

PUBLIC INTEREST JOURNALISM FUND: INDUSTRY DEVELOPMENT

FUNDING DECISIONS

RECOMMENDATION

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

- \$191,000 to BusinessDesk for *BusinessDesk Cadet Training Programme* (Single Media Entity), [REDACTED]
- \$49,324 to Tikilounge Productions for *Coconet Reporter Training* (Single Media Entity)
- \$287,310 to The Spinoff for *Current Affairs and Culture Magazine Mentorship Programme* (Cross-Sector Training), [REDACTED]
- \$121,420 to Attitude Pictures for *Disability Roadshow* (Collaborative Media/Education), [REDACTED]
- \$50,610 to Newsroom NZ Ltd for *Newsroom NZ* (Single Media Entity), [REDACTED]
- \$98,256 to Kowhai Media Ltd for *Photo Aotearoa* (Single Media Entity)
- \$361,815 to Aotearoa Media Collective for *Pipī Paopao* (Te Tiriti Partnership and Education)
- \$300,800 to Stuff for *Training: Multi-Lens Journalism* (Collaborative Media/Education)
- \$171,654 to Stuff for *Training: Stuff Circuit Internships* (Single Media Entity), [REDACTED]

and **declines** funding of:

- see [Annex A](#) for the shortlisted proposal recommended for decline at full proposal stage.

9 shortlisted applications recommended for total funding of \$1,632,189.

[REDACTED] shortlisted application recommended for 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 10 June and 14 June to decide on the funding recommendations outlined in this paper.
6. NZ On Air earmarked \$9.6m to this first funding round, and received 122 first-stage applications collectively seeking over \$50m.

Round Overview - PIJF: Industry Development Fund

7. The assessment panel for PIJF: Industry Development applications included:
 - [REDACTED]
 - [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
 - **Anna Currie** - NZ On Air Funding Advisor
8. Conflicts of Interests (COI) are outlined as below. Funding assessors did not assess applications, and were not involved in the funding decisions for these applications.
 - [REDACTED]
 - [REDACTED] knows applicants personally.
[REDACTED] applicants personally
9. Raewyn Rasch declared a potential COI for [REDACTED].
[REDACTED] The Head of Funding reviewed this COI and deemed that this was not a material COI and that Raewyn could provide impartial assessment of these applications.
10. The Industry Development pillar of the PIJF is an acknowledgement that training, and development are vital to the delivery of short and medium-term talent gain in the journalism sector. This funding round accepted applications across the following Industry Development categories:
 - a. Cross-sector training/cadetship collaboration between media entities
 - b. Training that supports the PIJF goals of encouraging Te Tiriti partnership and education
 - c. Training/cadetship collaboration between media entities and journalism courses
 - d. Internal training/cadetships specific to a single media entity
 - e. Funding for small-scale, targeted initiatives focused on sustainability / innovation
11. In determining funding recommendations, alongside the individual merits of each application, the panel also considered missed opportunities around platform coordination and collaboration in the delivery of large-

scale national schemes. In these instances, assessors declined applications at the first stage in order to address this issue with the sector directly at the PIJF summit held on 9 June.

12. Of the 122 first-stage applications received to this PIJF round, 23 were Industry Development applications collectively seeking over \$9.5m.
13. One Industry Development application, *Te Rito Journalism Project* (Media Entity Collaboration) for NZME, Māori Television, Newshub and Pacific Media Network is seeking \$2,419,253 over the next two financial years and is in front of the Board for consideration. The recommendation for this is included in [Annex B](#).
14. Two applications were declined for assessment because they did not meet NZ On Air’s standard threshold for assessment. These are included in [Annex B](#).
15. The panel shortlisted 11 Industry Development applications, and, following assessment of their full proposals, 10 are recommended for funding approval. Individual assessments of the funding recommendations are included below.

GENERAL ASSESSMENT & STAFF OPINION

<u>BusinessDesk Cadet Training Programme</u>		BusinessDesk	\$191,000
Key Personnel	Title/s	Relevant Past Work	
[REDACTED]	[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	[REDACTED]	

Synopsis

16. This is a single media entity training proposal that would train at least two potential junior business journalists at the Auckland and Wellington newsrooms of BusinessDesk.

General Assessment

17. There is a perceived lack of specialist business reporters and BusinessDesk provides a credible environment to mentor and train new business journalists through a mixed model of directed learning, on-the-job training, and mentorship.
18. BusinessDesk claims that with its level of specialisation, cadets can be seen as a potential liability. Mistakes they might make or things they might miss can impact a publication’s reputation. The level of oversight required to maintain standards puts this request beyond business-as-usual for BusinessDesk.
19. The 12-month training scheme would operate by deploying senior resource to training and oversight roles for junior or cadet roles, augmented by the part-time employment of a tutor/supervisor with relevant business journalism experience.
20. [REDACTED] It seeks to prioritise applicants who will add to the diversity of NZ business journalism and NZ journalism in general.
21. BusinessDesk has worked with experienced [REDACTED] journalism academic [REDACTED] to create the outline of a training programme (which was detailed broadly in the proposal). They are in discussion with the [REDACTED] to give cadets access to their modules. They have agreed to this but have not yet signed a contract. This means the cadets could study specific areas, such as media law, [REDACTED]
22. BusinessDesk commits to employ all cadets that meet their quality criteria. These will be fulltime roles and the proposal details a recruitment ad will be published once funded.
23. It has experience of bringing young reporters through the ranks and details the case of six such journalists who have gone on to win awards and influential positions since 2008.

24. Cadets will be expected to produce content and a schedule of reviews will track and feedback on progress. Cadets will meet with the tutor once per fortnight along with bi-monthly reviews with the Editor and Head of News. [REDACTED]
[REDACTED] Staff believes this should be a requirement given the eligibility guidelines of the PIJF.

25. [REDACTED]
[REDACTED]
[REDACTED]

Staff Opinion

26. This proposal does provide the outline of a training programme for a specialist genre of journalism not provided for anywhere else and a commitment beyond the ‘learn by osmosis’ strategy of many mentorship programmes.

27. Staff notes that while BusinessDesk’s acknowledgement of a need for a more diverse workforce is laudable, the current proposal [REDACTED]
[REDACTED] This would need to be provided prior to contracting.

28. Assessors felt there was [REDACTED]
[REDACTED] s and considering it will be marked as PIJF. [REDACTED]
[REDACTED] **Funding is recommended,** [REDACTED]
[REDACTED]

Coconet Reporter Training

Tikilounge Productions

\$49,324

Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED] era, freelance
Mihingarangi Forbes	Journalist/ mentor	The Hui, TV3, Māori Television

Synopsis

29. This is a single media entity training proposal to upskill three Coconet reporter trainees in kaupapa Pasifika for factual content for screen.

General Assessment

30. The application details a five-week training period in which the three reporters work with mentors in both masterclass form, and with one-on-one sessions. A fourth trainee would be invited to attend masterclasses but not take part in the mentor programme.

31. On the job training will include work experience with [REDACTED]
[REDACTED] Mentors will take the reporters on a field shoot in their professional environments to give them an insight into reporting for these TV current affairs shows.

32. The training outcomes would include 2 x on-screen new/ current affairs stories produced by each reporter.

33. The proposal profiles three candidates for the training, all of whom have already demonstrated significant skills. One won the [REDACTED]
[REDACTED] Another was a finalist in [REDACTED]
[REDACTED]

34. The application submits that on-the-job training with skilled journalist mentors would not be able to happen without this PIJF opportunity.

Staff Opinion

35. Assessors were unanimously in favour of this application as they saw it addressed a real need to train Pasifika journalists. One assessor commented [REDACTED]
36. This proposal should be seen as career development training. [REDACTED] the high calibre of the candidates demonstrates the proposal has the potential to produce some very influential journalists.
37. The cost includes paying the candidates during the training and payment to mentors. The generosity of mentors to share their skills, (and the skills on offer are considerable) should not be underestimated. **Funding is recommended.**

Current Affairs and Cultural Magazine Mentorship Programme **The Spinoff** **\$287,310**

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

Synopsis

38. This is a cross-sector training proposal to pair cadets with an experienced mentor across a group of New Zealand publications, to be administered by The Spinoff.

General Assessment

39. This proposal is for a five-month cross-platform mentorship programme for three paid cadetships.
40. The proposal is a collaboration between The Pantograph Punch, Metro, North & South and New Zealand Geographic anchored by The Spinoff.
41. Each cadet will spend four weeks, staggered over the course of the five-month programme at each of the publications with a mentor working across the placements to manage the cadets.
42. Additionally, the mentor will organise a series of masterclasses available to the cadets and any other junior to intermediate staff and contributing freelancers from each of the participating publications to attend. One of the examples of a proposed masterclass topic was on Te Tiriti o Waitangi.
43. The mentor will work with each candidate to design a bespoke development programme working alongside them to develop projects assigned by editors.
44. The proposal projects that each cadet will produce 1 – 2 major pieces of stewarded content which will be published and acknowledged as PIJF.
45. The proposal acknowledges the need to increase the diversity of the journalism workforce and has enlisted [REDACTED] to help in the recruitment process and to provide ongoing pastoral support.
46. [REDACTED] which has produced two journalists who now have full time roles. However, it says it would have liked to have offered both interns mentorship and the scale and collaborative nature of this project it is proposing is outside of its resources to deliver in-house.
47. The Spinoff sees the programme as a pilot which could provide a template for future training, and it will deliver a case-study to NZ On Air to help inform future decision making.

Staff Opinion

- 48. The assessors were generally in favour with one commenting, *"I believe something like this is long overdue and recommend we fund it fully on the condition we see a fully developed mentoring programme at an appropriate date after the funding of the manager and mentor."*
- 49. While the proposal outlines a cultural strategy that states: *"...there has been an issue of trust for Māori and Pasifika people with mainstream media, and we want to ensure this process from the very first touchpoint is one that will be different and that will take into account cultural factors"*, it doesn't provide any detail on how it will achieve this or a commitment to Te Tiriti specifically, which was noted by the assessors.
- 50. [REDACTED] the masterclasses could provide considerable upskilling for a range of journalists across the group of publications. The funding of a mentor to oversee the programme will ensure quality outcomes. **Funding is recommended** [REDACTED]

Disability Roadshow **Attitude Pictures** **\$121,420**

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

Synopsis

- 51. This is a collaborative media education program involving workshops and internships on a national scale. Led by Attitude Pictures, this training program would educate journalists in best practice disability rights and reporting.

General Assessment

- 52. There are two parts to this proposal, a series of half-day workshops to be conducted in seven centres around New Zealand (provisionally Auckland, Hamilton, Bay of Plenty, Palmerston North/New Plymouth Christchurch and Dunedin) and one full time role for an emerging journalist who lives with disability.
- 53. The intern would be coached in reporting and produce written articles about the disability sector with content published on attitudelive.com and shared as appropriate with media partners across NZME.
- 54. The proposal claims misconceptions about people who live with disabilities are tied to misreporting and a lack of stories that give voice to this sector. It says in 16 years they know of only one young journalist with a disability that has been employed full time into a news organisation.
- 55. [REDACTED]
- 56. The proposal claims a minimum of [REDACTED] journalists will be upskilled through the workshops.
- 57. The workshops will cover a range of issues to educate journalists in story-telling language, empathy and the political nuances associated with disability rights and reporting.
- 58. Attitude has played a voluntary role in media training over the past 6 years lecturing students [REDACTED]
- 59. The applicant proposes consultation with the disability sector to establish the workshop frameworks before the workshops are rolled out [REDACTED]. The internship would run from [REDACTED]

60. [REDACTED]

Staff Opinion

61. While most assessors were in favour of funding one felt this project might open the door to other interest groups and stated, "It is not journalism and falls within the realm of communications/PR intended to manipulate news media content." However, the other assessors commented that it was a well-outlined series of workshops that satisfied PIJ criteria.

62. Attitude is a quality applicant with the ability to produce fair and balanced workshops. Staff does not agree this application could be considered 'media manipulation' and believes that upskilling journalists to provide better coverage of persons with disabilities (an important s36(c) audience) is a missing area of public interest journalism and worthy of funding.

63. While there is a partnership with [REDACTED] mentioned in the proposal, there is no outline of how this partnership works in practice or how attendance of the workshops will be managed. It is also unclear whether the workshops are only for [REDACTED] staff. There is also no commitment from [REDACTED] to ensure staff will attend the workshops even if they are funded or how many staff it intends to upskill. [REDACTED]

64. Given the difficulty newsrooms face in having staff attending training programmes, staff posits that a digital module could be developed to cover those who will invariably fail to show up. Staff will speak to Attitude about this further.

65. If funded, staff will encourage Attitude to generate wider sector buy-in of the workshops given the positive impact they could have across the industry.

66. Staff also notes that whilst Attitude spoke to them at the recent PIJF summit about an interest in developing a stronger kaupapa Māori approach to their work, there is no direct mention of a commitment to Te Tiriti and what a commitment looks like for this programme of work.

67. The outline for the workshops is focused and clear, however the plan for the ongoing internship and training is lacking in important detail. Staff recommends that this work is better scoped out prior to contracting.

68. Attitude works tirelessly to address misrepresentation and missing representation of the disability sector in the media, and this initiative will upskill the wider sector and deepen the reach of this important PIJF mahi.

Funding is recommended [REDACTED]

Newsroom NZ **Newsroom NZ Ltd** **\$50,610**

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

Synopsis

69. This is a single media entity training proposal to upskill Newsroom's two recently employed graduate journalists.

General Assessment

70. This proposal is to provide training in current affairs reporting for two [REDACTED] journalism graduates recently employed by Newsroom.

71. [REDACTED] is a [REDACTED] and [REDACTED] has had experience living and teaching in [REDACTED]
72. The proposal is that the interns would spend an average of one day a week being mentored or tutored and details a list of Newsroom staff who will offer mentoring including [REDACTED]
73. [REDACTED] has agreed in principle to short secondments for the interns to work with [REDACTED] and in return, Newsroom would be open to reciprocating [REDACTED]
74. [REDACTED]
75. Concrete outcomes of the training will include interns building a portfolio of work that includes at least one long-form written story, one broadcast story (video or audio) and investigative story (or evidence of contribution to a Newsroom investigation), a broadcast ready podcast for an episode of *The Detail*, a suite of multi-platform social media posts, production of Newsroom's EDM, Week in Review and editing of the homepage along with a published piece of in-depth court reporting, and a written or broadcast item for [REDACTED]
76. The applicant says it has been committed to upskilling reporters for some years, but the quality of the mentoring is limited by the work demands of senior staff and PIJF will enable the [REDACTED] required to free up journalists to provide structured training.
77. The applicant states it is their intention to apply for PIJF role funding to employ a Māori or Pasifika journalist who could be added to the training scheme with little additional cost.

Staff Opinion

78. The cost of this scheme at [REDACTED] and the potential to cover a third intern puts it at the more cost-effective end of all the training schemes proposed ([REDACTED]).
79. The breadth of training offered in this scheme from investigative reporting to podcast production, radio and even social media content creation means the interns will have been exposed to every facet of journalism under some of the country's best practitioners.
80. The portfolio each intern will build provides concrete outcomes they will be able to offer as a demonstration of the skills they have learned not only to the PIJF but to future employers, and the collaboration with RNZ provides for a potential skills sharing arrangement that will benefit both organisations.
81. Newsroom has demonstrated its commitment to Te Tiriti o Waitangi by reaching outside its organisation to partner with Māori expertise and one of its interns [REDACTED]. However, it would be good to see a strategy acknowledged within the proposal. **Funding is recommended** [REDACTED]

Photo Aotearoa

Kowhai Media Ltd

\$98,256

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

Synopsis

82. This is a single media entity training proposal led by Kowhai Media for NZ Geographic. Photojournalists would be trained via a four-day workshop and a 3-month mentoring programme.

General Assessment

83. The proposal outlines the collapse of photojournalism in New Zealand [redacted] [redacted] says this decline is echoed across the industry. *“It’s like the nation has lost its eyes.”*

84. This proposal would fund a four-day live-in workshop for 20 photojournalists offering both masterclasses and hands-on projects and assessments and will be based on a workshop framework developed by the internationally renowned [redacted]

85. The workshop will be run by internationally renowned and award-winning photojournalist [redacted] (a Kiwi who now lives in [redacted]). [redacted] has run three [redacted] and was [redacted] teaching career includes [redacted], [redacted]; [redacted] at the [redacted]; [redacted] and [redacted]

86. Open applications will be sought through Kowhai Media’s database of [redacted] editorial photographers who have entered the Photographer of the Year in the past 12 years along with the databases of partner media, [redacted]

87. This is not a programme for new photojournalists but to hone the skills of existing and emerging practitioners and the recruitment will look to balance experience of fulltime professionals with those not fully developed.

88. The applicant seeks to “correct the imbalances of an industry long dominated by Pākehā practitioners, predominantly male.” They have set a diversity minimum quota of [redacted]

89. Applicants will be chosen via an online form outlining their experience, interests and an uploaded portfolio of 20 relevant images.

90. The workshop will be held in Ngāruawāhia and cultural advisors have been engaged to ensure cultural safety and to provide liaison with [redacted] as the photographers move around the village working on assignments. Images from the workshop will be displayed in Ngāruawāhia, New Zealand Geographic and other media.

91. The workshop will be followed with three-month photographer mentoring and speaker sessions uploaded to NZGeo.com where they will be freely available to the public.

Staff Opinion

92. This is a highly developed training scheme offering what will likely be a high-quality experience not available anywhere else in New Zealand and meeting the needs of a significantly at-risk corner of the journalism sector.

93. The cost of bringing [redacted] is more than made up for by [redacted] experience not only as a top-class photojournalist but also [redacted] deep experience as an educator. Being a New Zealander who understands the local sector is also important. This will no doubt be a highly sought-after programme with long-lasting skills development. **Funding is recommended.**

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

Synopsis

94. This is a cross-sector collaboration between Aotearoa Media Collective and Māori radio stations, with the support of [REDACTED]. This Te Tiriti Partnership proposal intends to train Māori journalists, through regional workshops and technical teaching, in order to strengthen indigenous public interest journalism in Māori communities.

General Assessment

- 95. The proposal sets up individualised training programmes for groups of iwi radio stations split into eight regions which will be provided via wānanga in those areas. All 21 iwi radio stations are covered by this proposal.
- 96. The 3-day workshops will be held in Northland, Auckland, Gisborne, Whānganui, Taupo, Christchurch, Tuaranga and Wellington.
- 97. It is proposed that 100 members of the Iwi radio network will be trained through *Pīpī Paopao* over the course of six months.
- 98. The *Pīpī Paopao* team have already established the priorities for training in each zone in discussions with the iwi radio stations and the training requests range from courts and tribal politics to social media writing and election and budget reporting.
- 99. The curriculum for each zone will be led by [REDACTED]
- 100. [REDACTED] in kind for technical support and [REDACTED] has committed to including *Pīpī Paopao* as a component of the MOU between [REDACTED]
- 101. Trainers committed to the project include [REDACTED]
- 102. Those participating in the wānanga will have their positions backfilled by the project with what is called location fees koha and trainers who will have to take leave from their current roles will receive a trainer fee to cover their time and loss of income.
- 103. Included in the wānanga will be training around how to upload to [REDACTED]
- 104. [REDACTED]
- 105. Training will cover both te reo Māori and English language reporters with half of the trainers intended to be bilingual.

Staff Opinion

106. This is a training scheme that truly meets the needs of iwi radio because they have collaborated with the stations to produce it and it meets the criteria of the PIJF. Assessors noted the strength of it being a ‘by Māori, for Māori’ initiative.
107. Iwi stations have had little to no opportunity for journalism training and this project is the first of its kind at this scale and level of collaboration across the sector.
108. While the range of the training is outlined, there is detail missing in terms of the depth of what the training will cover. Staff would expect to see detail on this as part of one of the early project drawdowns, once research has begun.
109. Assessors were very positive about the calibre of the trainers and their generosity in sharing their skills.
110. Due to its focus on Iwi radio – this project will be complementary to another cadetship application, [REDACTED] [REDACTED] Staff is optimistic that there could be genuine opportunities for the two initiatives to co-operate and they intend to facilitate this joined-up kōrero if both project are funded to ensure there is no duplication of payment going to cadetships across both schemes.
111. Considering the complexity of what is being attempted, assessors felt that the costs were reasonable and that improving the standard of journalism for iwi radio stations in particular will have a positive impact on Māori communities throughout the country and into the future. **Funding is recommended.**

Training: Multi-Lens Journalism

Stuff

\$300,800

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

Synopsis

112. This media entity collaboration proposal is a foundational course for Stuff journalists, shared across the industry, to fundamentally shift representation in New Zealand media.

General Assessment

113. This project proposes developing a series of workshops and online training modules to improve how the media represents all New Zealanders.
114. The content of the workshops will be developed in conjunction with external experts, community organisations and people with lived experiences.
115. It comprises a series of compulsory online training modules to lift the cultural capacity of all existing and future Stuff staff and will be rolled out to all newsroom staff. The 8’ – 10’ videos and accompanying questionnaire will be integrated into Stuff’s internal learning hub and induction process.
116. The online modules will be followed by a series of two-day training workshops to every Stuff newsroom with key speakers from the online modules.
117. A *Multi-lens Journalism* two-day hui will be a platform for Stuff to share the outcomes of the workshops, online training and roadshow with other media and media organisations with the aim of producing a joint industry commitment and statement around how the media will better represent the diversity of Aotearoa.

- 118. The modules will be developed with external experts including [REDACTED]
- 119. The modules include: Cultural Safety explained, Te Tiriti o Waitangi, the history of colonisation, unconscious bias, race and racism, gender and sexuality, media and disabilities, ageism, diversity in voices and the role of te reo Māori, practical protocols in cultural settings.
- 120. The training modules and roadshow will be offered to journalism schools and other media at the completion of the Stuff programme.
- 121. A detailed plan and staged approach to the project is included in the application with the first stage due to start [REDACTED] Roadshows will happen between [REDACTED]
- 122. A detailed series of success measures is proposed including [REDACTED]

Staff Opinion

- 123. The budget increased between short proposal and full proposal submission stage after staff provided feedback from the assessors that external experts (not just Stuff staff) should ideally be part of the programme to ensure its validity and wider sector buy-in. Expert consultation fees are now scoped and included.
- 124. This is a ground-breaking proposal that seeks to upskill the cultural capacity of the country's largest media company and then engage the entire sector in taking its lead. While the initial training is focused on the Stuff workforce, the commitment to share the resources and outcomes with journalism schools and other media after the initial roll out demonstrates the authenticity of the proposal's aims.
- 125. [REDACTED] not counting the likely incalculable outcomes and further reach once the training models are released to journalism schools and other media.
- 126. Even without this wider sector commitment, [REDACTED] and the thorough nature of the proposal including compulsory course attendance, means the project should have a substantial impact for journalists and audiences throughout the country.
- 127. This proposal shows significant leadership and strengthens the PIJ intent and position Stuff took last year in apologising to Māori for past biased reporting. **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]

[REDACTED]

[REDACTED]

[REDACTED]

[Redacted text block consisting of multiple paragraphs of blacked-out content]

Released under the Official Information Act

[REDACTED]

ATTACHMENTS

[REDACTED]

Released under the Official Information Act