

# PUBLIC INTEREST JOURNALISM – TMP CO-FUND

NZ Media Fund

## RECOMMENDATION

That the Staff Investment Committee (SIC) approves funding of up to:

- \$999,416 to Te Whakakitenga o Waikato Incorporated (trading as Tainui Live) for *AUKAHA Te Tai Pūkōrero* **subject to confirmation of TMP's approval of the application and its contribution of a further \$243,432,**
- \$981,819 to Te Rūnanga o Ngāi Tahu (trading as Tahu FM) for *Tahu News* **subject to confirmation of TMP's approval of the application and its contribution of \$219,581,**

and approves revised funding previously approved in the 12 June 2023 SIC meeting of up to:

- \$341,128 to Te Reo Irirangi o Tūranganui-a-Kiwa for *Kapu Tairāwhiti* **subject to confirmation of TMP's approval of the application and its contribution of \$79,722,**
- \$677,637 to Te Reo Irirangi o Taranaki Charitable Trust for *Te Reo o Te Uru Regional News* **subject to confirmation of TMP's approval of the application and its contribution of \$158,363**

## BACKGROUND

1. This proposal supports the continuation of a pilot Iwi Radio Regional News initiative established under Te Māngai Pāho (TMP) in 2020. The initiative was created in response to the COVID-19 lockdown and the need for Māori communities to have trusted sources of Māori news with Māori perspectives.
2. For 30 years, iwi radio has provided trusted connection for Māori communities, but the provision of news services has largely remained stagnant. The Regional News Hub initiative marked a significant surge forward but there was ongoing concern from Māori media stakeholders that this progress would be undermined if funding was not continued.
3. The mana motuhake, or autonomy, of individual iwi radio stations is vital to the iwi and hapū they serve and is integral to the Regional News Hub initiative which ensures while the participants work in collaboration and in hubs, no one group controls the others.
4. The Government provided additional funding to allow TMP to develop a six-month Regional News Hub pilot scheme with four hubs which started in April 2021 and was then extended until June 2022. However, with no indication TMP would be able to continue funding the scheme, [REDACTED]

7. At the same time (May 2022) the Minister of Māori Development signalled TMP would receive additional support to continue and expand the Regional News Initiative. It is understood that \$10m is to be provided across two years 2023-24/2024-2025.

9. TMP suggested a co-fund arrangement would be the best way to fund such a large-scale operation, given TMP's existing contracts and involvement with the successful pilot. On 9 June, staff recommended to SIC that the PIJF set aside \$3m to co-fund Māori Regional News Hubs with funding to be administered by TMP.

11. In the meantime, TMP has continued to keep the News Hubs afloat by extending their contracts, the most current of which will end on 31 June 2023.

12. While the TMP funding will run over two years (2023/2024–2024/2025), the PIJF has finished and needs to complete its allocation before July 2023. For this reason, TMP suggested that the PIJF co-funding be used in 2023 to fund existing hubs in phase one and a second RFP encouraging an expansion of new hubs be fully funded by TMP. The breakdown of this allocation is as follows:

- FY23-24: \$3m via PIJF ( from FY22-23 allocation) and \$3.5m via TMP (\$6.5m total funding)
- FY24-25: \$6.5m via TMP

13. The co-fund RFP for Māori Regional News opened on 7 April 2023. By the deadline of Friday 19 May 2023 four applications had been received totalling \$3,701,098.

Hub	Iwi station	Region	Budget
<i>Aukaha</i>	Tainui Live Moana Communications Te Arawa FM Tūwharetoa FM	Waikato Tauranga Bay of Plenty Central Nth Is	\$1,242,848
<i>Tahu News</i>	Tahu Fm	Te Waipounamu (South Is)	\$1,201,400
<b>Already approved by SIC</b>			
<i>Te Reo o te Uru</i>	Te Korimako o Taranaki Awa Fm Kia ora FM	Taranaki Whanganui Manawatū Ruapehu Rātana	\$ 836,000
<i>Kapu Tairāwhiti</i>	Tūranga FM Radio Ngāti Porou Radio Ngāti Kahungunu	Te Tairāwhiti	\$ 420,850
			\$3,701,098

14. Funding was approved for *Te Reo o te Uru* and *Kapu Tairāwhiti* at the SIC meeting on 12 June 2023, and the funding paper can be found [here](#). The applications *Aukaha* and *Tahu News* are presented in this paper.

15. On 21 June 2023, Blake Ihimaera, Head of Content for TMP, met with staff and reported that the TMP Board has approved all four applications. Further discussion by staff established a calculation by which the TMP and PIJF shares of funding could be split to meet the goals of the co-fund and the funding timelines of both agencies. This reduced the two applications awaiting NZ On Air approval to under \$1m and into the jurisdiction of the SIC.

16. In terms of the current RFP (FY23-24), the PIJF's contribution of \$3m provides 81.05% of the total funding requested with TMP providing \$18.95%. Applying those percentages provides the following funding breakdown.

Applicant	Budget request	NZ On Air share of funding	TMP share of funding
Aukaha	\$1,242,848	\$999,416	\$243,432

Tahu News	\$1,201,400	\$981,819	\$219,581
Te Reo o te Uru	\$836,000	\$677,637	\$158,363
Kapu Tairāwhiti	\$420,850	\$341,128	\$79,722
TOTAL	\$3,701,098	\$3,000,000	\$701,098



## GENERAL ASSESSMENT & STAFF OPINION

AUKAHA Te Tai Pūkōrero

Tainui Live

Requested **\$1,242,848**

Key personnel	Title	Relevant Past Work
[Redacted]	Executive Producer	Extensive experience with TVNZ, Whakaata Māori
[Redacted]	Producer	30 years Māori broadcasting and communications
[Redacted]	Producer	Whakaata Māori

### Synopsis

19. AUKAHA Te Tai Pūkōrero (AUKAHA) seeks funding for a third year of the successful Māori Regional News Hub collaboration of iwi radio stations Tainui Live, Te Arawa FM and Moana Communications which also provides content to Tūwharetoa FM, Whakaata Māori, Te Karere (TVNZ) and other iwi radio stations.

### General Assessment

20. This is a large scale news and current affairs project across 50 weeks producing significant content outputs including:

- 6 special programmes of 30-45'

- 326 regional digital / video reports. 3 x 2-5' stories each week
- 2473 te reo language radio reports/stories across six daily te reo Māori programmes
- 450 articles provided via a new website.

21. The goal of *AUKAHA* is to deliver relatable and impactful content from communities across the collective regions which spread from Waikato through to the Central North Island and across the Bay of Plenty to Tauranga.
22. Each day unique news in the Māori language and the distinct dialect of each tribe will be shared across the country via radio, social media, iwi radio stations, Te Whare Kōrero app and in collaboration with other platforms such as TVNZ and Whakaata Māori.
23. The proposal suggests current audience figures across Facebook - 17.4k followers, Instagram - 2.93k followers and [REDACTED]
24. The budget summary is as follows:

Description	Budget
Wages and salaries	\$815,000
Operations	\$216,500
Production costs	\$107,000
Producer/other contribution	(\$104,348)

25. [REDACTED]

### Staff Opinion

26. This is a strong multi-media application that meets the goals of the PIJF to tautoko Māori and iwi journalism.
27. The success of the pilot scheme can be seen not only in the leap in coverage and content but in TMP's ongoing desire to fund the project and additional Ministerial support.
28. This proposal has the support of the office of Kiingi Tuheitia Pootatau Te Wherowhero VII with a support letter stating *"Aukaha in a very short period of time has become a corner stone for the stories of the people in our rohe and ensures that our varied kaupapa are hold (sic) in a relavant and appropriate manner... This is a news service that we highly value and believe is critical for the future of Maaori Media in our rohe"*.
29. The proposal also included letters of support from Te Arawa FM and Moana Radio.
30. The proposal, submitted primarily in te reo Māori, spoke passionately about the need to develop skills and provide opportunity for rangatahi, further building capacity in the Māori Media workforce.
31. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] However staff experience has shown a level of flexibility is sought within Māori media to accommodate a range of skill levels, availability and contracts covering varied hours to enable recruitment in a very tight market.
32. As with the Tahu News application below, there is some confusion as to why iwi contribution mentioned in the budget summary of \$104,348 is not included in the detailed budget provided. TMP is also aware of this issue and has assured staff the budgets provided are acceptable.
33. Despite some lack of clarity around the detail of the budget, staff believes the scale of the project, its demonstrated success through the TMP pilot phase and its ability to deliver to PIJF goals for Māori journalism creation make it worthy of support and funding is recommended up to \$999,416 **subject to confirmation of TMP's approval of the application and its contribution of a further \$243,432.**

Key personnel	Title/s	Relevant Past Work
[REDACTED]	Executive Producer	Whakaata Māori
[REDACTED]	Production Producer	TVNZ
[REDACTED]	Pou Tiaki Reo/ Te Reo Adivsory	TVNZ, Whakaata Māori, RNZ

**Synopsis**

34. [Tahu News](#) is seeking to continue its news service that provides multimedia news coverage focused on Te Waipounamu (South Island) broadcast in Te Reo Māori across online and social media platforms.

**General Assessment**

35. *Tahu News* is the only iwi radio station in Te Waipounamu and the budget covers reporters in Ōtautahi/Kaikoura (Christchurch/Kaikoura) Ōtepoti/Waihōpai (Dunedin/Invercargill) with contributors in Te Taihu (top of the South Island) and Te Tai Poutini (West Coast)

36. It seeks to fill a gap the applicant sees in the current media landscape by serving not only Ngāi Tahu audiences but the people of Te Waipounamu. *Tahu News*, based at the long-serving iwi radio station Tahu FM, evolved out of the need to inform the country of issues within the Ngāi Tahu Takiwā relating to COVID-19. The service was supported mainly through Tahu FM and its staff. What began initially as a 3 day a week provision of news straight to Ngāi Tahu online channels and platforms, turned in to a daily news service that garnered a stable following, and achieved a 65% rate of te reo Māori usage.

37. [REDACTED] the advent of the TMP-funded Māori Regional News Hub initiative saw *Tahu News* reformat in May 2021 as a weeknight news service which will, by the end of its current contract, have broadcast more than 500 stories.

38. *Tahu News* will continue to work together and leverage the collective strengths of the other news regional hubs.

39. Content outcomes are wide ranging and include:

- 3 x 5' video stories posted online and in social media each weeknight at 7pm
- *Te Pae*, a panel discussion show hosted by Ngā Tahu rangatahi that the applicant aims to turn into a half hour weekly bi-lingual current affairs programme
- *UIA*, a specific section for te hunga rangatahi o Te Waipounamu in which a rangatahi reporter seeks out the views and concerns of rangatahi
- Livestream broadcasts of special events.

[REDACTED]

Month Reach

[REDACTED]

41. Covering Te Waipounamu is a significant challenge in terms of distances and isolated communities, but *Tahu News* says it covers stories in most of the 18 papatipu rūnanga of Ngāi Tahu. This demonstrates a commitment to reach local voices, sometimes in hard-to-reach areas, to talk about the issues that matter to them.
42. *Tahu News* has a strong focus on training and development of rangatahi and that is evidenced in the internship programme and on the job training throughout production roles.
43. The rangatahi focus fits the Ngāi Tahu audience demograph with 32% of the population under 15 years of age with 49% under 25.
44. The proposal includes a thorough te reo Māori plan and the TMP projected te reo Māori target audience is 'Receptive' (30 – 70%).

Description	Budget
Wages and salaries	\$933,400
Operations	\$188,000
Production costs	\$380,000
Producer/other contribution	\$0

45. [REDACTED]

### Staff Opinion

46. This is a strong multi-media application that meets the goals of the PIJF to tautoko Māori and iwi journalism. As the only iwi news provider in Te Waipounamu, *Tahu News* fills a very big need and staff believes it is vital in supporting Māori communities across the takīwa (region).
47. Staff believes *Tahu News*'s focus on social media and rangatahi supports the Ngāi Tahu demograph and places it well in terms of continued audience growth.

48. [REDACTED]

49. [REDACTED] Staff queried this, as the budget embedded in the proposal document does include a TRoNT contribution, and was told by Executive Producer [REDACTED] that the contribution is to be confirmed depending on the TMP funding amount. Staff discussed the issue with TMP and has been assured that the agency is confident the budget provided is acceptable.

50. Staff noted that [REDACTED] listed as executive producer on this application is also listed on the *Aukaha* proposal as a producer. Staff discussed this with TMP who had noted the duplication and established a condition that this should be resolved before contracting. Staff is confident TMP's administration of this fund will ensure this issue is managed.

- Staff believes *Tahu News* fulfils a vital need to support Te Waipounamu audiences and its focus on rangatahi and training will help support the Māori media sector going forward. Funding of up to \$981,819 is recommended **subject to confirmation of TMP's approval of the application and its contribution of \$219,581.**

Key personnel	Title	Relevant Past Work
	Executive Producer	TVNZ, Whakaata Māori
	Production Producer	TVNZ, Whakaata Māori

### Synopsis

51. '[Kapu Tairāwhiti](#)' is the third season of Tūranga FM's popular bilingual parakuihi (breakfast) online show. 60 x 9' airing from November 2023 to May 2024.

### Staff Opinion

52. This application was assessed and approved by the SIC at its 12 June 2023 meeting and the funding paper can be found [here](#). However a revised method of calculating the relative contribution of TMP and the PIJF has seen the approved amount reduce. Staff recommends that the 12 June approval of funding up to \$420,850 be revised to \$341,128 to Te Reo Irirangi o Tūrangānui-a-Kiwa for Kapu Tairāwhiti **subject to confirmation of TMP's approval of the application and its contribution of \$79,722.**

**Te Reo o Te Uru Regional News      Te Reo Irirangi o Taranaki Charitable Trust      \$836,000**

Key personnel	Title/s	Relevant Past Work
	Executive Producer / Station Manager	10 years with Te Korimako
	Production Producer	Te Korimako
	Whanganui reporter / Programme director	25 years TVNZ/RNZ/Iwi Radio
	Te Reo Maori Consultant	Iwi radio / Te Wānanga o Raukawa

### Synopsis

53. [Te Reo o Te Uru](#) proposes the continuation of an Iwi Radio Regional News Service which covers the rohe of Te Kāhui Maunga including Taranaki, Whanganui, Ruapehu, Rātana and Rangitāne/Manawatū.

### Staff Opinion

- This application was assessed and approved by the SIC at its 12 June 2023 meeting and the funding paper can be found [here](#). However a revised method of calculating the relative contribution of TMP and the PIJF has seen the approved amount reduce. Staff recommends that the 12 June approval of funding up to \$836,000 be revised to up to \$677,637 to Te Reo Irirangi o Taranaki Charitable Trust for *Te Reo o Te Uru Regional News* be revised to **subject to confirmation of TMP's approval of the application and its contribution of \$158,363.**