

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] Raewyn 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]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Synopsis

16. This is an application for a 7th 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]

[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]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[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 12th 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]

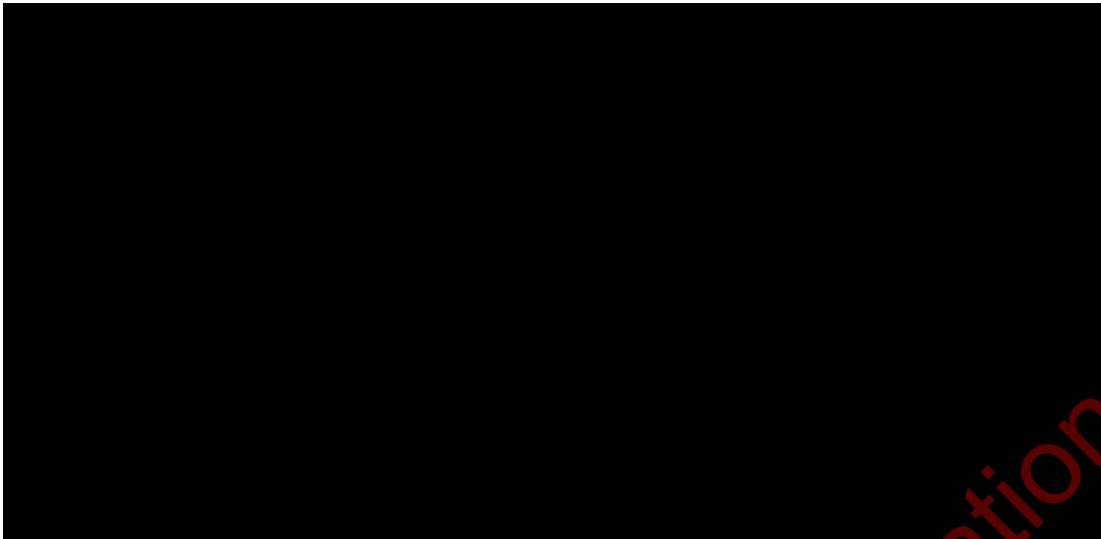
[REDACTED]

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]

[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]

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

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.

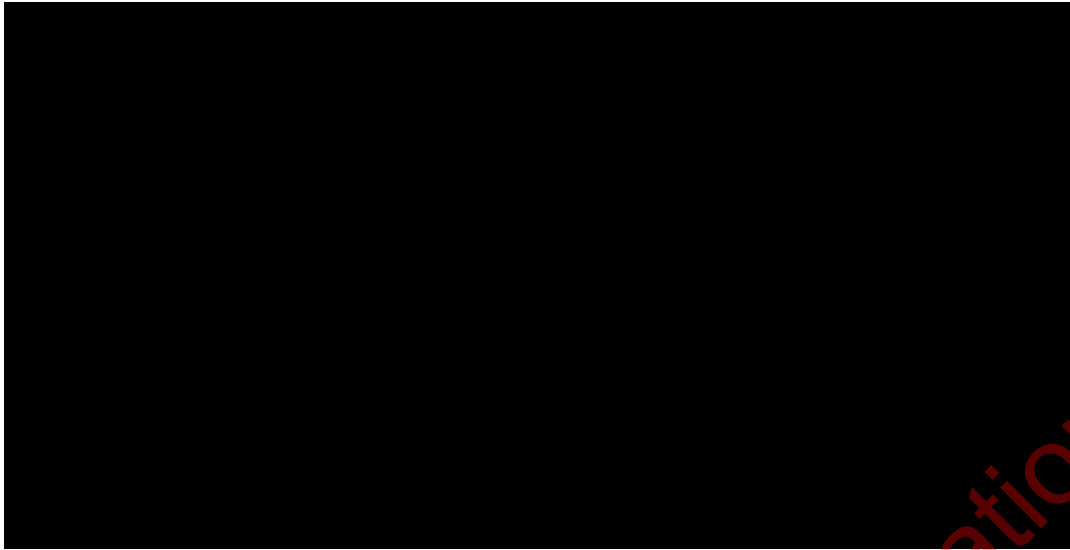
66. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

67. [REDACTED]

68. [REDACTED]
[REDACTED]

69. [REDACTED]

Released under the Official Information Act



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]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[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]
[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]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[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]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[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]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[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

156. Some assessors noted that investigations of this nature have in the past unduly targeted Māori organisations, however staff saw no evidence of this in feedback discussions with the applicant and has confidence in BusinessDesk's reputation of maintaining the highest standards of journalistic fairness, accuracy and balance.
157. Assessors believe - given the billions of dollars New Zealanders donate every year - this is a topic that will likely have relevancy for many could have an impact on where they choose to donate their money in future. The charity sector forms part of a functioning society, and therefore an investigation on it was seen by the assessors as fitting the public interest journalism definition. Assessors noted the deep research required for this type of journalism as being research the applicant has not been able to resource on its own. **Funding up to \$154,020 is recommended subject to** [REDACTED]

Exploring Aotearoa's Chinese Communities

North & South

\$25,000

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

Synopsis

158. *North & South* seeks project funding for a series of 4-6 magazine articles exploring different facets of Chinese communities in New Zealand.
159. Outputs are 4-6 magazine feature articles [REDACTED]

General Assessment

160. The project fills a gap in coverage of Chinese issues that exists because of various sensitive socio-political factors. These include the lack of language skills for the few reporters who cover the Chinese community within mainstream publications and the lack of time and trust necessary to build relationships with sources, especially in contexts where external political interference or retaliation is a possibility.
161. In recent years, concerns have grown about the Chinese Communist Party's efforts to exert pressure on politicians, Chinese Kiwis, and Chinese language media in Aotearoa. *North & South* argues that this project will deliver well-informed journalism in a media environment that has not been able to provide the nuanced and thorough perspective needed to properly cover the Chinese community in New Zealand.

162. [REDACTED]

Staff Opinion

163. Assessors acknowledged that Chinese NZ audiences are underserved and hard to reach, factors which are exacerbated by the lack of accurate and trustworthy reporting about Chinese experiences in Aotearoa.
164. Although this project is targeted at a general audience, staff felt that there was a significant benefit to the public at large to have well-researched investigative pieces that represent the diversity and complexities within the Chinese-Kiwi community and would likely reach this targeted audience alongside its broad reach.

- 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
Key personnel	Title/s	Relevant Past Work	

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]