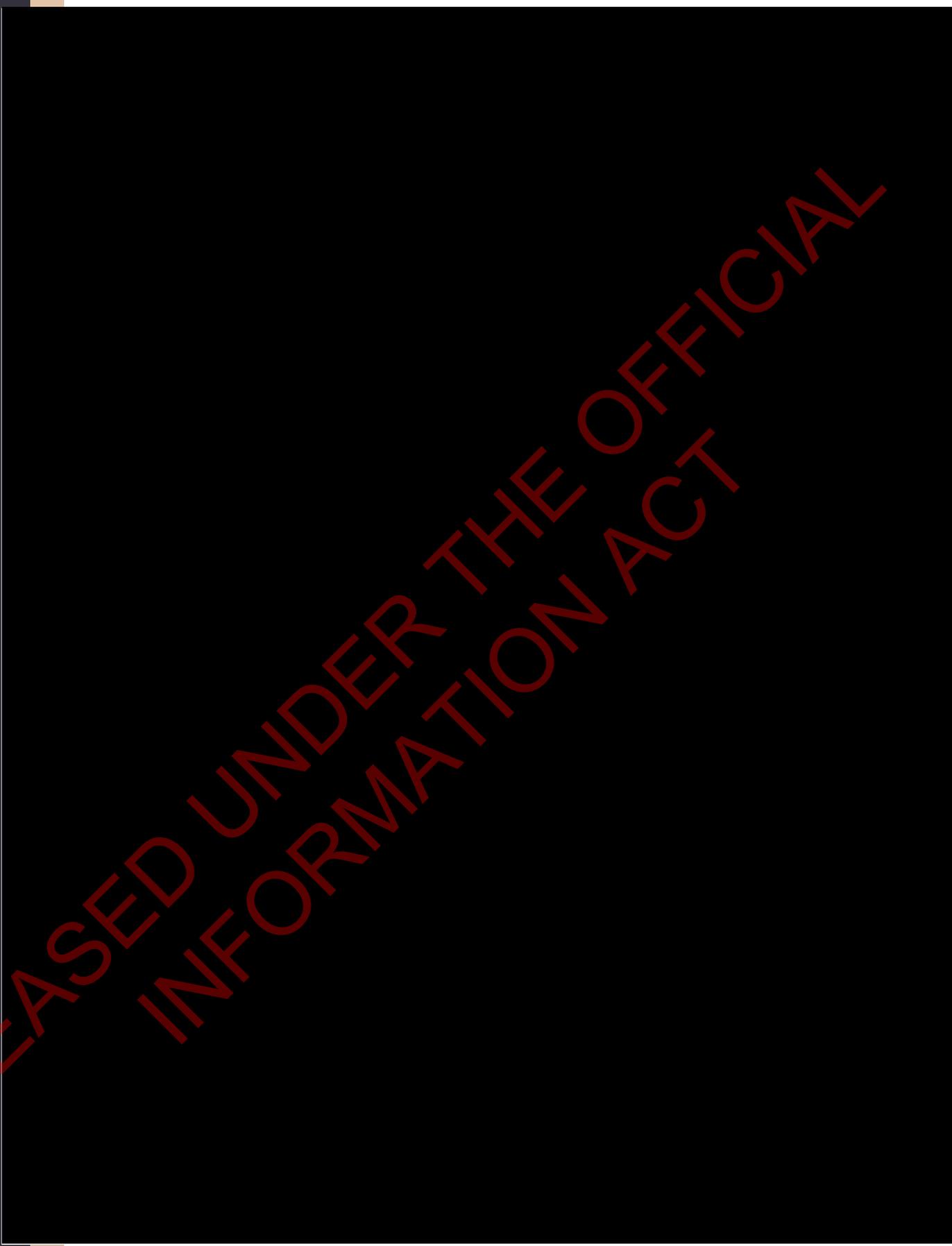
Connecting the worldwide Pacific community through the site has meant The Coconet has become a hub for people to share their knowledge, concerns, their creativity and their history. In community, people are not alone, it's where identities find affirmation, cultures evolve and new worlds meet old practices.

[REDACTED]

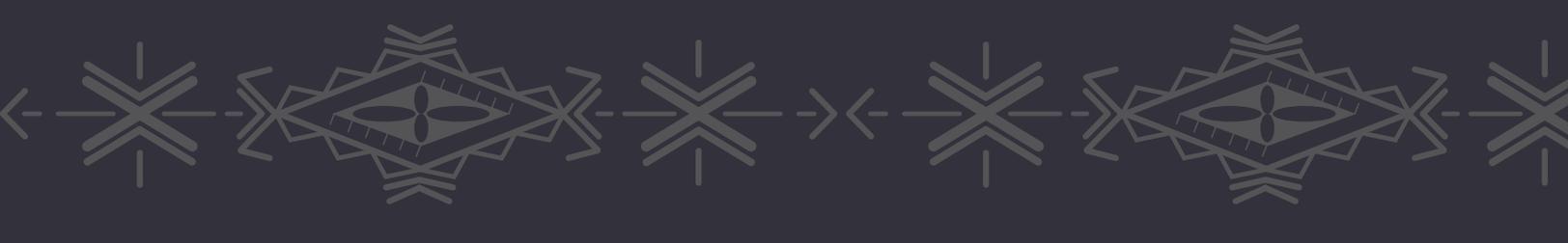
**Our audience has grown with us and now reaches all around the world with its main hub being Kiwi Pacificans in Aotearoa. We now have a great understanding of what this audience wants to see and read online and have responded accordingly.**

[REDACTED]





RELEASED UNDER THE OFFICIAL  
INFORMATION ACT



# The Pīpī Paopao Project

*Boosting public interest journalism capacity with iwi radio and Māori communities*

TITLE: PĪPĪ PAOPAO PROJECT

DURATION: 6 MONTHS

DIRECTORS:

KAITIAKI TIKANGA:

PRODUCTION COMPANY: AOTEAROA MEDIA COLLECTIVE AND CONTRACTORS

INDUSTRY SUPPORT: RNZ, TE WHAKARURUHAU & TMP

*Ma pango, ma whero, ka oti te mahi*

*Through partnerships*

We know overall the number of journalists and editorial staff has suffered over the past ten years but perhaps what is not as widely measured or recorded, is the dramatic loss of Māori, Pacific and Pan-Asian practitioners during this period.

**The report also acknowledges diversity in newsrooms is critically low.** We know newsrooms struggle to employ and retain tāngata whenua and diversity story tellers and for Māori who work in media anecdotally we know they feel alienated and isolated when working in mainstream newsrooms. Ngā Aho Whakaari, the organization representing Kaimahi Māori (workers) surveyed Kaimahi Māori in 2016 and found more than 20 percent worked for no pay but rather the concept of a foot in the door.

### The Kupu Taea Media Report

A report released by Kupu Taea media in 2007 studied the reporting of Māori issues. It used 740 newspaper articles and 118 television reports over a two-weeks period. The researchers found many of the articles were written from a Pākehā lens and represented Māori as the source of problem or conflict. It was found that the media overused “Māori privilege” in the stories and framing of the articles. The report recommended that newsrooms could be pro-active about diversity by:

- *institute recruitment programmes and scholarships for Māori journalists*
- *require all applying for journalism jobs to have accurate pronunciation and use of Māori words, a basic knowledge of the Treaty and how to behave in Māori settings*

STATE  
OF  
PLAY

*facts and figures*

# ACKNOWLEDGING INEQUALITY AND INEQUITY WITHIN THE MEDIA

## Platforms

- Many media organisations provide public interest journalism - NZ Herald, Stuff, Three, RNZ and TVNZ are the big players, in the region's others such as The Northern Advocate in the North to The Greymouth Star in the deep South.
- In radio and television Māori are served by Māori Television and the 21 Iwi Radio Stations these are funded entirely from language revitalization money through Te Puni Kokiri.

## Where are Māori journalists?

- Māori journalist are working either within mainstream newsrooms, independently or in the 21 Iwi Radio Stations.
- Few are trained through university or polytechnic, many come straight for Māori Immersion schools or other jobs.
- While there are no specific Māori journalism training courses in tertiary organisations, Te Awanuiārangī is running a Māori Journalism Diploma and *The Pīpī Paopao Project* aims to compliment and support that initiative.
- RNZ offers The Henare Te Ua Internship which is in it's fourth year and has produced two reporters.
- Māori Television is involved in a broader proposal to develop Māori journalists alongside other major newsrooms, we hope to compliment that mahi where we can.

### The Project –

- We have canvassed each of the stations to understand their unique journalism needs.

### The Training Programme –

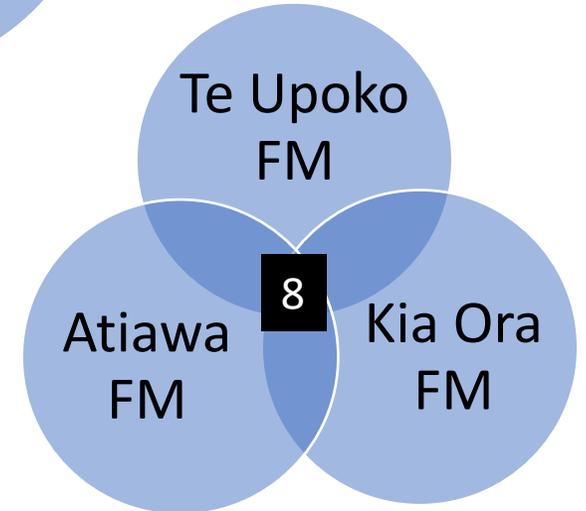
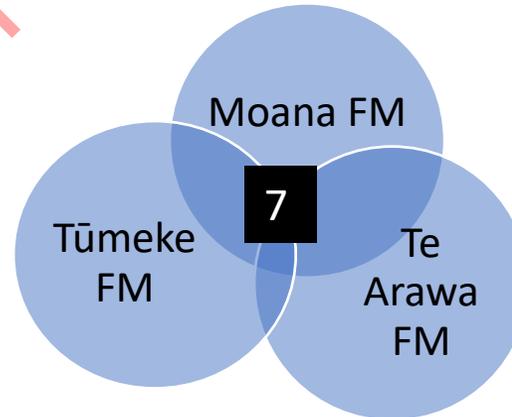
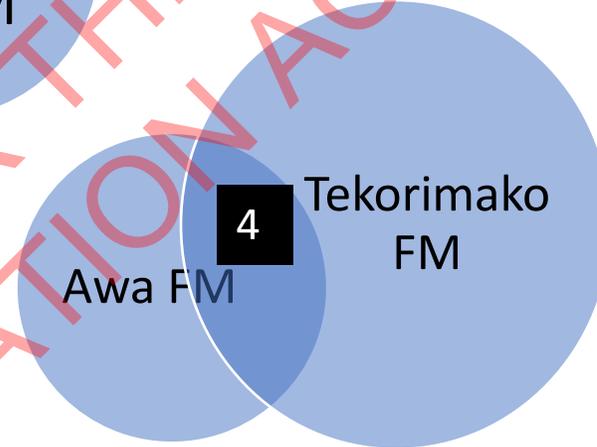
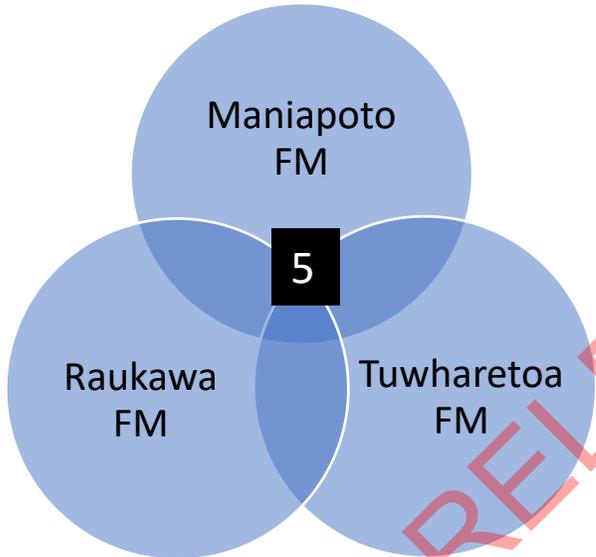
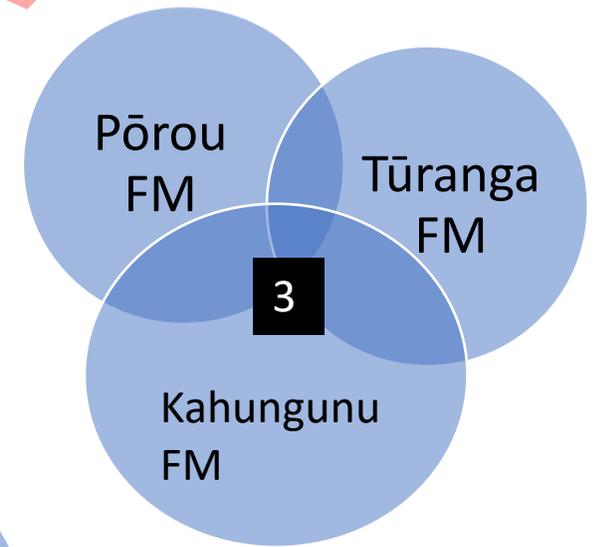
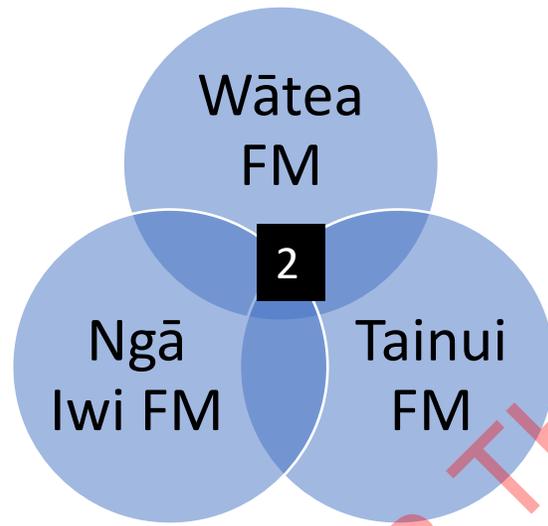
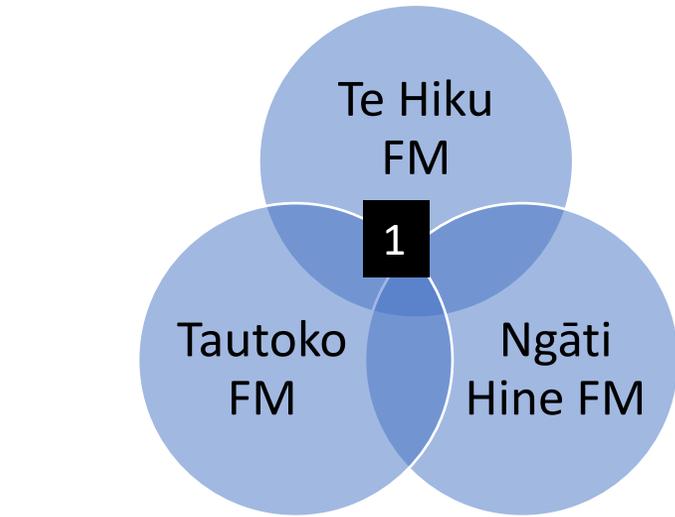
- The curriculum caters for both Te reo Māori and English medium recipients *Half of our trainers are bilingual*

- Each team of Trainers will have at least one individual who is an expert in te reo me ōna tikanga
- Our Trainer Teams will team up with a local Māori journalist to ensure Mana Whenua led our wānanga

### Outcomes –

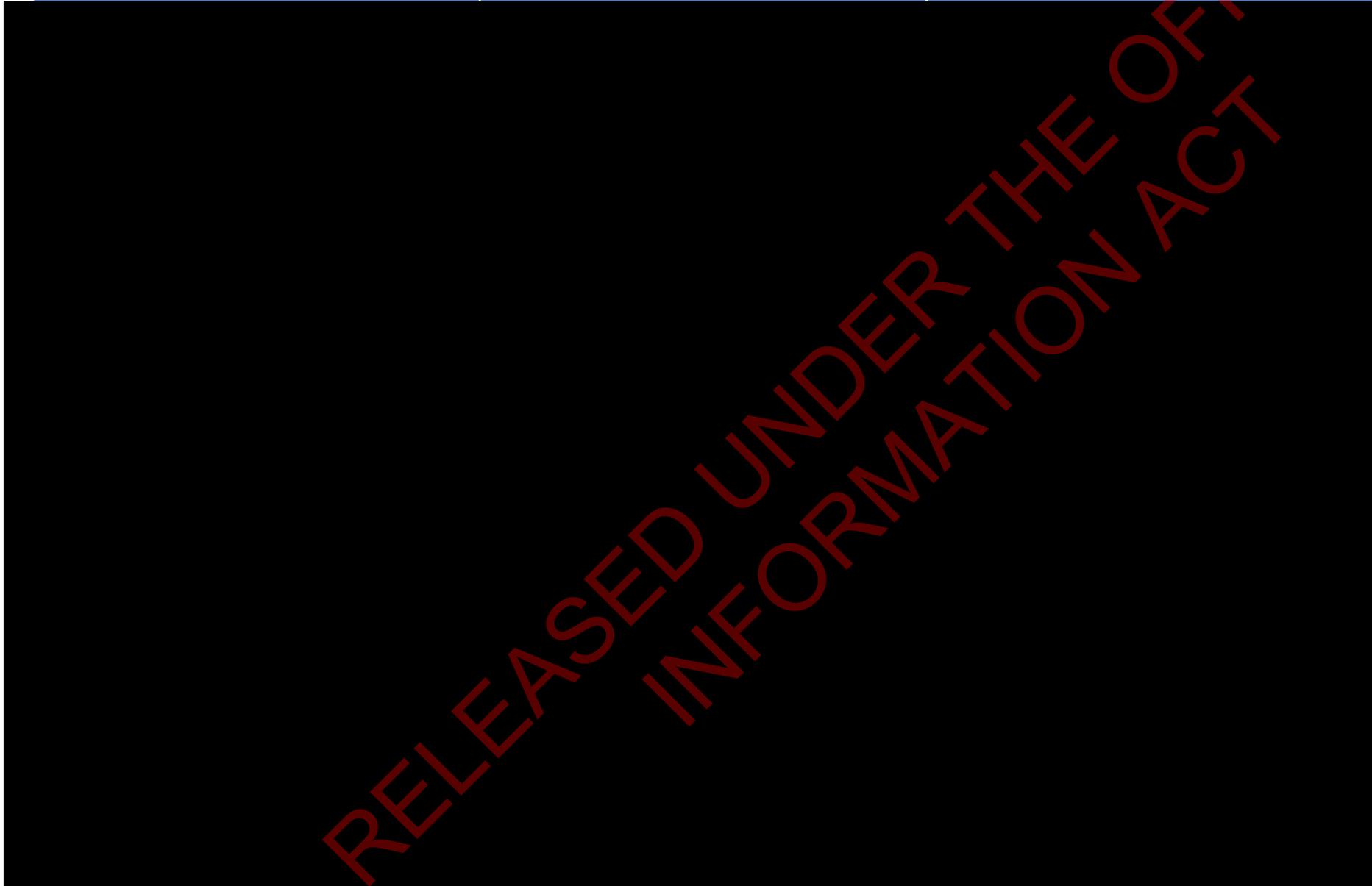
- 100 members of the Iwi Radio Network will be trained through The Pīpī Paopao Project
- All of our Trainers already working in media organisations will identify potential new journalists and are committed to maintaining a supporting relationships *Tuakana/Teina concept*

# 8 WĀNANGA



RELEASED UNDER THE OFFICIAL INFORMATION ACT

WĀNANGA	Number of trainees	Subject matters	Location
---------	--------------------	-----------------	----------



Northland
Auckland
Gisborne
Whanganui
Taupo
Christchurch
Tauranga
Wellington

# Marautanga - Syllabus

- The marautanga of Pīpī Paopao will be co-designed, in that participating iwi stations indicate areas they want to focus on considering their specific needs, gaps and potential growth areas.
- That said, our consultations with Iwi stations to date have confirmed key elements of marautanga they want. We will also ensure any gaps in journalism skillsets are identified and provide training in that area.

## *Marautanga:*

- *Journalism toolset: Whaiwhai kōrero: OIA's; Parliamentary coverage; court coverage whilst adhering to tikanga Māori; council and democracy reportage with Māori lens*
- *Performance delivery: On-air and on-screen performance coaching, effective bilingualism integration*
- *Writing: Te reo Māori script & bulletin writing; opinion writing, feature writing*
- *Online: Effective social media delivery, planning and languaging*
- *Ahakoā he iti he pounamu: Although smaller, the strategic ways iwi stations can achieve cut through in the busy media space and deliver excellent content to audience*

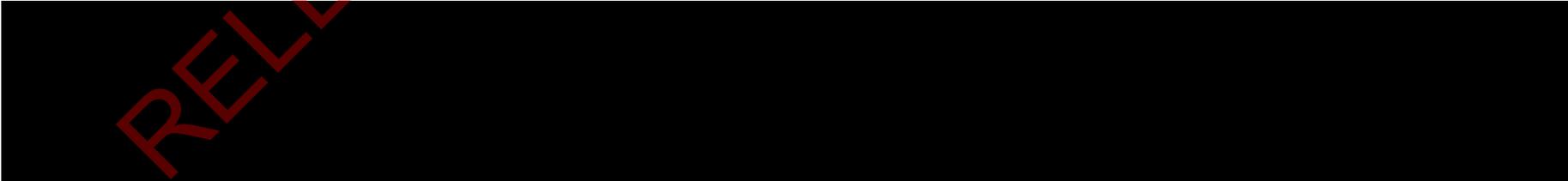
## WHOSE COLLABORATING?



### SUSTAINABILITY –

- Newsrooms around NZ are struggling to find Māori reporters. This project will provide a new wave of Māori storytellers
- The journalists below are committed to identifying new talent and maintaining relationships between iwi radio and mainstream media

TRAINERS



RELEASED UNDER THE OFFICIAL INFORMATION ACT

# MOVING IWI MEDIA ONLINE

[REDACTED]

- [REDACTED] is a multi language website which will offer iwi media organisations the opportunity to display their news and community notices online.
- [REDACTED] has published its site which can be seen here [REDACTED]
- Included in this proposal is training [REDACTED] to learn how to upload their news and content to the new site.

[REDACTED]

RELEASED UNDER THE OFFICIAL INFORMATION ACT

[REDACTED]

## Te Ao Mārama - Full Proposal

01.06.21

### Introduction

Te Ao Mārama is the Māori students student media magazine at Victoria University of Wellington—Te Herenga Waka. It was first introduced over 30 years ago and was established by some of Aotearoa's finest te reo pioneers and stalwarts including alumni and students of Ngāi Taura, the Māori students association. For many years until recently it had been the only magazine led by and created for Indigenous students at a university.

The objectives of Te Ao Mārama, and jointly the value it brings to student media, have always been focused on representation. The magazine is curated by Māori students in partnership with the *Salient* student Media team annually during Te Wiki o Te Reo Māori, Māori language week.

During its release Māori students are able to have a sense of autonomy over a platform where kaupapa Māori and Mātauranga Māori ideas and perspectives can be heard and represented. Te Ao Mārama is programmed for taura Māori to allow them to share stories, experiences and interests as Māori taura with the wider community. With this, more taura Māori and the wider community are exposed to a numerous variety of creative texts and lots of interactive content from talented taura Māori - whether that's expressed through stories, poems, waiata, haka, photography or art work.

The Magazine gives Māori students the opportunity to analyse and address key moments and events of the year and address prominent conversations relevant to our communities and society. Te Ao Mārama reports at a variety of contexts; at a whānau, hāpu and iwi level with a range of socio-cultural and issues being raised within these contexts.

The objectives of the Te Ao Mārama magazine for 2021 are to:

1. Produce a student media magazine that is led by Ngāi Taura and provides rangatahi Māori and Te Ao Māori perspectives.
2. Receive funding for Te Ao Mārama whilst working with the *Salient* student Media team to better acknowledge the time and efforts of tangata whenua within student media and acknowledge a Te Tiriti partnership.
3. Provide a space for Māori Student voices and concerns to be addressed.
4. Celebrate Te Wiki o Te Reo Māori.
5. Foster the development of content creation skills, creative and formal writing skills, art and design skills, as well as tikanga and reo with Māori Students at Te Herenga Waka - Victoria University of Wellington.
6. Continue the legacy of alumni and our tūpuna of storytelling.
7. Increase the capacity and capability of Māori led initiatives in Pākehā environments.
8. Produce a magazine complete with content administered fully by current/past Māori students at Te Herenga Waka - Victoria University of Wellington.
9. Maximise Māori student representation and outreach in mainstream communication.
10. To further establish a positive cross-cultural relationship with *Salient* that can be continued in future years to come.

The guidelines outlined provide direction for navigating effective journalism practices and instill motivation to achieve our goals.

When analysing the guidelines, the inclusion of the following values and principles further helps to oversee how we approach the guidelines:

*Tikanga and Whakapapa*

- Outcomes linked to securing Māori identity
- Establishing connections between our taura and writers.
- Providing a sense of belonging for taura.
- Showing commitment and responsibility.

#### *Aroha and Kōtahitanga*

- Uniting to produce another magazine issue that contains whakaaro which is rangatahi and Māori led
- Empowering taura Māori, taura in general and the wider community.
- Provide fair and complete service to all.

#### *How does your application meet the objectives of the PIJF?*

In regard to the purpose and objectives of Te Ao Mārama outlined above, we believe this kaupapa serves and contributes to Public Interest Journalism and more. Overall this project is to ensure that necessary and engaging coverage of Te Ao Māori is fully realised at university and wider local community.

#### *Does your application meet all of the eight general eligibility criteria?*

[REDACTED]

Te Ao Mārama is a taonga which was born out of the commitment of *Salient* and Ngāi Taura to achieving genuine partnership between our respective entities. Each year, editors, designers, writers, and social media specialists collaborate to produce a magazine which absolutely centres stories, issues, and ways of life which are important to Māori. It is in *Salient*'s constitution that the *Salient* editor(s) will, each year, work with Ngāi Taura to produce Te Ao Mārama; our commitment to te Tiriti is longfold.

While the commitment of *Salient* to te Tiriti is strong, our current commitments are aspirational; *Salient* can always do more to commit to te Tiriti, especially if we are provided with this funding. [REDACTED]

One key aspect of Te Ao Mārama that reflects Te Tiriti is the fact that the [REDACTED] of Ngāi Taura is the leader of the Te Ao Mārama, not *Salient*. They are fully in charge of the whole production and the *Salient* team are there to help in any capacity that the Āpihā Tūmatanui requires.

#### *Are the skills and experience of the team appropriate for the project?*

- *Salient* and Ngāi Taura have been producing Te Ao Mārama for over 30 years, and as such there is a history of reporting that informs the present. The Ohu also have access to alumni of Ngāi Taura who have produced many issues of Te Ao Mārama if they require their assistance.
- Ngāi Taura have an ohu whakahaere for Te Ao Mārama which include the writers for this year's issue and alumni who will help us navigate this issue and produce a good body of work.
- As *Salient* co-editors, [REDACTED] are experienced in facilitating the production of the magazine. We can provide support and connections within the journalism community. [REDACTED] [REDACTED] will be available well before and during production to provide support.

The content output:

- Editorial (500 - 600 words)

- 4 - 5 news articles with accompanying images (approximately 5-6 pages, 300 or 600 words)
- 3 feature articles - varying in length (800 or 1,200 or 2,000 words approx)
- Centrefold - commissioned to suit the themes and spirit of the issue
- Photography
- Cover art

*Note: Te Ao Mārama is 40 pages. There will be additional content to what is outlined above. Other content in the past has included poetry, short stories, recipes or personal essays. At this stage the Ohu is keeping this open to ensure creative freedom.*

*Plan for spiritual and cultural elements:*

Te Ao Mārama in its entirety is cultural, it attempts to project the views of rangatahi Māori at Te Herenga Waka. Every part of Te Ao Mārama has a cultural element, whether it's rangatahi writing about their aspirations for te reo and tikanga Māori amongst New Zealanders or whether they are writing about decolonising sexuality amongst Māori.

All of the possible topics to be tackled in Te Ao Mārama are discussed amongst the Te Ao Mārama Ohu, the rōpū behind producing Te Ao Mārama, appointed by Ngāi Taurira. We can't possibly preempt this discussion by saying what topics will be covered in this year's issue but they will follow the same process.

All of the topics offered by taurira to tackle in Te Ao Mārama will be considered by the Ohu to consider any possible issues or extra care that may need to be given to some perhaps sensitive topics or kōrero that may require permission of others whose kōrero it belongs to. The Ohu will be responsible for these matters and will pay close attention to them during the planning, production and distribution of Te Ao Mārama.

*Appropriate people attached to the project in leadership roles who can manage and advise on these cultural and spiritual aspects of the production at critical stages*

The Editors of Te Ao Mārama are the Āpihā Tūmatanui of Ngāi Taurira. Key support is to be provided by former Te Ao Mārama editor. This ensures that leadership and decision making is made in accordance with the objectives (including the spiritual and cultural objectives) of Te Ao Mārama outlined above.

*Language strategies to ensure correct pronunciation and use of language/s and dialects*  
With funding, Salient can contract a sub-editor for Te Ao Mārama who specialises in Te Reo Māori.

*Meaningful representation in key roles*

Writers, photographers and other contributors will be selected by the editors of Te Ao Mārama, these roles are open to taurira (current and past).

*Where relevant - mentoring and professional development – leading to career pathways.*

Primary Mentorship to be provided by [REDACTED]. Mentorship is a key aspect of the production of Te Ao Mārama. This is in the hope that with some experience and encouragement, taurira will be able to experience working in journalism and see opportunities to have a voice in the future.

**Workshops** | In preparation for the production of Te Ao Mārama

**Workshop 1**

24 July (date TBC)

Hosts: Ngāi Taura and *Salient*

Speaker: [REDACTED]

A two hour workshop to engage writers and discuss topics/themes for Te Ao Mārama. This is a space to talk about journalistic reporting and assign roles (where possible.) This will make sure taura know about the project in detail ahead of production and are supported to develop their skills along the way.

**Workshop 2** Early August

Writing + production workshop hosted by [REDACTED]

**Workshop 3** (TBC)

We are planning to host another workshop with other journalists. We have begun contacting journalists - [REDACTED] has indicated interest is speaking to taura about news reporting.

**Platform sharing:**

Content to be published on *Salient* and Te Pararē websites to reach local and national audiences. This is part of expanding and connecting student media platforms.

The magazine will also be uploaded to *Issuu*. Social media campaigns to be run on @salientgram and @ngaitaura.vuw.

We are also willing to pitch pieces / share content with other media platforms (with authors' permission). There is a precedent for this kind of content sharing between student media orgs and outlets like [REDACTED]. This usually happens after the content is produced.

**Distribution**

2,000 physical copies printed and distributed around VUW Campus' and local cafes. Also intending to post copies to whānau and alumni.

Individual articles uploaded to *Salient* website, also shared on social media platforms (Facebook, Instagram, Twitter).

**Conclusion**

We have asked for a very modest amount of funding to ensure that we can properly manage the responsibilities that come with a funded project, given the structure we are working in as a student media entity. We have thought carefully about what is achievable and what will work best to honour the independence and essence of Te Ao Mārama.

We strongly believe that the impact this project will have in terms of showing genuine Treaty partnership, highlighting and celebrating the voices of rangatahi and providing tangible journalistic experience for young people makes it a worthy investment.

Not only is it distributed online so that it can be shared, commented on and interacted with - there will also be 2,000 physical copies for people to be able to hold in their hands.

We want to see this project valued. It is a hugely impactful experience for writers and creates something meaningful for its specific, local audience. It forms part of the archive that will go on to sit in the National Library. It is something that researchers and historians can refer back to. We want to produce it to the highest standard as possible but we have aspirations that can't be achieved without funding.

Thank you again for your consideration.

Ngā mihi nui,

[REDACTED] and [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

RELEASED UNDER THE OFFICIAL INFORMATION ACT

# Wilderness

Wilderness magazine | Public Interest Journalism Fund | Full application

## Project proposal: THE LIVING FOREST

*What happens when you see the forest as a living entity; a cherished loved one you depend on and who depends on you? Wilderness catches up with iwi around the country to find out.*

In this story for *Wilderness*, regular contributor [REDACTED] will visit three iwi in New Zealand to understand their relationship with the ngāhere (forest). [REDACTED] will have face-to-face interviews with [REDACTED] about their deep relationship with kauri in the [REDACTED] and discuss what's involved with caring for kauri at a time when kauri-dieback disease is sweeping the country.

[REDACTED] to understand their relationship with the river, now bestowed as having all the rights of a person under the law. What does that mean in practice?

Finally, [REDACTED] to better understand their relationship in caring for and protecting the country's wild pounamu, a prized natural taonga under threat from poachers and development.

With each iwi, the writer reflects on the traditional values that define their relationship with the natural world. [REDACTED] explores some of the stories that underpin that relationship. [REDACTED] looks at what's happening in each region to reconnect iwi members to nature, preserve species and uphold the mana of the natural landscapes within their rohe (area).

Finally, [REDACTED] discusses the benefits of seeing nature from a Māori worldview if New Zealand's forests, rivers and natural taonga are to survive for future generations.

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Suitability of [REDACTED] to lead the project:** Over the past 10 years, [REDACTED] has developed [REDACTED] own approach to storytelling, which is to collaborate with iwi to tell their

stories. [REDACTED]

[REDACTED]

As a writer, this has required a change in the way [REDACTED] practises journalism. It means [REDACTED] is committed to travelling to meet interview subjects and it also means being transparent about [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

There are numerous examples of [REDACTED] approach published in *Wilderness* in recent years.

[REDACTED]

[REDACTED]

A standout story that dealt with a highly sensitive issue was the perceived degrading of the Lake Waikaremoana Great Walk. *Wilderness* readers wrote numerous letters to share their dismay at what they called a drop in standards on the track since Tūhoe assumed management. *Wilderness* commissioned [REDACTED] to investigate readers' concerns because we knew she had the contacts and the mana to have on the record conversations. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] approach to Māori storytelling has allowed her to build trust and ongoing relationships with Māori.

**Demonstration of authentic and appropriate engagement with Māori:** [REDACTED] will be travelling to three locations to interview, photograph, and video interviewees within their rohe; kanohi-ki-te-kanohi (face-to-face). This process will take several weeks.

After her interviews, [REDACTED] will continue communication with the interviewees to ensure accuracy, and, as outlined above, will work with her interviewees on her final draft to ensure accuracy and authenticity.

**Accuracy of the story – e.g. spelling and use of macrons:** It is crucial we get the simple things right, too. We acknowledge we must ensure absolute accuracy in the finished story. We believe we are capable of that; in recent years, *Wilderness* has independently and proactively sought to elevate Māori place names and the names of flora and fauna above the European name. This shift is a conscious effort to acknowledge and respect all aspects of our unique outdoor culture – it's not just the landscapes and the flora and fauna that make

exploring the outdoors in this country so unique, it's also what these things are called and we believe it is important to call them by the name they were originally given.

Our style guide lists many common words and their spelling, including the correct use of macrons. Our current practise is to use the style guide and preferences of iwi. For example, this means spelling Mt Egmont/Taranaki as Taranaki Mounga (and not Taranaki Maunga as iwi outside Taranaki might prefer to spell it).

In a Māori-centric piece like The Living Forest, extra care will be taken during the subbing process to ensure 100 per cent accuracy. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] a Māori language expert to read through the story. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

#### How this project meets the criteria of the PIJF

Criteria	
Upholds PIJ	This feature story aims to support the following PIJF's goals: <ul style="list-style-type: none"><li>Actively promoting the principles of partnership, participation and active protection under Te Tiriti o Waitangi, acknowledging Māori as a Te Tiriti partner</li><li>Reflect the cultural diversity of New Zealand.</li></ul> It aims to do this by investigating and reporting on matters of significance for <i>Wilderness</i> magazine readers who regularly visit New Zealand's national parks and wild places, yet know little about the cultural importance of these places. Over the past couple of years, <i>Wilderness</i> magazine has increased coverage of stories that explore and seek to give insight into te ao Māori. The goal of these stories is to improve readers' understanding of New Zealand's bicultural heritage and the key role of iwi in shaping its future direction. This feature is part of that shift in coverage.
Commitment to Te Tiriti o Waitangi and to Māori as a Te Tiriti partner	<i>Wilderness</i> magazine has increased Māori representation in its content and is committed to continuing to do so. It is also committed to collaborating with iwi to tell stories and

	develop content by visiting iwi face-to-face (kanohi-ki-te-kanohi).
Target audiences	
Discoverability	The story will be: <ul style="list-style-type: none"> <li>published in print and online.</li> <li>promoted through social media, using relevant hashtags.</li> <li>promoted through a short video.</li> </ul>
Collaboration	Iwi interviewed for the story will be invited to share the story through their social media, print and digital channels.
Sustainability	Wilderness magazine, if successful with this application, will use the project as an opportunity to build new relationships with iwi and further embed a culture of reporting on stories exploring te ao Māori in Wilderness magazine.
Ethics	Wilderness writers adhere to the New Zealand Journalist Code of Ethics, set out by E tū. As Pākehā writers writing about te ao Māori, they are also open to learning about Māori culture and, as such, adhering to ethical reporting practices relating to culture and tikanga, including meeting iwi representatives kanohi-ki-te-kanohi (face-to-face) within their rohe (region).

[REDACTED]	[REDACTED]

**Proposed content publishing timeline**

July – Aug 2021	Content producer travels to three locations to interview, photograph, and video interviewees within their rohe; kanohi-ki-te-kanohi (face-to-face). Publish and share social media content throughout the news gathering process, using story relevant hashtags and hashtags such as #onassignment #PIJF #thankstoNZonAir
Sept – Oct 2021	Publish story and images in print magazine and online, acknowledging the PIJF. Publish short 45 sec video (captioned) to promote story.

Publicise story through *Wilderness* magazine and content producer's social media channels, using relevant hashtags.

**About Wilderness** [REDACTED]

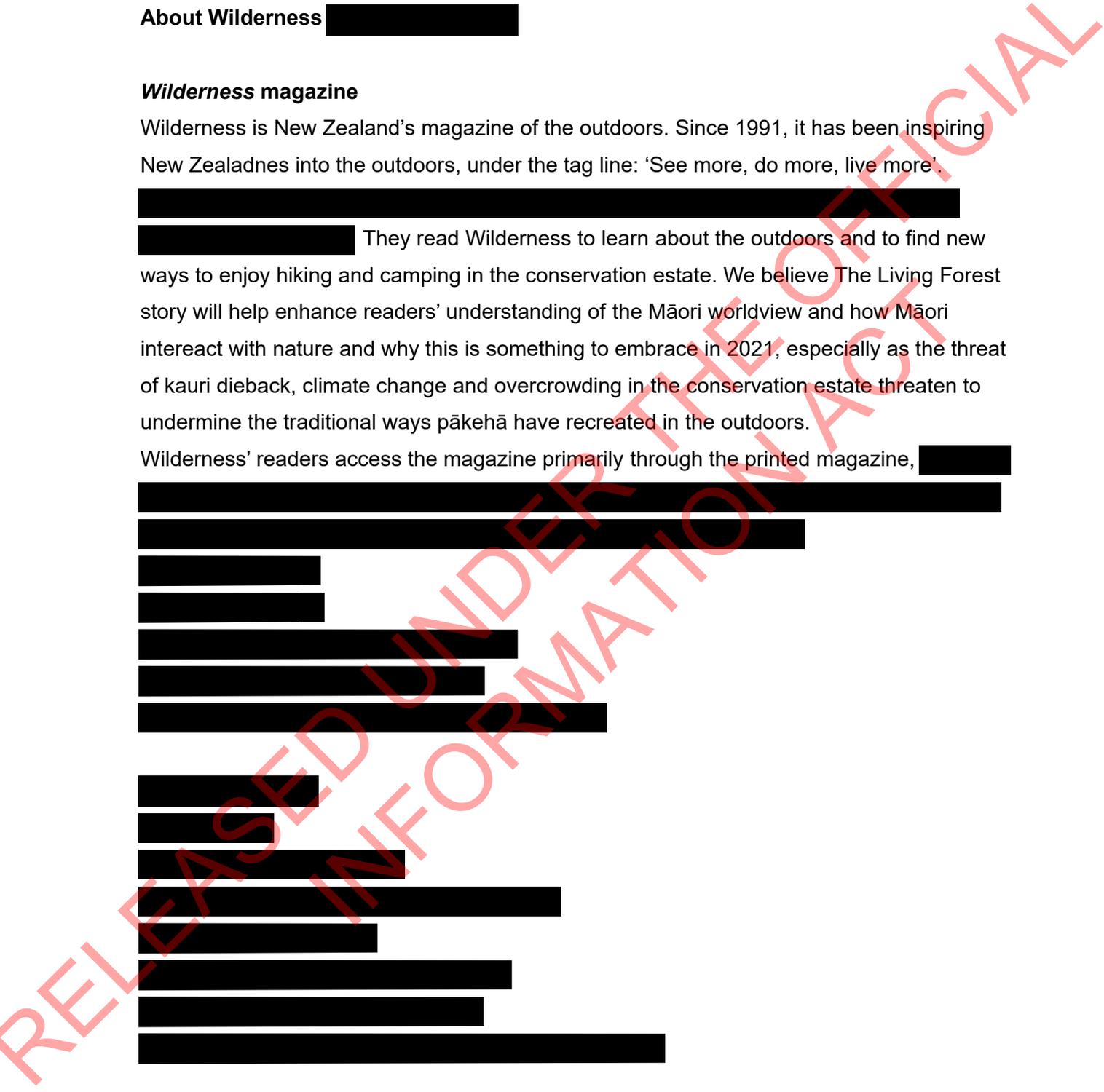
***Wilderness* magazine**

Wilderness is New Zealand's magazine of the outdoors. Since 1991, it has been inspiring New Zealanders into the outdoors, under the tag line: 'See more, do more, live more'.

[REDACTED]

[REDACTED] They read *Wilderness* to learn about the outdoors and to find new ways to enjoy hiking and camping in the conservation estate. We believe *The Living Forest* story will help enhance readers' understanding of the Māori worldview and how Māori interact with nature and why this is something to embrace in 2021, especially as the threat of kauri dieback, climate change and overcrowding in the conservation estate threaten to undermine the traditional ways pākehā have recreated in the outdoors.

*Wilderness*' readers access the magazine primarily through the printed magazine, [REDACTED]



## PROJECT WHAKATUPURIA TE MOANA A TOI PROPOSAL

### WHAT

GROW THE BAY Whakatupuria Te Moana A Toi is a radio-based multi-media project to recognise, acknowledge, explain and report to the community on the multiple Provincial Growth Unit projects in the Eastern Bay. We plan to utilise the resources of our existing [REDACTED] newsroom and [REDACTED] [REDACTED] to focus on this project, plus work with external parties, and our own multi-talented staff.

The project is a fair, balanced news project to build and engage democracy. It is a “warts and all” look at the progress of the extensive network of PGU (PGF) projects in the Eastern Bay of Plenty in order to show how public money is being spent in the interests of development.

### HOW

[REDACTED]  
[REDACTED]. We'll travel to all PGU sites. We'll utilise video, audio, Instagram and podcasts plus billboards and bumper stickers to promote the programmes/content.

(We produced a “Discover our Local” 74 video series showcasing local people and places during 2020, which has just placed second at the International Broadcast Idea Bank convention in Oklahoma)

We have a strong relationship with local councils, businesses, iwi and non-profit organisation. Our credibility means we can get access to people and organisations as required. From Matata inland to Murupara our coverage extends to Whangaparaoa so we can reach up to 50,000 people.

### WHOM

Our current news team is [REDACTED] and [REDACTED] [REDACTED]. [REDACTED] who is our te reo coach. Our cultural and te reo advisor is [REDACTED]. We have already opened applications for a bilingual journalist for this project and we have a good candidate. [REDACTED]

[REDACTED]. Our liaison with the PGU projects [REDACTED] [REDACTED]. A leader in governance and management, [REDACTED] has a wide network of contacts and relationships throughout the rōhe.

### PROJECT DELIVERY CAPABILITY

Radio Bay of Plenty Limited based in Whakatāne is an independent commercial broadcaster established in 1971. [REDACTED]

[REDACTED] The newsroom has had some

major stories including the 1987 Edgecumbe earthquake 2004, 2005 and 2017 floods and the Whakaari disaster. [REDACTED]

We have [REDACTED] full time journalists currently with training and backup provided by [REDACTED]

Our award-winning team is very focused and has a depth of experience to ensure delivery of the "Grow the Bay" project. Further we plan on adding another (bi-lingual) journalist to help with the project. We already have excellent applicants.

We have commenced discussion with Whakataatu Whanaunga Trust, operators of an iwi station in Ōpōtiki to share our content with them and they have responded enthusiastically.

## **PROGRAMMING**

### **VIDEO**

[REDACTED] is an award-winning videographer with excellent local work on the Discover our Local project in 2020.

### **TWO MINUTE PROGRAMME/PODACSRS**

Written and recorded by our news team and produced by our production team. Some of these programmes to be in te reo.

### **LIVE INTERVIEWS**

We will use our news team, [REDACTED] and our on-air team of experienced broadcasters.

### **LONG-FORM (5 MINUTE) INTERVIEWS**

We envisage these to be pre-recorded with a strong "drilling-down" focus. News team will do these.

## **SUSTAINABILITY**

The embedding of Radio Bay of Plenty in the Eastern Bay for 50 years bodes well for the sustainability of this project. Funding will enable Radio Bay of plenty to continue coverage of the [REDACTED]

██████████ in particular to local journalism is pivotal in ensuring the ongoing delivery of grow the Bay.

RELEASED UNDER THE OFFICIAL  
INFORMATION ACT

## PGU

WHAKATANE 45.03m	
Commercial Boat Harbour	19.6m
Riverfront Revitalisation	9.6m
WHK EC Support Package	8.23m
Kainga Tourism Hub	7.6m

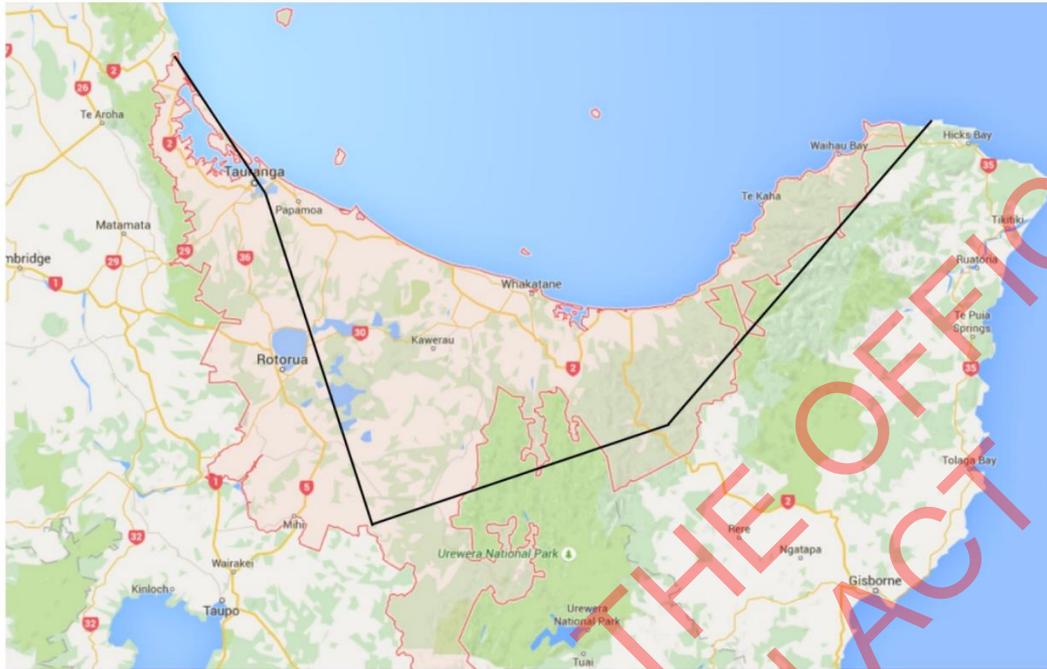
RAUKOKORE/TE KAHA 21.17m	
Raukokore and Waihou Bay irrigation	10.6m
Te Kaharnui - a Tiki	10.57m

ŌPŌTIKI 113.05m	
Opotiki Harbour	
WMOL Mussel Farming & Production Facility	79.4m 24.85m

Opotiki Marina & Wharf	8.8m
------------------------	------

KAWERAU 19.10m	
K Container Terminal rail siding	
Putauaki Trust Roding and infrastructure (2x projects)	9.6m 9.5m

RELEASED UNDER THE OFFICIAL INFORMATION ACT



**COVERAGE MAP**

RELEASED UNDER THE OFFICIAL INFORMATION ACT