

AGENDA ITEM 5.5

PUBLIC INTEREST JOURNALISM

NZ MEDIA FUND

RECOMMENDATION

That the Board **approves** funding of up to:

- \$2,419,253 to a newly formed media entity collaboration between NZME, Māori Television, Newshub and Pacific Media Network and partners for *Te Rito Journalism Project* (Industry Development), a one-year programme to identify, train, develop and hire 25 cadet journalists, [REDACTED]
- \$806,135 to Newsroom NZ Ltd for *The Detail* (National Project), 322 x 22' episodes, [REDACTED]

Two applications recommended for total funding up to \$3,225,388.

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.

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. NZ On Air earmarked \$9.6m to this first funding round and received 122 first-stage applications collectively seeking over \$50m.
6. The **Projects** funding pillar is for tightly defined projects delivered to a deadline, similar to those funded via the NZ Media Fund Factual stream. This funding round accepted applications across two Project categories:
 - a. National audiences
 - b. Local/Regional audiences

7. [REDACTED]

8. The **Industry Development** pillar 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.
9. Applicants were first asked to submit five-page proposals by 13 May 2021, which were individually assessed by panelists. 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.
10. The assessment panel for **PIJF: Projects (National)** included:
- a. [REDACTED]
 - b. [REDACTED]
 - c. [REDACTED]
 - d. **Raewyn Rasch** (Ngāi Tahu/Samoa) - 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
 - e. **Anna Currie** - NZ On Air Funding Advisor
11. The assessment panel for **PIJF: Projects (Local/Regional)** and **Industry Development** included:
- a. [REDACTED]
 - b. [REDACTED]
 - c. [REDACTED]
 - d. [REDACTED]
 - e. **Raewyn Rasch** (Ngāi Tahu/Samoa) - 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
12. In determining funding recommendations, alongside the individual merits of each application, the panels 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.

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

Synopsis

- 13. Te Rito is a cross-sector public interest journalism development programme developed using kaupapa Māori design. This is an **Industry Development** PIJF application.
- 14. An entity will be formed between the partnership group of NZME, Māori Television, Newshub and Pacific Media Network and partners to identify, train, develop and then hire 25 journalists.

General Assessment

- 15. This collaboration of four large media networks, along with support from a range of wider media partners seeks to address the grave need for more Māori, Pasifika and diverse journalists by providing a training programme that is not available anywhere in Aotearoa currently.
- 16. The supporting organisations include iwi media, E-Tangata, Te Hiku Media, Attitude Pictures, Umbrella Media, The Indian Weekender, Pango Productions, Sunpix, Umbrella Media, Pasifika Education Centre, Pasifika Education Centre, and Samoa Capital Radio. Various letters of support are attached to this application.
- 17. The 25 cadets would form two cohorts. [REDACTED] would be part of a Te Reo Māori Journalism cohort (Te Rōpū Reo Māori - [REDACTED]) and the remaining [REDACTED] would be part of a Diverse Voices of Journalism cohort ([REDACTED]). Both groups will share a central curriculum and consistent skills targets.
- 18. The programme proposes a team of [REDACTED] funded staff to create, deliver and administer the programme with a new entity formed between the partnership group set up to run it.
- 19. Stage one of the initiative would see [REDACTED]
- 20. The Te Rōpū Reo Māori cohort of [REDACTED] cadets will be made up of both Reo Māori speakers wanting to become journalists and workplace trainees already employed by Māori media organisations. They will come under the korowai of Māori Television working in partnership with [REDACTED]. Those working in regional media will remain in their role participating in virtual training where necessary and managed by two full time reo Māori trainers. They may get to travel to participate in work placements in partner media for experience.
- 21. The other [REDACTED] cadets would be based initially at [REDACTED] for news fundamentals training before rotating through partner locations. Training will be delivered in flexible formats including in-person wānanga, virtual classrooms, tutorials, one-on-one mentoring and placements. Journalism standards would be based on the NZ Media Council and Broadcasting Standards Authority guidelines.
- 22. The programme will start with a noho marae and orientation week and throughout the programme all cadets will be brought together to build a core bond of whanaungatanga within the programme.
- 23. Cadets will be paid to do the programme (living wage) and there is a commitment from the scheme to extend an offer of employment to all cadets who successfully complete the full programme and meet industry standards.

24. A comprehensive training framework has been provided and a robust measurement framework will be put in place to assess both the outcomes for the cadets and for PIJF. [REDACTED] no pre-existing framework especially for te reo Māori journalism training and once this is developed, future programmes may be more cost-effective to run.
25. [REDACTED] However, staff notes that this scheme also provides the most in-depth training, and the programme is costed across 18 months.
26. This proposal outlines the following set up and implementation timings for the programme:
[REDACTED]
[REDACTED]
[REDACTED]
27. [REDACTED]
[REDACTED]
28. The Te Rito team are confident they can attract 25 cadets and the inclusion of iwi radio should provide a large pool of suitable applicants. They have a strong recruitment scheme planned via their various platforms.
29. The project has plans to ensure cultural safety for the cadets and pastoral care as per PIJF requirements.

Staff Opinion

30. All the Industry Development assessors were strongly in favour of funding the application with one commenting, *"if this is carried out as outlined, it will be a major breakthrough in training journalists, one that is long overdue. It will begin to correct the imbalance that has grown as a result of the disappearance of the practical polytechnic-based journalism training without threatening the viability of the university-based degrees or post-graduated programmes."*
31. [REDACTED]
[REDACTED]
However, staff note that the context of cadets working within a newsroom is markedly different to students within a university setting, and the PIJF eligibility assessment criteria states, *"Platforms/publishers must show how they will support funded roles materially, legally, culturally, and emotionally"* and the support Te Rito is offering cadets appears to deliver to this criterion.
32. This project essentially sets up a new industry-led training entity and while it could be argued that goes beyond the scope of the PIJF, it could also be argued that the needs and historic disparity of Māori, Pasifika and diverse journalists' training could only be met with a scheme of this scale and coordination, and that because there is no training programme currently offering this type of training, staff believes there is less risk that a project like this will duplicate or undercut the work of existing training providers.
33. Given the co-operation that has been required to get this far, all partner organisations have shown a high level of commitment right through to committing to hiring cadets at the end of the scheme.
34. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
35. While it could be argued that cadets taken into the scheme who already have jobs – especially in iwi radio or Māori Television should continue to be paid by their organisations, their priority will be to their training

[REDACTED]. Cadets will produce content during the scheme and this should acknowledge PIJF.

36. Staff notes that, if funded, this will take the total amount funded in the first PIJF round over the initial \$9.6m available. Staff believes that funding *Te Rito* in this round is critical based on its scale and the timings required to kick off planning from the second half of this year to launch the programme in February 2022. [REDACTED]

[REDACTED] Staff also notes that all PIJF decisions made by the Board in this round will be included in the 2021/22 annual report due to timing of the decisions.

37. This is a high-concept, complex collaboration that could provide a blueprint for collaborative on the job training in the future, and benefit Māori as well as mainstream media. **Funding is recommended** [REDACTED]

The Detail

Newsroom NZ Ltd

\$806,135

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

Synopsis

38. *The Detail* is a daily podcast aimed at a younger audience who accesses content through non-traditional channels. It is designed to explain the stories behind the headlines and give listeners context, and a deeper understanding of notable events.

39. This is a 322 x 22' podcast series (running 18 months from 2 Aug 2021 - 17 Dec 2021; with a hiatus and then from 31 Jan 2022 - 16 Dec 2022) by Newsroom NZ Ltd for RNZ. This is a **National Projects** PIJF application.

General Assessment

40. *The Detail* has been running for three years and was originally funded under the 2018/2019 one-off additional govt funding for the NZ On Air/RNZ Innovation Fund. This month it marked its 400th podcast episode.

41. [REDACTED]

42. [REDACTED]

43. *The Detail* promotes itself as the “news explained”, providing expertise from journalists and experts to help the audience make sense of the big stories. Audio podcasts are accompanied by text stories available on the RNZ, Newsroom and Stuff websites.

44. NZ On Air provided interim funding of 6-months of *The Detail* for \$311,269 in the 2020-10 round. This shortened time frame was due to the fact that NZ On Air had insufficient baseline funds available to fund a year-long application. NZ On Air decided in February 2021 that journalism projects funded from baseline Factual funding (such as *The Detail*, Regional Media projects and current affairs shows) should come into the PIJF for future funding to ensure that all applications were assessed under the same processes and guidelines.

45. The primary platform distribution is via RNZ with Newsroom and Stuff as third-party distributors and podcast aggregators including Apple and Spotify. Newsroom has an MOU with RNZ [REDACTED]

[REDACTED] A letter of support from RNZ as a secondary platform covering 2022 has also been provided.

46. [REDACTED]

47. [REDACTED]

48. [REDACTED]

Staff Opinion

49. The reason this application is in front of the Board (given it is seeking <\$1m) is because the external assessors were concerned about the expectation set of continued funding for *The Detail* beyond the two years of the PIJF and felt this project should be decided at the NZ On Air Board level as they believed it warranted a governance lens. Assessors felt that given the budget level is close to the >\$1m threshold (for Board decisions) paired with the request for multi-year funding, they were not in a position to provide a definitive recommendation. Assessors confirmed that they would be comfortable with this application being funded as long as there was clear support from the NZ On Air Board.

50. [REDACTED]

51. Most assessors acknowledged the podcast had delivered high quality PIJ. One commented, *“The Detail is a successful venture that fits squarely in the public interest journalism frame. Newsroom and Radio NZ, together with Stuff ensure it has a broad reach. The personnel involved are highly experienced, with proven track records in broadcasting and podcasting.”*

52. However, assessors pointed to a significant lack of a demonstrated commitment or reference to Te Tiriti throughout the proposal. This would be confirmed detail sought prior to contracting.

53. [REDACTED]

54. This is a quality podcast that has delivered over a number of years. Audiences take time to build up and the continued growth of this podcast is evidence that given time, these types of PIJ projects will build a following.

Funding is recommended [REDACTED]