

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

### FUNDING DECISIONS

### RECOMMENDATION

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

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

and **declines** funding of:

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

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

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

### BACKGROUND

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

### ROUND OVERVIEW

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

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

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

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

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

## GENERAL ASSESSMENT & STAFF OPINION

### Deep South

### Crux

\$189,522

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

### Synopsis

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

### General Assessment

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

20. [REDACTED]

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

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

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

### Staff Opinion

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

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

### Fault Lines

Vanishing Point Studio

\$166,600

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

### Synopsis

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

### General Assessment

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

## Staff Opinion

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

## Forever A Foreigner

Stuff

\$214,360

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

## Synopsis

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

## General Assessment

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

## Staff Opinion

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

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

**Haukāinga**

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

**\$460,000**

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

**Synopsis**

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

**General Assessment**

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

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

**Staff Opinion**

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

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

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

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

**Local Focus** **Very Nice Productions** **\$840,000**

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

**Synopsis**

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

**General Assessment**

73. [REDACTED]

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

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

76. [REDACTED]

77. [REDACTED]

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

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

**Staff Opinion**

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

**Rotorua Weekender - Te Wāhanga Reo Rua**

NZME

\$440,000

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

**Synopsis**

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

**General Assessment**

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



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

90. [REDACTED]

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

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

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

94. [REDACTED]

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

#### Staff Opinion

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

97. [REDACTED]

98. This is a multi-year funding application, which the PIJF guidelines state should only be granted under exceptional circumstances. Staff notes that this application has intensive set up required to execute this ambitious concept and [REDACTED]

[REDACTED] The assessors were positive about [REDACTED] and this was another reason why the multi-year funding to seed the publication felt justified.

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

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

#### Te Ao Mārama

#### Salient Magazine

\$7,291

Key Personnel	Title/s
[REDACTED]	[REDACTED]

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

**Synopsis**

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

**General Assessment**

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

**Staff Opinion**

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

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

[REDACTED]

[REDACTED]

[Redacted text block]

The South Today

Allied Press

\$675,000

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

## Synopsis

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

## General Assessment

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

## Staff Opinion

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

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

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

Whakatupuria Te Moana A Toi

Radio Bay of Plenty Limited

\$97,000

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

**Synopsis**

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

**General Assessment**

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

143. [REDACTED]

144. [REDACTED]

**Staff Opinion**

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

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

## ATTACHMENTS

[REDACTED]

Released under the Official Information Act