

## PUBLIC INTEREST JOURNALISM: INDUSTRY DEVELOPMENT FUNDING

### FUNDING DECISIONS

### RECOMMENDATION

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

- \$7,600 to Attitude Pictures for *Disability: Industry Development Funding*
- \$141,280 to Go Global for *Chinese Journalism Cadetship Programme Extension*
- \$98,824 to Kowhai Media for *Data Aotearoa*

and **declines**

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**3 applications recommended for total funding of up to \$247,704.**

**1 application recommended decline seeking total funding of [REDACTED].**

### 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. This funding is 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 [General Guidelines](#) were updated in March 2022.
3. The PIJF supports journalistic capability across three funding pillars: Projects, Roles, and Industry Development Funding (IDF).

### OVERVIEW

4. The final general contestable round (Round 7) of the PIJF saw \$3,247,617 available for funding. A further \$3m is committed to an upcoming Te Māngai Pāho co-fund supporting Māori regional news media.
5. Staff sought advice from the PIJF Industry Advisory Panel on 9 December 2022 as to the pillars this round should focus on. The strong consensus was that maintaining roles previously funded by the PIJF, and supporting the long-term sustainability of the sector via industry development training programmes would meet the greatest need. Given the limited pūtea available in this round it was recommended that applications be limited to extending existing funded roles and IDF. Projects would not be included.
6. On 15 December 2022, the Round 7 [guidelines](#) were published limiting applications to one IDF application (new or previously funded) and/or up to five previously funded roles across both targeted or content creation role categories.
7. Applications opened on 12 January 2023 and closed on 9 February 2023 with 22 applications received under the Roles pillar covering 40 roles and five under IDF. The total funding sought is \$3,936,646.

8. This SIC paper assesses recommended funding of up to \$247,704 across three IDF applications. The Roles funding paper is included as Agenda Item 2.6

9. The assessment panel for Round 7 included:

- [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.
- **Gabriel Thomas** - Journalism Manager, NZ On Air. Former executive producer of *The Nation* and *Firstline*, producer *Newshub Live at 6*.
- **Dr Fairooz Samy** - Journalism Funding Advisor, NZ On Air. Recently graduated from Victoria University of Wellington with a PhD in Media Studies.

## GENERAL ASSESSMENT & STAFF OPINION

**Disability: IDF**

**Attitude Pictures**

**\$7,600**

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

### Synopsis

10. Attitude seeks to advance the skills of a current PIJF intern video storyteller/editor who is non-verbal and lives with cerebral palsy.

### General Assessment

11. Attitude Pictures applied for a disabled journalist intern to train as part of its Disability Road Show project approved in Round 1 of the PIJF. The internship was extended for a further year with funding in Round 5 along with funding for a second intern.

12. [REDACTED]

13. Attitude Pictures has supported [REDACTED] desire to be a writer and digital producer with one-on-one mentoring enabling him to produce [15 online stories](#) so far. [REDACTED]

14. Funding will enable an edit tutor to provide 12 one-day coaching sessions with an output of 8 original videos.

15. Editor Levi Beamish will coach [REDACTED] in editing and work alongside Attitude Digital Head Daniel Stevens to plan the specific video content. Attitude founder Robyn Scott-Vincent and broadcast journalist Pete Cronshaw continue as [REDACTED]'s journalism and storytelling coaches.

16. Funding requested covers \$7,200 for tutor fees and \$400 for technical accessibility costs and overheads. This contract will run concurrently with funding from Round 5 of \$142,520 which covers [REDACTED] and one other intern's training through to the end of 2023.

### Staff Opinion

17. Staff counts [REDACTED] internship and resulting growth as a disability journalist as one of the success stories of the PIJF. His upskilling and content production meets the goals of the PIJF and NZ On Air to support diverse voice journalists and the disability community. Assessors were unanimously in favour of supporting this application.
18. This support will enable [REDACTED] to gain skills in a medium he is passionate about; empowering not just him, but also the community he seeks to give voice to. [REDACTED] says *"I love the art of creating a story with visual elements. Editing is my happy place outside of my work and where I feel at home. My aspiration is to create stories and projects that people can relate/ share, using my experience and disability to tell unique stories."*
19. [REDACTED] disability is such that one-on-one tutoring is required, and staff believes this investment is small compared to the potential outcomes for [REDACTED] ongoing career and the contribution he will undoubtedly make to journalism in Aotearoa New Zealand. **Funding is recommended up to \$7,600.**

### Chinese Journalism Cadetship Programme

Go Global Ltd

\$141,280

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

### Synopsis

20. To provide a cadetship programme for the Chinese journalism industry in Aotearoa, New Zealand.

### General Assessment

21. To meet the growing need for Chinese journalists, in Round 5 of the PIJF, Go Global was provided with \$137,280 to support a cadetship programme for Chinese language journalists. This programme supports two cadets for one year and got underway in February 2023.
22. This application seeks to expand that programme to cover two further cadets saying expanding the programme represents an economically feasible means of meeting the growing demands for Chinese reporters. While the application does not detail start dates. the new cadets could not be recruited until funding is approved in mid-June some five months after the initial cadets started.
23. Go Global Ltd via its platform Go Kiwi was founded in 2013 to focus on local news and current affairs for the Chinese community in Aotearoa, New Zealand and [REDACTED]
24. Go Global developed a comprehensive one-year training programme with a variety of modules using both in-house and external tutors.
25. The funding request marks a \$4,000 increase (2.9%) on the previous training programme to account for increased costs.

### Staff Opinion

26. While staff is confident Go Global has the capacity to undertake this training, it notes this would be only its second contract with NZ On Air, and the organisation is new to running a training programme of this type.
27. As the initial programme only started in February, staff has had no opportunity to assess its quality so far. Staff is also concerned that starting a second programme some months after the first might not provide the efficiencies Go Global sought to achieve the current cadets will be some five months into their training and modules may need to be repeated.
28. In discussions with Go Global, staff suggested that funding could be secured for a second year to start in 2024 once the current contract has been concluded and this was agreed.

30. Despite the fledgling nature of this programme, staff believes it has the potential to provide a much-needed boost to developing the skills and knowledge of Chinese journalists and would be the only training programme of its kind currently in Aotearoa New Zealand.
31. Staff believes such training will also assist the PIJF funded RNZ Asia Unit Project not only providing a conduit for trained journalists but also potentially content if they were to develop a partnership/relationship with Go Global. [REDACTED]
32. There is an acute need for more independent Chinese New Zealand journalists who can serve the growing Chinese population in Aotearoa New Zealand and staff believes this project will go some way to alleviating the current shortage. **Funding is approved up to \$141,280** [REDACTED]

**Kowhai Media**

**Data Aotearoa**

**\$98,824**

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

#### Synopsis

33. A four-day wānanga to develop 18 data journalists at both a senior and emerging level to increase the number of skilled data journalists and to support diversity within data journalism.

#### General Assessment

34. This proposal is designed to strengthen data journalism in Aotearoa, New Zealand and has been developed by New Zealand Geographic in partnership with the Science Media Centre.
35. The four day, live in, training programme will be convened by Pulitzer-Prize winning data journalist Matt Carroll who is a professor of data journalism at Northeastern University in the United States.
36. The wānanga will combine masterclasses and mentoring with national and international experts along with hands-on clinics that will involve diving into a range of real-life datasets to present new analyses. It will be followed by ongoing mentoring across a six-month period.
37. The wānanga will also produce open-access documentation that will support the development of data journalism skills within the wider industry.
38. The programme has a seven-member advisory panel that includes industry and Māori representatives. With a strong te ao Māori lens, the programme aims to have at least 25% Māori participants and to have at least 40% of participants representing underserved communities.
39. The budget will include funding for travel costs of journalists attending to ensure diverse representation.

#### Staff Opinion

40. Staff is excited to see a data journalism training programme come forward. The lack of data journalism in Aotearoa New Zealand was raised at the beginning of the PIJF and this is the first training proposal to come in for funding.
41. It is based on the highly successful *Photo Aotearoa* which was funded by the PIJF in Round 1 and was a wānanga style programme for photojournalists.
42. The programme director, Rosabel Tan, has demonstrated through other PIJF training programmes that she is highly capable of delivering in this space and the quality of the tutors is world leading.
43. Staff is impressed by the commitment to Te Tiriti inherent in this proposal and to diverse voice journalism.

44. *Data Aotearoa* is a comprehensive proposal that not only demonstrates the need for data journalism training but also provides a strong solution that staff believes will have a significant impact on the sector. **Funding is recommended up to \$98,824.**

## ATTACHMENTS

### ANNEX A: ALL PIJF INDUSTRY DEVELOPMENT APPLICATIONS

Company	Application Name	\$ Requested	\$ Recomm	Result
Attitude Pictures	Disability: Industry Development Funding	\$7,600	\$7,600	Approved – Panel recommends funding approval
Go Global Ltd	Chinese Journalism Cadetship Programme	\$141,280	\$141,280	Approved – Panel recommends funding approval
Kowhai Media	Data Aotearoa	\$98,824	\$98,824	Approved – Panel recommends funding approval

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