

## PUBLIC INTEREST JOURNALISM: ROLES

### FUNDING DECISIONS

### RECOMMENDATION

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

- \$36,956 to 95bFM for a *Digital News Sub-Editor* [REDACTED]
- \$204,176 to Te Reo o Ngāti Kahungunu for *Ara mai he tete kura 2023*
- \$199,650 to Indian Newslink for *Audience Engagement Expert and Hamilton Reporter* [REDACTED]
- \$249,260 to Stuff for Te Reo Māori Translator and two Marlborough reporters [REDACTED]
- \$430,849 to Pacific Media Network for a Political Reporter, Current Affairs Producer, Digital Editor/Camera operator and Sub-Editor [REDACTED]
- \$85,000 to Te Reo Irirangi o Maniapoto for *Te Reo Kahika Video Journalist* [REDACTED]
- \$89,981 to AgriHQ for the *Farmers Weekly Digital Editor* [REDACTED]
- \$123,600 to NZME for an extension to the *Kaupapa Māori Editor* role [REDACTED]
- \$266,951 to Allied Press for three *Court Reporter* roles, [REDACTED]
- \$350,496 to E-Tangata for *PIJF Roles* [REDACTED]
- \$51,066 to Metro for *Te Ao Māori Editor and Sub-editor* [REDACTED]
- \$85,000 to The Ashburton Guardian for *Rural Content Editor*
- \$77,464 to The Gisborne Herald for *Kaupapa Māori Reporter*
- \$84,579 to Local Matters for *Auckland Council Reporter*, [REDACTED]
- \$145,810 to Newshub for *Māori Affairs Reporter*, [REDACTED]
- \$94,395 to Newsroom for *Sub-Editor*, [REDACTED]
- \$61,050 to The Spinoff for *Māori Political Reporter*, [REDACTED]
- \$105,450 to The Spinoff for *Sub-Editor*
- \$89,300 to The Valley Profile for *Valley Profile and Coromandel App Reporters x2*
- \$88,800 to BayBuzz for *Local Accountability Reporters x2*
- \$126,250 to Crux for *Senior Editorial Role*.

**Declines**

- \$82,058 to NZME for an *Audio Innovation Editor*

**21 applications recommended for total funding of up to \$3,046,083.**

**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. The Round 7 guidelines also made clear to applicants that this was the final general round of the PIJF, and assessment criteria required them to demonstrate how funding would increase a role’s future sustainability.
8. Applications opened on 12 January 2023 and closed on 9 February 2023 with [22 applications](#) received under the Roles pillar covering 40 roles and 5 under IDF. The total funding sought was \$3,936,646.
9. [Redacted]

10. This SIC paper assesses recommended funding of up to \$3,046,083.

11. 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.

12. Conflicts of Interest are outlined below. Where a conflict was noted, assessors did not have access to, assess, discuss, or vote on applications:

- [REDACTED]
- [REDACTED]

## GENERAL ASSESSMENT & STAFF OPINION

**Digital News Sub-editor** **95bFM** **\$36,956**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
<b>Role previously funded in Round 3 – <a href="#">original proposal here</a></b>		
Digital News Sub-Editor Current funded amount: \$32,916		Contract start: 15/03/22 Contract end: 15/03/23
Funded amount: \$32,916		Proposed funded salary: \$[REDACTED]

### Synopsis

13. Campus Radio 95bFM is applying for funding to continue its Digital News Sub-Editor role for one year.

### General Assessment

- The Digital News Sub-Editor repackages radio content for online platforms, to better connect with a young audience and is currently staffed with two part time reporters.
- 95bFM was formed in 1969 as a student radio station and is a registered charity. The radio station, including its newsroom, relies largely on volunteers, with few paid positions.
- This role is the only PIJF funding bFM receives, though it also receives platform funding from NZ On Air.
- The original aim of the role was to repurpose radio content for the website and social media channels. Secondary benefits were expected to be training of volunteer staff and increasing the reach of 95bFM news.
- The output goal for the role was to repackage at least two pieces of content for online distribution every day, and this remains the same for this application. The application says the Sub-Editor has also been creating video content, which was described as long-term goal in the initial proposal.
- The budget for this role has increased from [REDACTED]. It is unclear whether the increase is to cover an increase in hours or an increased hourly rate of the part time staff member. Funding this proposal would see the role funded through until March 2024.

### Staff Opinion

- Assessors felt this role has been effective in delivering on its goals, particularly reaching a wider student audience with improved news content.

21. Assessors also praised the training element of the role, and its potential to bring more young people into the industry by increasing the visibility of bFM's news. It is noted that volunteers involved with this role from bFM have been hired by Stuff, TVNZ and Newshub in the past year.
22. bFM knows its audience well and wants to deliver more of its content online as that audience moves away from linear broadcasting. This role helps bFM stay in touch with its youth-oriented audience, which is not well served by other news outlets.
23. The story examples included in the proposal show important issues are being brought to light by bFM.
24. The budget is for a part-time salary only and is small, but as mentioned above, [REDACTED]
25. Assessors saw this as a highly effective and low-cost role serving a very underserved audience. **Funding is recommended up to \$36,956** [REDACTED]

**Ara mai he tete kura 2023**

**Te reo o Ngāti Kahungunu**

**\$204,176**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
<b>Roles previously funded in Round 4 – <a href="#">original proposal here</a></b>		
Digital Content Creator Current funded salary: \$ [REDACTED]	Contract start: 29/09/22	Contract end :29/09/23
	Proposed funded salary: \$ [REDACTED]	
Producer Current funded salaries: \$ [REDACTED]	Proposed funded salary: \$ [REDACTED]	

### Synopsis

26. Te Reo o Ngāti Kahungunu is seeking to extend two targeted roles to support its breakfast radio programme.

### General Assessment

27. Te Reo o Ngāti Kahungunu is based in Hastings and broadcasts from Wairoa to Masterton. Its output is bilingual, and it has te reo commitments linked to its Te Māngai Pāho funding. It is the only Māori language radio station in the region. The breakfast programme, which this application is focused on, is bilingual, but also relies on interviews with guests who may only speak English.
28. Although these are primarily Targeted roles rather than Content Creation roles, the application does set out clear outputs, including the producer adding 2 x 7' interviews to the breakfast programme every weekday morning, and the digital content creator increasing content on the Whare Kōrero app and other platforms.
29. The producer role increases the number of interviews, and the digital content creator repurposes content for a range of online platforms.
30. The roles have been in place since August/September 2022, and the proposal shows they have been reaching their targets and the organisation sees the roles as a great success.
31. There are wider targets and goals for the organisation included in the application and linked to the roles, [REDACTED] These are part of the wider long-term strategy, and these roles are mentioned as key to the goals being reached.
32. Unusually for roles such as these, the application mentions a substantial training element, with the producer and the digital role eventually moving towards teaching other staff and rangatahi how to do the producing and

digital jobs. The application describes how short-staffed radio operations often rely on everyone knowing how to perform every role, as they have no extra resource to cover sickness, holidays, etc.

33. The application lays out an ongoing sustainability plan for the roles, although it notes this will probably rely on some level of external funding in future.
34. [REDACTED] are included in the budget as is an increase of \$797 to the additional costs (\$77,587.12) which include vehicle lease, travel and capacity and capability building. Further funding of these roles would see them funded through to September 2024.

### Staff Opinion

35. Assessors say this is a comprehensive proposal that demonstrates the value of retaining these roles and continuing the capacity-building and iwi reporting functions that they provide.
36. Assessors were also impressed with the innovation of this proposal, saying the applicants could become mentors to other iwi stations. The strong focus on digital platforms and the holistic approach to training show a strategic approach is being taken and that these roles could make a real difference to a small organisation and its audience.
37. On the budget, costs for training and travel are relatively high. However, staff accepts there is a need for these roles to travel throughout the region especially given the kanohi ki te kanohi nature of Māori journalism and recent flooding events will make this outreach even more important.
38. There is no doubt the roles also contribute to the training of other staff given the isolated nature of the radio station, provides opportunities that would otherwise no be available. For all these reasons staff feels that on balance, that these costs are reasonable.
39. Te reo o Ngāti Kahungunu is clearly an important provider of news and local information to a tightly-connected iwi audience and these roles are making a strong contribution to the organisation’s ongoing vitality. **Funding is recommended up to \$204,176.**

**Audience Engagement Expert / Hamilton Reporter** **Indian Newslink** **\$199,650**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
<b>Audience engagement role previously funded in Round 5 – <a href="#">original proposal here</a></b>		
Audience Engagement role	Start date: December 2022	End date: December 2023
Current funded salary: \$ [REDACTED]		
Funded amount: \$ [REDACTED]	Proposed funded salary: \$ [REDACTED]	
<b>Hamilton Reporter previously funded in Round 4 – <a href="#">original proposal here</a></b>		
Reporter	Contract start: 02/10/22	Contract end: 02/10/23
Current funded salary: \$ [REDACTED]	Proposed funded salary: \$ [REDACTED]	

### Synopsis

40. Indian Newslink is applying for continued funding for two roles – an Audience Engagement Expert and a Hamilton Reporter for a further year.

### General Assessment

41. Indian Newslink has been established for more than 20 years. It produces a fortnightly digital newspaper covering general news for a South Asian audience in New Zealand. The website is updated with new stories between issues, but the focus is on the newspaper. All print and digital content is free to access.
42. Before receiving PIJF funding Indian Newslink employed just one full-time reporter, two part-timers, and stringers. It now has funded reporters in Hamilton and Auckland and two funded targeted roles – Audience

Engagement Expert and a graphic designer. The applicant has chosen two of those roles to apply for continued funding.

43. The reporting roles intended to focus on issues of particular importance to youth, and on social issues such as education, child poverty, family violence, culture, and heritage. They were to each produce at least five stories per week of at least 400 words, some including video, photos, and infographics. Reporting from the applicant shows these targets are being reached.
44. The Audience Engagement Expert was intended to work through social media channels to connect with a wider audience within Indian Newslink communities, in particular a younger audience. In the short time there has been someone in this role, social media posts have increased, although the proposal doesn't include figures on engagement.
45. [REDACTED]  
[REDACTED]  
[REDACTED] Continued funding of these roles would see them continued through to the October and December 2024.

**Staff Opinion**

46. The PIJF is keen to support Asian news media outlets in New Zealand, given how underserved their audiences are by mainstream news media. Assessors felt that Indian Newslink has a strong track record of providing PIJ to its community and is a great candidate for such support.
47. The applicant is committed to PIJ and is also keen to reach a younger audience, which is even less served than its current niche audience.
48. Outputs from these two roles have been impressive and staff expects to see that continue. There is also hope that the Audience Engagement Expert will grow audience and support Indian Newslink's sustainability.
49. [REDACTED]  
[REDACTED]  
[REDACTED]
50. Indian Newslink is providing public interest journalism to an underserved audience and has goals of increasing that audience and attracting younger readers. These roles would continue to serve the audience well and support an established provider that has for many years provided a good service to a hard-to-reach audience. **Funding is recommended up to \$199,650** [REDACTED]  
[REDACTED]

**Roles extensions Round 7**

**Stuff**

**Requested \$395,520**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
<b>4 Roles previously funded in Round 2 – <a href="#">original proposal here</a></b>		
Non-incremental role – Regional Reporter		Contract start 8/6/22      Contract end 8/6/24
Non-incremental role – Regional Reporter		Contract start 8/6/22      Contract end 8/6/24
Current Funded amount: \$ [REDACTED]		Current Funded Salary: \$ [REDACTED]
Auckland Community Reporter		Contract start 8/6/22      Contract end 8/6/24
Auckland Community Reporter		Contract start 8/6/22      Contract end 8/6/24
Current Funded amount: \$ [REDACTED]		Current Funded Salary: [REDACTED]
<b>1 Role previously funded in Round 3 – <a href="#">original proposal here</a></b>		
Te Reo Māori Translator		Contract start 25/7/22      Contract end 25/7/23
Current Funded amount: \$ [REDACTED]		Current Funded Salary: \$ [REDACTED]

## Synopsis

51. Stuff is seeking to continue its commitment to public interest journalism with a request to extend five roles funded through the PIJF for a further year for two Marlborough Regional Reporters, two Auckland Community Reporters and one Te Reo Māori Translator.

## General Assessment

52. In Round 2, Stuff was funded up to \$2,789,240 over two years for 11 Auckland Community and nine Pou Tiaki reporters. After recruitment, nine Community reporters and eight Pou Tiaki reporters were contracted for \$2,178,375. Stuff is requesting to extend two of the Auckland Community reporters for a further year.
53. In a separate assessment as part of Round 2, Stuff was also funded up to \$731,300 over two years for five non-incremental roles to keep the Stuff Marlborough newsroom operating.
54. Extended funding will see these roles funded through to June 2025.
55. In Round 3, Stuff was funded up to \$103,000 for a Te Reo Māori Translator as a targeted role. This non-content producing role was funded for one year and an extension saw it funded through to July 2024.

## Staff Opinion

56. [REDACTED]  
[REDACTED]  
[REDACTED] It states this investment would continue to contribute to public interest journalism goals and address underserved communities.
57. Staff does not accept that Auckland, as a whole, is an underserved community. The original proposal spoke to supporting hyper local content focused on Stuff's community publications across the city, but staff has repeatedly identified and had to question the PIJ nature of the stories being produced as it appeared these roles were being used to fill the Auckland newsroom roster, and that many stories were of a national nature and not localised as pitched and contracted.
58. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
59. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
60. Staff has not seen a noticeable increase in local reporting in Stuff's community publications such as the North Shore Times, an observation shared by one of the assessors who felt the community reporters had shown little impact in delivering at a local level.
61. The amount of content along with audience engagement data show the roles have delivered in terms of output. [REDACTED] has told staff in previous discussions, that Stuff sees the roles as highly successful because they have increased Stuff's Auckland share significantly.
62. However, staff does not believe these roles have successfully delivered on [the original proposal](#), to better serve Auckland local communities and funding two roles for a further year would not improve the situation.

63. Stuff has given no indication as to whether it intends to continue any of its funded roles past the PIJF funding and staff is concerned that funding only two of a potential 17 Auckland roles will have little impact on the provision of PIJ in the city.
64. [REDACTED]
65. [REDACTED]
66. [REDACTED]
67. [REDACTED]
68. [REDACTED]
69. The fifth role requested by Stuff is an extension to the Te Reo Māori translator role which staff believes has been ground-breaking in providing daily te reo Māori translations of news and current affairs stories. In terms of the amount of content and its impact normalising te reo Māori, staff believes this role has been highly successful. Assessors unanimously supported funding an extension of this role.
70. Funding is recommended up to **\$249,260** for one year to extend the Te Reo Māori Translator role along with the two Marlborough Reporter roles [REDACTED]
71. [REDACTED]

**PIJF roles**

**Pacific Media Network**

**Requested \$512,240**

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

3 Roles previously funded in Round 2 – <a href="#">original proposal here</a>		
Political Reporter	Contract start: 14/2/22	Contract end:14/2/23
Current approved salary: [REDACTED]	Proposed salary: [REDACTED]	
Current Affairs Producer	Contract start: 14/2/22	Contract end: 14/2/23
Current approved salary: [REDACTED]	Proposed salary: [REDACTED]	
Digital Video Editor – camera op	Contract Start 10/1/22	Contract end: 10/1/23
Current approved salary: [REDACTED]	Proposed salary \$ [REDACTED]	
Senior sub-editor	Contract Start Feb 2024	Contract end: Dec 2024
Current approved salary: [REDACTED]	Proposed salary \$ [REDACTED]	
1 Role previously funded in Round 6 – <a href="#">original proposal here</a>		
Multi-Media Journalist (Te Rito graduate)	Contract start: Feb 2023	Contract end Feb 2024



## Synopsis

72. Pacific Media Network (PMN) is requesting funding in Round 7 to support the extension of five existing PIJF roles that have shown impact in reaching Pasifika audiences in the last year.

## General Assessment

73. Of the four roles funded to PMN in Round 2 of the PIJF, only three were recruited in a timely fashion. [REDACTED]  
[REDACTED]  
[REDACTED] A new appointment was made in February 2023.
74. The Multi-Media Journalist (Te Rito Graduate) was funded under [special criteria for Round 6](#) to enable Te Rito Cadetship programme partners to offer employment to graduates of the Te Rito programme.
75. All roles have produced content and outputs in keeping with their contracts where roles have been filled.
76. [REDACTED]  
[REDACTED]

## Staff Opinion

77. These roles were originally funded to meet an extreme lack of Pacific journalists in Aotearoa New Zealand and unfortunately that need has only grown as mainstream newsrooms seek to increase their diversity.
78. PMN says the political reporter was a complete game changer in the representation of Pacific journalists in the political sphere. Arriving the day before the lockdown of August 2021, the reporter became the only Pacific journalist at the daily COVID-19 1pm press conferences providing crucial coverage from a Pacific lens. It says his work increased the visibility of PMN among ministers and MPs and opened wider coverage of events in the Pacific Region.
79. Assessors agree the role deserves further funding given PMN believes it is the only dedicated Pacific political reporter role across New Zealand media, and that this is particularly important as we enter an election year.
80. PMN says the digital video editor/camera operator role proved another highly successful role pointing out that, as NZ On Air's 'Where Are the Audiences' research has highlighted, Pacific people are high users of online video content. The role gave PMN the ability to move beyond radio in covering stories such as the Tongan community's response to the Tonga eruption, the Samoan Prime Minister's first visit to Aotearoa and the Prime Minister's treaty visit to Samoa.
81. The appointment of a dedicated current affairs producer was a first for PMN News enabling it to consistently reach younger audiences with stories that were told in a way they found appealing and engaging both in video and online. PMN says the role also helped exploit new channels of engagement including the creation of an Instagram page.
82. The difficulties faced in filling the Sub-Editor role clearly demonstrates the critical shortage of experienced Pacific journalists. However, PMN believes the new appointee will support the credibility of its news coverage and bring fresh ideas and development of its newsroom. Assessors agree the level of experience of the new appointee is an exciting development and further funding will maximise the opportunity for the role to make an impact.
83. [REDACTED]  
[REDACTED]  
[REDACTED]
84. [REDACTED]

85. Assessors saw the importance of supporting roles that serve the highly underserved Pasifika community and in extending all roles except for the Multi-media Journalist which was deemed ineligible. **Funding is recommended up to \$430,849 for the Political Reporter, Current Affairs Producer, Digital Editor/Camera operator and Sub-Editor roles** [REDACTED]

86. [REDACTED]

**Te reo Kahika Video Journalist**

**Te reo Irirangi o Maniapoto**

**\$85,000**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
<b>Role previously funded in Round 4 – <a href="#">original proposal here</a></b>		
Video Journalist Current funded amount: \$ [REDACTED]	Start date: 10/10/22	End date: 13/10/23
Funded amount: \$ [REDACTED]	Proposed funded salary: \$ [REDACTED]	

**Synopsis**

87. Te reo Irirangi o Maniapoto is applying for continued funding of its Video Journalist, for its news service Te reo Kahika.

**General Assessment**

88. Te Reo Irirangi o Maniapoto has been operating as an iwi radio station for more than 30 years. It aims to deliver content in 75% te reo Māori (with English subtitles online). The application says its latest ratings showed listenership was 235,000.

89. The proposal says the applicant is the only 'live and local' broadcaster in the King Country region.

90. Its dedicated news service, Te Reo Kahika, provides radio news bulletins and current affairs content, but is also strongly focused on online platforms, including the Whare Kōrero app and social media, particularly Facebook.

91. In Round 4 the applicant initially applied for two roles, but subsequently found out that Te Puni Kōkiri funding for one of the roles was to continue, so the PIJF ended up funding only one – the Video Journalist. Wikitoria Day is an experienced journalist and has video and editing skills.

92. The intended output was 3 x 5'-7' video stories per week for social media platforms. The current application says 2 x 5' stories per week. The stories are in te reo Māori with English subtitles.

93. Extending this role funding will see the role funded through to October 2024.

**Staff Opinion**

94. Assessors were strongly in favour of supporting iwi radio in general, as it provides unique local news content in te reo Māori and is often underfunded.

95. It was also noted that it's good to see iwi radio stations expanding their reach, and potentially reaching a younger audience, by moving more onto online platforms. The proposal for the extended funding says the applicants' Facebook page, the primary platform, has reached 455,106 people and attracted a further 4,704 followers since the role has been in place.

96. Assessors were unanimously in support of this application, with one saying, "the role appears to deliver twin benefits – expanding the flow of information to iwi while encouraging use of te reo".

97. The outputs linked with this role have reduced, but staff accepts the first targets might have been optimistic and quality should not be sacrificed for quantity. The stories staff has seen are of a very high standard.

98. [REDACTED] As they have put in the same budget this time, staff suspects the same change. But for simplicity it is recommended for funding up to the requested amount, with a revised budget which staff will discuss with them.
99. This is a strong application from a proven iwi radio performer and an experienced individual. **Funding is recommended up to \$85,000** [REDACTED]

Farmers Weekly Digital Editor

AgriHQ

\$89,981

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
<b>Role previously funded in Round 3 – <a href="#">original proposal here</a></b>		
Digital Editor Current funded amount: \$ [REDACTED]	Start date: 20/04/22	End date: 20/04/23
Funded amount: \$ [REDACTED]	Proposed funded salary: \$ [REDACTED]	

### Synopsis

100. AgriHQ is applying for extended funding for a Digital Editor for Farmers Weekly, its flagship publication.

### General Assessment

101. AgriHQ is a group of websites including weather and agribusiness information for farmers. It also produces Farmers Weekly, which is delivered free to every farm in New Zealand – more than 77,000 of them.
102. The role aims to increase the quantity and quality of content on the Farmers Weekly website, repurposing content from print, video, and podcasts for online. The role has a secondary aim of increasing Māori content by actively seeking Māori contributors.
103. In its initial application AgriHQ said the Farmers Weekly website at that time was basically a replication of its print version, which did not offer the best user experience. It also recognised that its online and print audiences were different, but it was treating them the same, and it wanted to change that.
104. The application for a Digital Editor was aimed at revising the website layout, curating content specifically for online, and integrating video and podcast content.

106. Adding diverse voices has also been prioritised. The number of Māori stories has been increased and the Digital Editor is seeking a Māori writer to contribute weekly.
107. The Digital Editor has also been involved in training a junior within the digital team, adding capacity. The proposal includes some additions to the work this role will focus on, including establishing an ongoing collaborative relationship with Māori contributors, further diversification of voices beyond Māori, and digital mindset coaching for print journalists and junior staff.
108. The proposal lays out some plans for sustainability of this role, based on a move towards paid content, and a news podcast. Funding this proposal will see the role extended until April 2024.

### Staff Opinion

109. Improving the quality and accessibility of rural reporting has been a priority for the PIJF as the audience is not well-served by mainstream media.
110. Assessors were very impressed with this proposal, which lays out very clearly the successes of the role so far. One assessor it *“sounds like this role has had a huge impact for AgriHQ and it has had some great growth in*

online audience. The application also outlines further mahi to be done by the role, rather than just a continuation of the same”.

111. [REDACTED]

112. This role has demonstrated success in bringing increased content to an under-served audience. **Funding is recommended up to \$89,981** [REDACTED]

**Kaupapa Māori Editor**

**NZME**

**\$123,600**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
<b>Role previously funded in Round 3 – <a href="#">original proposal here</a></b>		
Kaupapa Māori Editor	Start date: 14/03/22	End date: 13/04/23
Current funded amount: \$110,00	Proposed funded salary: [REDACTED]	

**Synopsis**

113. NZME is applying for extended funding for a Kaupapa Māori editor. The role is content creating and involves training and providing a Māori lens for stories from across the newsroom.

**General Assessment**

114. The Kaupapa Māori Editor role was proposed by NZME in order to shape the entire newsroom’s tangata whenua and Te Ao Māori approach to storytelling. The role is intended to have a strong editorial and training role, as well as writing stories.

115. In assessing the initial application for the role, it was noted that NZME initially registered their interest in the Partnership Editors scheme and met with consultants Aotearoa Media Collective to discuss it. NZME subsequently said it was not ready to proceed with the Partnership Editor proposal at that stage. NZME subsequently applied for and was approved funding for a Kaupapa Māori Editor role. Assessors at the time had some concerns about NZME’s commitment to the role but decided that the potential impact of the role was great. It was funded subject to the provision of adequate information that demonstrated NZME’s readiness to take on the role. Since then, NZME has made changes in the newsroom, including appointing [REDACTED] as Head of Cultural Partnerships and Head of Newsroom Diversity.

116. The latest proposal says this role has been a success and the editorial and training goals have been met. It says the role has been transformative for the newsroom creating stronger relationships with Māori communities, raising cultural awareness within the newsroom, as well as providing more Māori content. The Kaupapa Māori editor has also worked closely with the Te Rito cadets and that will continue in 2023.

117. Outputs have increased in this application from the three stories per week currently contracted, to 10 stories per week and should this role be extended funding will continue until April 2024.

**Staff Opinion**

118. Assessors thought this role appears to be having a great impact in what must be one of the country’s largest and most influential newsrooms. NZME believes it has been a success and it is hoped they will continue with the role once PIJF funding ends.

119. Staff saw the appointment of Lois Turei as a strong demonstration that NZME was prepared to support the Kaupapa Māori Editor and along with NZME’s active involvement in the Te Rito Journalism Cadetship scheme, Staff believes there has been significant positive change towards greater diversity and recognition of te ao Māori.

120. The stories written by the Kaupapa Māori Editor are within what was originally proposed and are the kinds of stories that would not have been seen on NZME’s platforms in the past.

121. Staff do have questions as to whether the increase in story output is realistic and recommends a discussion with NZME prior to contracting about how achievable it is.

122. [REDACTED]

123. This role appears to be making change at an influential news media outlet, bring more diverse content and helping the whole newsroom include more Māori voices. **Funding is recommended up to \$123,600** [REDACTED]

**Court Reporter roles** **Allied Press** **\$266,951**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED] previously funded in Round 2 – <a href="#">original proposal here</a>		
Court reporters x3	Start date:	End date:
Current funded amount:	Proposed funded salaries: \$ [REDACTED]	
Funded amount:		

**Synopsis**

124. Allied Press is seeking to extend three PIJF funded court reporters enabling a crucial tool of justice and extending time for the roles to become sustainable.

**General Assessment**

125. In Round 2 of the PIJF, Allied Press was funded up to \$711,797 spread over two years for three court reporters and one Southern Issues reporter. It argued the roles were required to fill gaps in court coverage covering the Queenstown, Alexandra, Oamaru, Dunedin, Invercargill, and Gore Courts. Coverage was to be shared with the NZME Open Justice Court reporting scheme also funded in that round.



128. Allied says as a result of the three PIJF roles, there has been a clear increase in court coverage not just allowing the public an insight into the crimes being committed in their communities but assisting them in understanding how the justice system deals with such offending. It says there has also been the opportunity to delve into civil proceedings, coronial inquiries, Youth Court, Family Court, Employment Relations Authority, and other tribunals as well as investigating trends linked to justice. Alongside the PIJF reporters, Allied employs a 1.6FTE specialist court reporter in Dunedin.

129. Allied says the benefit of being in court every day means lawyers, Corrections, court staff, mental-health, restorative-justice, and victim-support workers build a rapport with the reporters providing invaluable story leads and strengthening coverage.

130. The application notes Allied has had a staff member dedicate time to manging the court reporter team and that collating the statistics for NZ On Air reporting has been time consuming. [REDACTED]

**Staff Opinion**

131. Staff confirms that Allied has met its contract output requirements and accepts that Allied's ability to cover such a large part of the South Island will have had impact.
132. Staff believes the 5% salary increase request is reasonable, [REDACTED]
133. Given the large area covered by Allied, there is no doubt it could not manage widespread court reporting on its existing 1.6 FTE specialist reporter and the loss of the PIJF funded roles will have an impact.

135. Assessors were supportive of the need for court reporting and believe Allied's history of providing this content for South Island audiences deserves support. **Funding is recommended up to \$266,951** [REDACTED]

**PIJF Roles** **E Tangata** **\$350,496**

Key personnel	Title/s	Relevant Past Work	
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
<b>Roles previously funded in Round 2 – original proposal here <a href="#">e-tangata pijf full proposal spreadsheet.xls</a></b>			
Senior writer/editor Pacific		Start date: 01/02/22	End date: 01/02/24
Current funded amount: \$ [REDACTED]			
Funded amount: \$ [REDACTED]		Proposed funded salary: \$ [REDACTED]	
Senior Writer/editor Māori		Start date: 01/3/22	End date: 01/03/24
Current funded amount: \$ [REDACTED]			
		Proposed funded salary: \$ [REDACTED]	
<b>Roles previously funded in Round 3 – <a href="#">original proposal here</a></b>			
Editor Mentor		Start date: 07/02/23	End date: 06/02/24
Current funded amount: \$ [REDACTED]			
Funded amount: \$ [REDACTED]		Proposed funded salary: \$ [REDACTED]	
Digital Marketing Manager		Start date: 30/09/22	End date: 30/9/23
Current funded salary: \$ [REDACTED]			
		Proposed funded salary: \$ [REDACTED]	

**Synopsis**

136. E Tangata is applying for extended funding for all four of its PIJF funded roles – Senior writer/editors focussed on Māori and Pasifika, plus an Editor/mentor and a Digital marketing manager.

**General Assessment**

137. Mana Trust is a not-for-profit trust set up in 2014 to provide Māori and Pasifika stories, voices and worldviews that are largely missing from the mainstream media and to counter harmful negative narratives and stereotypes prevalent in mainstream media coverage. Its publication E-Tangata is a respected high quality longform online journalism publication.
138. Since its inception, it has operated almost entirely by koha from the E-Tangata team, from Māori, Pacific and Pākehā contributors, from readers, and from one philanthropic foundation (Tindall Foundation). E-Tangata has continued largely through the unpaid services of the two senior journalists who founded it.
139. [REDACTED]

140. E-Tangata has content sharing arrangements with Radio Waatea and close relationships with *Te Ao with Moana* team. Mana Trust is highly committed to Te Tiriti o Waitangi. It is led by Māori and Pacific co-chairs, and a further two of three trustees are Māori.
141. E-Tangata was approved funding for four roles in Round 2 but due to pressures on the Māori journalism workforce was only able to fill two of them – the Māori and Pacific writers. E-Tangata was subsequently approved funding for the two targeted roles. It decided the best person for the Editor/mentor role was someone currently in one of the writing roles, so it hired a new writer, moving the existing writer to the Editor/mentor role.
142. The writers are currently contracted to provide at least one long-form article per month (of at least 1,500 words). They also edit pieces from other contributors.
143. The new application doesn't contain content targets, but as it does state that the writers have exceeded expectations in terms of output, staff expects the targets to remain the same as a minimum requirement.
144. The targeted roles were created to give another layer to the small editorial team – the Editor/mentor to provide editing, mentoring and guidance and the Digital marketing Manager to extend the reach of content on social media platforms and to therefore improve the publication's long-term future. The new application says all roles have been a success and are critical to the continuation of E-Tangata.
145. [REDACTED] Extending funding will see the Digital Marketing role funded until September 24 with the other three roles funded through to early 2025.

#### Staff Opinion

146. E-Tangata not only provides PIJ to target audiences, but it also helps support the development of Māori and Pacific writers through the experienced mentoring provided by Gary and Tapu.
147. Staff believes the application makes a good case for all these roles. The writer roles have been in place for about a year and the content described fits the initial brief and covers a range of topics. One assessor said these roles have *“clearly had a major effect in terms of generating additional stories about issues and subjects of particular interest and importance to Māori and Pacific audiences.”*
148. It is more difficult to gauge the results of the digital marketing manager and editor-mentor given their more recent starts. The targeted roles have not been going long, but the rationale for their approval remains relevant. The Editor/mentor role in particular seems set for success, being filled by an experienced journalist who has been with E-Tangata for some time.
149. This is a very important outlet in terms of the stories it tells for underserved audiences, but it is also struggling for funding. The impact this continued funding has, is important for its ongoing viability. **Funding is recommended up to \$350,496** [REDACTED]

**Te ao Māori Editor and Sub-editor Metro \$51,066**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
<b>Te ao Māori Editor previously funded in Round 2 – <a href="#">original proposal here</a></b>		
Te Ao Māori Editor Current funded salary: \$ [REDACTED] (p.a)	Contract start date: 06/12/21	Contract end date: 06/12/23
Funded amount: \$ [REDACTED]	Proposed Funded salary: \$ [REDACTED]	
<b>Sub-editor previously funded in Round 5 – <a href="#">original proposal here</a></b>		
Sub-editor Funded amount: \$ [REDACTED]	Contract start date: 28/11/22	Contract end date: 28/11/23

Funded amount: \$ [REDACTED]

Funded salary: \$ [REDACTED]

### Synopsis

150. Metro is applying for extended funding for two part-time roles – a Te Ao Māori editor who writes regular features and columns as well as mentoring Māori contributors, and a Sub-editor.

### General Assessment

151. Metro is a current affairs magazine focused on Auckland. It has been published since 1981, and after closing temporarily because of the effects of COVID-19, it has resumed publishing under new ownership. It is now a quarterly magazine, and there is increased focus on the website and social media channels.

152. As well as funding for both these roles, Metro has received funding for two projects \$39,380 for *Uneasy Money: How we pay for art* and \$30,460 for *Who owns Auckland?*

153. Metro has a small team of two full-time staff, as well as the two part-time PIJF-funded roles.

154. This application includes the same outputs for the Te Ao Māori editor, four columns of 800-1000 words, a commission of one other column from a Māori contributor of the same length, one major feature and a commission from one other from a Māori contributor (both 2,000-4,000 words and accompanied by photography from Māori photographers).

155. Additional goals including sharing their work with Māori-focused platforms, identifying, and mentoring new Māori contributors for Metro and contributing to other Metro projects, ensuring a Māori lens across all stories. This role is 10 hours per week.

156. The Sub-editor's role is to oversee all of Metro's print and online content, ensuring accuracy, editing, proofreading, tone of voice, house style, writing headlines and captions. This role is 60 hours per quarterly issue.

157. [REDACTED]

### Staff Opinion

158. Assessors were very supportive of this application, for the Te Ao Māori editor in particular. One said "*Kua whai hua ke enei turanga – results have been seen, relationships further developed, and opportunity (including autonomy) has been created for Māori writers, the fabric of Metro has been enhanced*".

159. There was discussion among the assessors, as there has been in previous hui, about the funding of Sub-editors. Initially they had been seen by staff as business as usual, but it has become increasingly obvious that many organisations can't afford to pay for them. Sub-editors have also been funded for Newsroom and The Spinoff.

160. This role has only been in place since December, but feedback from the applicant has been that it's very beneficial, has improved the quality of output, and freed the Editor up to work on editorial.

161. These roles will have an impact for a small outlet that's committed to PIJ and Māori journalism. **Funding is recommended up to \$51,066** [REDACTED]

### Rural Content Editor (extension)

Ashburton Guardian

\$85,000

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
<b>Role previously funded in Round 2 – <a href="#">original proposal here</a></b>		
Rural Content editor Funded Salary amount: \$ [REDACTED]	Start date: 21/12/21	End date: 21/12/23
Funded amount:	Proposed Funded salary: \$ [REDACTED]	

Synopsis



162. This is a one-year continuation of the Rural Content Editor role for the Ashburton Guardian.

### General Assessment

163. The Rural Editor Role was first funded for two years in Round 2 of the PIJF. It is in its second year of funding and the current contract will finish in December 2023.
164. Its purpose was to address the gap in rural news reporting across the Canterbury region, which has a large rural community and a financial reliance on the agricultural sector.
165. The Ashburton Guardian's Editor, [REDACTED], was very positive about the role's impact on the newspaper and its readers, writing: *"The quality and quantity of work from our NZ on Air-funded rural content editor.....has been of the very highest standard and widely applauded and welcomed"*.
166. Ashburton and the Mid-Canterbury district are famed strongholds with a high proportion of the population working in or adjacent to the sector. Among them are 4,000 migrant agricultural families and workers (many new to the area) [REDACTED].
167. The application argued that the role has been successful enough that the Ashburton Guardian has increased both the page numbers (from 32 to 44-50) and distribution of its monthly Rural Guardian publication, which now reaches [REDACTED].
168. It contends that these increases are demonstrations of the newspaper's attempts to become more sustainable (in hopes of keeping the role on post-PIJF) by continuing to meet audience demand for rural and agricultural content.
169. Darryl claims the role's diligence in reporting on rural issues has increased the Canterbury community's trust in local news, helped the Ashburton Guardian to attract new audiences, and bolstered its reputation as a source of trustworthy content. All these factors have also improved the paper's long-term viability.
170. The impact of the Rural Content Editor's outputs resulted in the deepening of a professional relationship between the Ashburton Guardian and NZME. The applicant hopes that it may lead to increased advertising revenue and the potential of wider audience reach if the role's content is cross-platformed across NZME's sites. The Ashburton Guardian is currently in talks with NZME about this possibility.
171. Continuing the funding for an additional 12 months would build on the role's momentum [REDACTED].
172. The requested salary for the role has remained the same and the Ashburton Guardian has contributed [REDACTED]. If funded, this role extension will provide funding through until the end of 2024.

### Staff Opinion

173. Staff felt that the Ashburton Guardian had demonstrated the impact of this role well in supporting the rural community and the ongoing viability of the paper.
174. One assessor praised the *"comprehensive proposal that demonstrated the value of retaining these roles and continuing the capacity-building and reporting functions that they provide"*.
175. Staff also noted that serving rural and agricultural audiences, particularly with news that is relevant to their socio-economic issues, has been a goal of the PIJF. **Funding is recommended up to \$85,000.**

### Kaupapa Māori Reporter (extension)

### Gisborne Herald

\$77,464

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
Role previously funded in Round 2– original proposal here <a href="#">GH Kaupapa Maori Reporter Proposal.docx</a>		
Kaupapa Māori Reporter Current funded amount: \$ [REDACTED]	Start date: 12/04/22	End date: 12/04/24
Funded amount:	Current funded salary: \$ [REDACTED]	

## Synopsis

176. The Gisborne Herald seeks an additional 12 months of funding for its Kaupapa Māori Reporter.

## General Assessment

177. The Kaupapa Māori Reporter was originally funded in Round 2 of the PIJF for two years and its purpose is to cover te ao Māori issues and topics in the Tairāwhiti region, for publication in the Gisborne Herald, and when appropriate, the Wairoa Star and Kāhu platform on [www.nzherald.co.nz](http://www.nzherald.co.nz).

178. The role is currently filled by a reporter from the Gisborne region who has extensive connections with Te Ao Māori o Te Tairāwhiti.

179. Unfortunately, shortly after starting at the Herald, the reporter contracted COVID-19 and suffered some resulting health issues which limited his reporting. These limitations included being unable to conduct regular interviews on Tauranga FM, report as widely on Wairoa-based stories, and the regular sharing of his stories on the NZ Herald's Kāhu platform.

180. The reporter has now resumed all his reporting duties and has been conducting mana whenua-related interviews on Tauranga FM since January 2023.

181. The application argues that, despite these setbacks, the role has been highly valuable in helping the Gisborne Herald to strengthen its cultural capacity and revitalise and normalise te ao Māori reporting in the region.

182. To evidence this, the application provided examples of positive community feedback the role has received:

- *"Often when I go to events people come up to me and bring up some of my articles. I have had the chairs of the iwi here in Tairāwhiti commend me on my mahi. People up the East Coast have thanked me for coverage of their kaupapa."*
- *"Another example of the impact was following my story on the Titirangi Summit Development - Rongowhakaata were happy with the story and thanked me for publishing it. Since then, Rongowhakaata has been communicating with me on other issues. That article helped strengthen our relationship."*
- *"One situation was at the Ngāti Porou Oranga day in Whangara where I got to meet a lot of Ngāti Porou kaimahi. George Reedy their CEO had a chance to talk to me and thanked me for the mahi I do to show what the iwi is doing."*

183. The applicant contends that the role has enabled it to build trust with local iwi and the wider Māori community, which in turn, allows it to produce better stories that speak to Māori issues from a culturally informed way.

## Staff Opinion

185. Assessors were unanimously in favour of this role, while acknowledging that the impacts of COVID-19 on the reporter had restricted his ability to meet the original output requirements.

186. They felt the proposal was strong and highlighted the importance of the role's mahi, not just for the publication's cultural capacity-building, but to the local Māori and iwi audiences who have been well-served by the role's content.

187. Staff found it compelling that over half of Gisborne's population is Māori yet reporting on Māori issues in the region has been lacking. As evidenced by the responses of local iwi (included in a supporting letter) and by the enthusiasm expressed by the reporter in the role, the Kaupapa Māori Reporter has benefitted Gisborne and provided important news stories. **Funding is recommended up to \$77,464.**

**Auckland Council Reporter (extension)**

**Local Matters**

**\$84,579**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
<b>Role previously funded in Round 2 – <a href="#">original proposal here</a></b>		
Auckland Council Reporter	Start date: 24/1/22	End date: 24/1/24
Current funded salary: \$ [REDACTED]	Proposed Funded salary: \$ [REDACTED]	

## Synopsis

188. Local Matters is seeking a one-year funding extension for its Auckland Council Reporter.

## General Assessment

189. Local Matters (on behalf of the nine community newspapers) was first approved for an Auckland Council Reporter (two years) in Round 2 of the PIJF.

190. The position provides an independent reporting service on Auckland Council, for Gulf News, Waiheke, The Howick and Pakuranga Times, The Botany and Ormiston Times, the Pohutukawa Coast Times, Mahurangi Matters, Hibiscus Matters, The Devonport Flagstaff, and the Rangitoto Observer. This allows publications on Auckland's rim to be represented at Auckland City Council meetings.

191. The role has consistently met output requirements of four stories per week (45 per quarter). In addition to providing robust reporting on council activities, the role also endeavours to provide a Te Tiriti o Waitangi lens when reporting on Auckland Council business.

192. To facilitate this, the Auckland Council Reporter has developed relationships with local iwi to raise the voices of mana whenua/ mātāwaka at Council. The reporter has also platformed the issues raised by the Independent Māori Statutory Board, such as the Council's consultation process with iwi being unsatisfactory, the co-governance proposal for the Hauraki Gulf Forum and the Council needing unique kaupapa on emergency management.

193. The proposal argues reporting on these topics has filled a huge gap around iwi and Māori council concerns that have been ignored by mainstream outlets. Last year, the role published 28 stories dedicated to mana whenua-related matters.

194. The proposal included statements of support for the role from two additional editors:

- [REDACTED]: *"[their] work has been excellent and the range and breadth extremely useful. We do cover very specific council stories but cannot get into many of the other bigger relevant city-wide issues due to resourcing. This material has given us that additional depth we've been missing since our news teams were reduced. We sincerely hope you continue to get funding."*
- [REDACTED]: *"I think the transparency of that very basic reporting of 'who, what, why, when, where, how' has given our readers a whole new lens to look at things through."*

195. [REDACTED] If approved this role would be funded through until January 2025.

## Staff Opinion

196. Assessors were unanimously in favour of this application. They found the role to be an excellent example of collaboration between local papers that ensured greater scrutiny of local government for the local Auckland audience.

197. They were particularly impressed that the role's reporting had resulted in better outcomes and representation for tangata whenua.

198. As one assessor noted, *"this role has successfully fulfilled an important local democracy function in Auckland. The reporter in the position has built meaningful relationships with local iwi and the reporting that has arisen from that relationship has benefitted local iwi and Māori communities, as well as the broader community at*

large. The role is great value for money and benefits multiple newsrooms and their readers." Funding is recommended up to \$84,579 [REDACTED]

**Māori Affairs Reporter (extension)** **Newshub** **\$145,810**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
Role previously funded in Round 2 – <a href="#">original proposal here</a>		
Māori Affairs Reporter	Start date: 10/01/2022	End date:10/01/2024
Currently Funded salary: \$ [REDACTED]	Proposed Funded salary: \$ [REDACTED]	

**Synopsis**

199. Newshub is seeking a one-year extension of its PIJF-funded Māori Affairs Reporter.

**General Assessment**

200. The Māori Affairs Reporter was first funded in Round 2 of the PIJF, and the application argues it has played a key part in providing stories of importance to the Māori community and to broader audiences in Aotearoa New Zealand.

201. Newshub notes that the reporter in the role has worked tirelessly to include Māori voices and Māori specialists in her news stories and championed the use of te reo in her content.

202. The reporter has ensured that te tirohanga Māori (a Māori lens) was placed on coverage of significant mainstream stories, all while educating colleagues and informing decisions made in the wider newsroom.

203. Additionally, she has been a valuable mentor and supporter of Newshub's Te Rito cadets, as well as other Māori journalists in the newsroom, to support Newshub's cultural competency efforts.

204. [REDACTED]  
[REDACTED]  
[REDACTED] Such a role extension will see the role funded until January 2025.

**Staff Opinion**

205. Staff were underwhelmed by the applicant's one-slide proposal, which they felt missed an opportunity to provide input from the reporter in the role or truly demonstrate the clear depth of the role's impact.

206. Despite this, staff were impressed by the reporter's news output, and it was evident to them that the role was fit-for-purpose and has made a positive impact on Newshub's reporting, and therefore, its audience.

207. Staff noted it is vital a national news organisation is moving in the right direction towards greater diversity and along with the Te Rito cadets this role will support that transformation. **Funding is recommended up to \$145,810** [REDACTED]

**Sub-Editor (extension)** **Newsroom** **\$94,395**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
Role previously funded in Round 3 – <a href="#">original proposal here</a>		
Sub-Editor	Start date: 04/2022	End date: 04/2023
Current funded salary: \$ [REDACTED]	Proposed funded salary: \$ [REDACTED]	
Funded amount:	Proposed funded salary: \$ [REDACTED]	

**Synopsis**

208. Newsroom seeks continued funding of its full-time PIJF Sub-Editor role for an additional 12 months.

## General Assessment

209. The Sub-Editor edits content from Newsroom’s journalists, freelance writers, and contributors as well as providing editing and production services for the platform’s newsletter. Additionally, they provide quality control to ensure that reporting is accurate and that a consistent standard is maintained across all Newsroom articles.
210. The proposal contends that the Sub-Editor’s work on its newsletter has been important for Newsroom’s sustainability. Newsletters help to attract and retain readers and their curation is time consuming and requires a “high level of craftsmanship”.
211. In recognition of the role’s impact, Newsroom says its senior writers have been able to publish as many as seven additional longform articles per week, including two additional weekly PIJ stories.
212. These stories have covered relevant topics, including local government and justice, water reforms, the cost-of-living crisis, and other issues that would not have otherwise been possible before PIJ funding.
213. Furthermore, many of these stories came from more junior writers of diverse backgrounds whose work benefitted from the Sub-Editor’s experience and advice.
214. Because of PIJF funding, the quality and quantity of Newsroom’s output has increased, with readers providing positive feedback about the trustworthiness of Newsroom’s reporting.
215. Newsroom contends that it had been on track to financially support the role until the last quarter of 2022, when the cost-of-living crisis instigated rising production costs and declining subscriptions and revenue. However, Newsroom remains committed to supporting the Sub-Editor role after the completion of PIJF funding and is covering salary costs between the role’s expiry date and the announcement of Round 7 funding decisions, as a demonstration of good faith.
216. [REDACTED]  
If funded this role extension will see the role funded until April 2024.

## Staff Opinion

217. Assessors were unanimously in favour of awarding continued funding for this role. They felt a strong argument had been made as to its positive impacts for both Newsroom and its readers.
218. One assessor summarised, *“this proposal made a good case for the continuation of a role whose outputs are hard to define but whose absence is felt in the newsroom, and subsequently, by audiences. The Subeditor has met, and exceeded, its output requirements and has allowed Newsroom to produce a higher volume of better-quality stories from a diverse pool of journalists”*.
219. While staff acknowledged that a sub-editing role for an established news organisation like Newsroom may seem like ‘business as usual’, the economic reality of the current journalism sector means that sub-editing positions are increasingly rare. Despite this, Newsroom has stated an intention to retain the role post-funding. **Funding is recommended up to \$94,395,** [REDACTED]  
[REDACTED]

## Māori Political Reporter (extension)

## The Spinoff

**\$61, 050**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
Role previously funded in Round 2 – <a href="#">original proposal here</a>		
Māori Political Reporter Current funded salary: \$ [REDACTED]	Start date: 01/02/2022	End date: 01/02/2024
Funded amount:	Proposed funded salary: \$ [REDACTED]	

## Synopsis

220. The Spinoff is requesting an additional year of funding for its part-time Māori Political Reporter, beginning from March 2024.

### General Assessment

221. The Māori political reporter role focuses on Māori politics and current affairs. They also advise on Māori politics and current affairs projects across videos and podcasts.

222. Although the role has been full-time, The Spinoff is requesting that it moves to part-time hours (24 hours per week).

223. [REDACTED]  
[REDACTED] Retaining Māori journalists is difficult due to underrepresentation and opportunities in similar fields (such as communications).

224. The application argues that Māori politics is an area that very few mainstream publications have capability in. The Spinoff claims to have been the first mainstream media platform to establish a dedicated section to Māori issues (Ātea) in recognition of its commitment to Te Tiriti o Waitangi. According to the proposal, Ātea has been a trusted source of information for Māori and non-Māori readers alike.

225. Furthermore, the Māori Political Reporter would allow The Spinoff to continue fostering relationships with Māori writers, with the aim of developing their skills and keeping them in the journalism industry.

226. The role will continue to be supported by the platform's editorial team as well as Te Rōpū, The Spinoff's Māori staff group. If funded this role extension will see the role funded until February 2025.

### Staff Opinion

227. Staff felt it was important to build on the groundwork laid by the Māori Political Reporter by continuing the role, even at a reduced part-time capacity.

228. The Spinoff has demonstrated a good-faith commitment to Māori representation in its newsroom and across its news content. The Spinoff audience is younger-skewing and appear to be well-served (and interested in) The Spinoff's Māori content, and normalising Māori issues in mainstream outlets is an important step to achieving equality.

229. One assessor mentioned that The Spinoff "had been a leader in this space" but noted that there was a missed opportunity in the application to provide feedback from the platform's Māori staff.

230. Making the role part time has made budget comparisons difficult and staff will ask The Spinoff to ensure any overall salary increase remains within the 5% cap. **Funding is recommended up to \$61,050** [REDACTED]

**Sub-Editor (extension) The Spinoff \$105,450**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
<b>Role previously funded in Round 3 – <a href="#">original proposal here</a></b>		
Sub-editor	Start date: 04/2023	End date: 04/2024
Current funded salary: \$ [REDACTED]	Proposed funded salary: \$ [REDACTED]	

### Synopsis

231. This application seeks a further 12 months of funding for the targeted Sub-Editor role at The Spinoff.

### General Assessment

232. The Spinoff applied for an additional year of funding in Round 6 and was approved. If funded in Round 7, the role would continue for a third year, from April 2024 -April 2025.

233. Its purpose is to provide edit copy, proofread news items, write compelling headlines, fact-check pieces, and assess potential risks and liabilities before content is published.
234. The applicant argues that the role has been hugely successful in executing these tasks as well as providing development for the platform’s junior writers. This type of mentoring and general sub-editing practice has been increasingly missing from mid-to-small newsrooms because of resourcing constraints.
235. The Spinoff contends that, without the role, sub-editing duties would need to be divided between the editorial staff, diverting their time and energy, and having a detrimental effect on platform’s commissioning, editing, and writing. [REDACTED]
236. While extending the role has benefits for the commercial sustainability of The Spinoff, the application claims that their audience also deserve the kind of high-quality journalism that sub-editors help to provide.
237. The budget request is unchanged from the original proposal and [REDACTED] if funded this role extension will see the role funded until April 2025.

### Staff Opinion

238. Staff felt this request was straightforward and reasonable, noting that the role has had a great impact for The Spinoff, improving the quality of their output and freeing up staff who would otherwise have to do the subbing mahi.
239. It can be difficult to measure the success of Targeted Roles, but staff felt a case had been made for the importance of the Sub-Editor in contributing to the quality and reach of The Spinoff’s public interest journalism, which is precisely what the role was intended for. **Funding is recommended up to \$105,450.**

### Valley Profile and Coromandel App Reporter (extension) Valley Profile \$89,300

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
Role previously funded in Round 2 – <a href="#">original proposal here</a>		
Full-time Reporter Current funded amount: \$ [REDACTED]	Start date: 15/11/21	End date: 15/11/23
Funded amount:	Proposed funded salary: \$ [REDACTED]	
Role previously funded in Round 6 – <a href="#">original proposal here</a>		
Part-time Reporter Current funded amount: \$ [REDACTED]	Start date: 01/2023	End date: 01/2024
	Proposed funded salary: \$ [REDACTED]	

### Synopsis

240. The Valley Profile are applying for a one-year extension of two funded PIJF roles to produce content for the community newspaper and its digital platform, The Coromandel App.

### General Assessment

241. The Valley Profile is a community newspaper that reaches [REDACTED] across the Hauraki Plains, Paeroa, Thames and Thames Coast, and the Coromandel Peninsula. In 2022, the paper launched the Coromandel App as an online extension of its physical newsprint.
242. This application is for two roles. The first is a full-time reporting role (six stories per week) and the second is a part-time reporting role (four stories per fortnight).
243. [REDACTED] . The

application partly credits these nominations to the addition of these two roles to the Valley Profile newsroom.

244. The proposal argues that both roles have been immensely successful. The full-time reporter, Kelley Tantau, published 292 pieces in her first year, well above her required output of 246 stories. She has also produced several impactful community stories, ranging from Te Tiriti issues, a comprehensive crime campaign, council issues, and court reporting. Her good-standing as a community journalist was evidenced by her ability to secure an exclusive “tell-all” interview with the Thames-Coromandel District Council’s Mayor.
245. Despite starting recently (at the time of submission) the journalist in the part-time role, regularly produces 1-2 fortnightly stories, which is more than her required output. The application claims this role routinely receives positive community feedback from her coverage of local emergency new, road closures, and flooding issues.
246. The applicant argues that, without PIJF funding, none of this valuable reporting, conducted by reporters who live and work in the region they serve, would have been possible. It stresses that the Valley Profile is the only outlet in the area with locally operating reporters [REDACTED]

248. The salary request for the extension of the roles remains the same as the original funded amount and if approved will see the full-time role extended to Nov 2024 and the part-time role extended to Jan 2025.

**Staff Opinion**

249. Assessors were unanimously in favour of this application, agreeing that the goals of the PIJF had been met, the output of the roles (in quality and quantity) had been high, and that the local audience had benefitted from the reporting.

251. One assessor summarised that, *“the PIJF roles have been critical in this community-based media entity establishing itself in the Hauraki-Coromandel region and making a significant contribution to the public good. The community newspaper has shown remarkable growth in a short time and now has a sibling in the form of an app serving the Coromandel. The journalists involved have strong credentials and the venture deserves further PIJF funding. The crippling floods and slips, and obvious demand by local people for news and information, make the case for further financial support even stronger.”*

252. Additionally, staff noted that the Valley Profile had consistently met their funding targets and provided good value-for-money. **Funding is recommended up to \$89,300.**

**Local Accountability Reporter (extension) BayBuzz \$88,800**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
Role previously funded in Round 4– <a href="#">original proposal here</a>		
Part time Reporters x2	Start date: 09/08/2022	End date: 09/08/2023
Current funded amount: \$ [REDACTED]		
Funded amount:	Proposed funded salary: \$ [REDACTED]	

**Synopsis**

253. BayBuzz is applying for an additional year of funding for two part-time Local Accountability Reporters.



## General Assessment

254. The roles' purpose is to deepen the outlet's coverage of critical issues, including the regional economy, healthcare, agribusiness, and its most contentious political/council decision-making.
255. Thanks to PIJF funding, the applicant has been able to recruit two seasoned journalists, and this level of seniority and experience has enabled BayBuzz to provide expert reporting about the issues that impact the daily lives of their readers.
256. The application argues that the in-depth coverage provided by both roles are well-regarded and well-read by both the influencers in the region (business and political) and the broad public dependent upon their decisions.
257. The application was also lent support by 13 civil and community leaders, including:
- Ngahiwi Tomoana, Chair, Ngati Kahungunu Iwi
  - Mike Paku, Chair, Te Taiwhenua o Heretaunga
  - Sandra Hazlehurst, Mayor, Hastings District Council
  - Kirsten Wise, Mayor, Napier City Council
  - Craig Little, Mayor, Wairoa District Council
  - Alex Walker, Mayor, Central Hawke's Bay District Council
  - Rick Barker, Chair, Hawke's Bay Regional Council.
258. Despite their support, the applicant noted that its coverage of these leaders had remained fair and balanced. To demonstrate this point, the applicant included this statement from [REDACTED]
259. While BayBuzz is still not able to financially support both roles, its output has helped to strengthen the outlet's revenue streams by encouraging more advertising and subscriptions (both of which have doubled since April 2022). As a result, BayBuzz has been able to "top up" its financial compensation for both roles and hopes to support them fully after PIJF funding ceases.
260. [REDACTED] If funded this role extension will see the role funded until August 2024.

## Staff Opinion

261. Assessors unanimously supported this application. They felt the impact of the roles was well argued and that the content produced was strong and impactful.
262. Staff was pleased to see the roles had also had a positive impact on the longer-term sustainability of the outlet and increased BayBuzz's ability to support the roles post-PIJF.
263. Additionally, staff felt it was especially important for Hawke's Bay audiences to continue to receive high-quality coverage in the wake of Cyclone Gabrielle. **Funding is recommended up to \$88,800.**

## Senior Editorial Role (extension)

**Crux**

**\$126,250**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
Role previously funded in Round 2 – <a href="#">original proposal here</a>		
Senior Editorial role Current funded salary: \$ [REDACTED]	Start date: 02/12/2021	End date: 02/04/2023
Funded amount:	Proposed funded salary: \$ [REDACTED]	

## Synopsis

264. Crux is applying for funding to extend its Senior Editorial Role for an additional 12 months.

**General Assessment**

265. This role is staffed by a senior journalist and provides a high level of support, training, and mentoring for Crux’s PIJF-funded journalist, in addition to her writing and editing duties.

266. The application argues that the journalist has performed an exemplary job providing thorough news coverage on topics in the Wānaka, Cromwell, and Queenstown regions. [REDACTED] has exceeded her content outputs of 300 stories, publishing 441 stories at the time of the submission.

267. [REDACTED]

268. Crux credits the role’s contributions with increasing its readership exponentially. [REDACTED]  
[REDACTED]  
[REDACTED]

269. Crux hopes that it will be able to financially support the role after it establishes a regional news hub model as a sustainable solution to the funding and managing of hyper-local news.

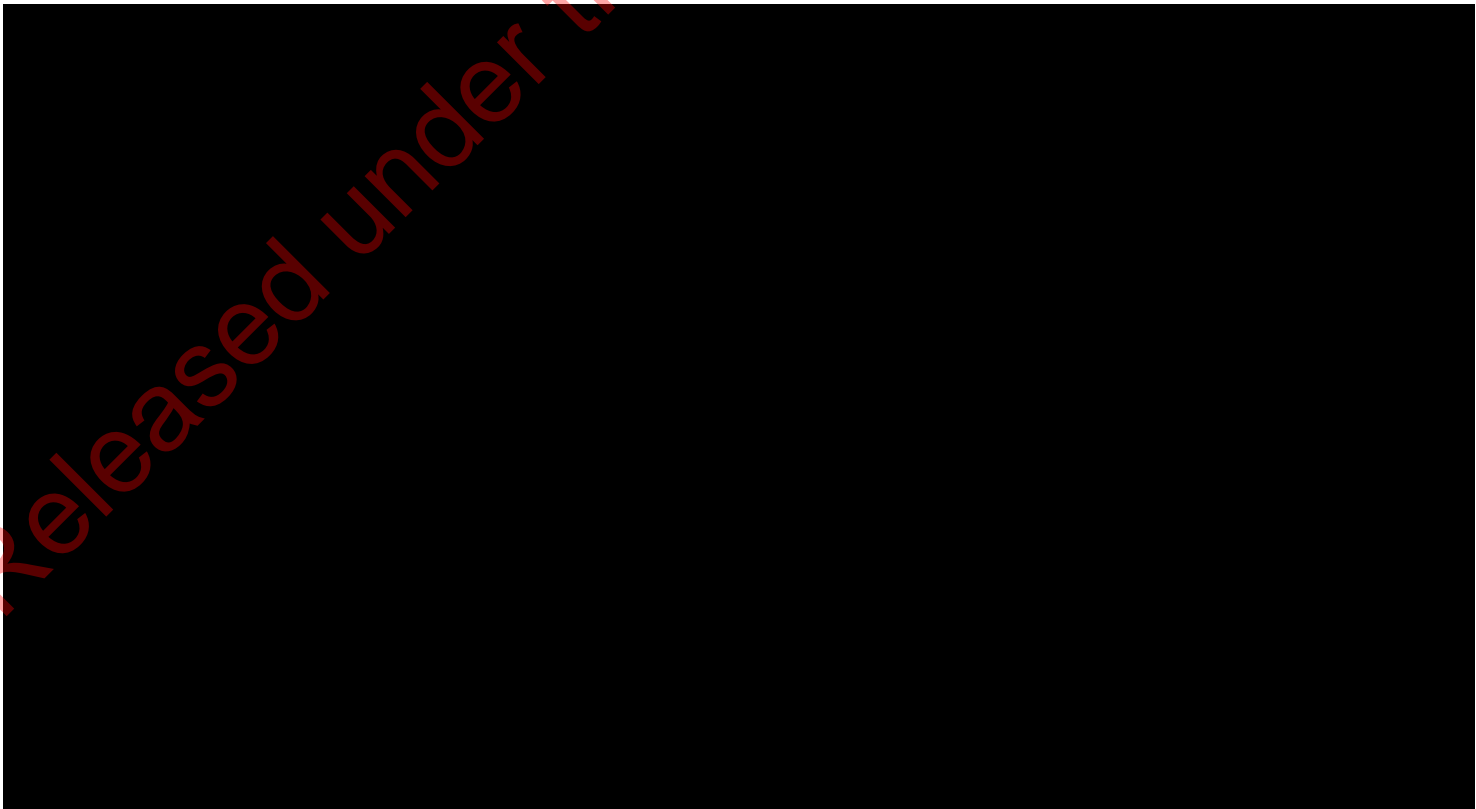
270. [REDACTED]. If funded this role extension will see the role funded until April 2024.

**Staff Opinion**

271. Although the application focused on the role's usefulness in advancing Crux's regional news hub model, staff felt that the role itself has been very successful in providing quality local and regional news for the Queenstown, Wānaka, and Cromwell areas.

272. Assessors noted that the salary was higher than market rates for similar roles. However, on balance, staff felt it an acceptable rate to retain someone of seniority and expertise, particularly considering the mentoring responsibilities.

273. Supporting strong regional news is a goal of the PIJF and this role has delivered that for its audience. **Funding is recommended up to \$126,250.**



## ATTACHMENTS

### ANNEX A: ALL PIJF ROLES APPLICATIONS

Company	Application Name	\$ Requested	\$ Recomm	Result
95bFM	Digital News Sub-Editor	\$36,956	\$36,956	Approved – Panel recommends funding approval
Te reo o Ngati Kahungunu	Ara mai he tete kura 2023	\$204,176	\$204,176	Approved – Panel recommends funding approval
Indian Newslink	Audience Engagement Expert and a Hamilton Reporter	\$199,650	\$199,650	Approved – Panel recommends funding approval
Stuff	Te Reo Māori Translator and two Marlborough reporters	\$395,520	\$249,260	Approved – Panel recommends funding approval
Pacific Media Network	Political Reporter, Current Affairs Producer, Digital Editor/Camera operator and Sub-Editor	\$512,240	\$430,849	Approved – Panel recommends funding approval
Te Reo Irirangi o Maniapoto	Te reo Kahika Video Journalist	\$85,000	\$85,000	Approved – Panel recommends funding approval
AgriHQ	Farmers Weekly Digital Editor	\$89,981	\$89,981	Approved – Panel recommends funding approval
NZME	Kaupapa Māori Editor	\$123,600	\$123,600	Approved – Panel recommends funding approval

Allied Press	Three Court Reporters	\$266,951	\$266,951	Approved – Panel recommends funding approval
E-Tangata	PIJF Roles	\$350,496	\$350,496	Approved – Panel recommends funding approval
Metro	Te ao Māori Editor and a Sub-editor	\$51,066	\$51,066	Approved – Panel recommends funding approval
Ashburton Guardian	Rural Content Editor	\$85,000	\$85,000	Approved – Panel recommends funding approval
Gisborne Herald	Kaupapa Māori Reporter	\$77,464	\$77,464	Approved – Panel recommends funding approval
Local Matters	Auckland Council Reporter	\$84,579	\$84,579	Approved – Panel recommends funding approval
Newshub	Māori Affairs Reporter	\$145,810	\$145,810	Approved – Panel recommends funding approval
Newsroom	Sub-Editor	\$94,395	\$94,395	Approved – Panel recommends funding approval
The Spinoff	Māori Political Reporter	\$61,050	\$61,050	Approved – Panel recommends funding approval
The Spinoff	Sub-Editor	\$105,450	\$105,450	Approved – Panel recommends funding approval
Valley Profile	Valley Profile and Coromandel App Reporter	\$89,300	\$89,300	Approved – Panel recommends funding approval
BayBuzz	Local Accountability Reporter	\$88,800	\$88,800	Approved – Panel recommends funding approval
Crux	Senior Editorial Role	\$126,250	\$126,250	Approved – Panel recommends funding approval