

AGENDA ITEM 2.13

PUBLIC INTEREST JOURNALISM FUND

FUNDING DECISIONS

RECOMMENDATION

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

Funding Recommended	Applicant	Roles	Timeframe	Subject to
\$189,660	School Road Publishing for <i>Woman</i> magazine	1	Two years	[REDACTED]
\$273,600	SunPix Ltd for <i>TP+</i>	2	Two years	[REDACTED]
\$150,148	Local Matters 2005 Ltd for <i>nine local print publications and various digital news platforms</i>	1	Two years	[REDACTED]
\$151,200	Crux Publishing Ltd for <i>Crux</i>	1	Two years	[REDACTED]
\$427,800	The Spinoff for <i>The Spinoff</i>	2	Two years	[REDACTED]
\$150,000	Ashburton Guardian Company for <i>The Ashburton Guardian</i>	1	Two years	[REDACTED]
\$31,200	Central App for <i>The Central App</i>	1	One year	[REDACTED]
\$230,000	North & South Ltd for <i>North & South</i> magazine	1	Two years	[REDACTED]
\$528,316	Newsroom Ltd for <i>Newsroom</i>	5	Two years	[REDACTED]
\$711,797	Allied Press Ltd for <i>The Otago Daily Times</i> and other Allied Press properties	4	Two years	[REDACTED]

\$127,096	Valley Media for <i>The Valley Profile</i> community newspaper	1	Two years	[REDACTED]
\$183,240	The Gisborne Herald Co for <i>The Gisborne Herald</i>	1	Two years	[REDACTED]
\$47,600	Metro Media Group Ltd for <i>Metro</i> magazine	1 (part-time)	Two years	[REDACTED]
\$650,000	Mana Trust for <i>E-Tangata</i>	4	Two years	[REDACTED]
\$705,000	Kiwi Media Publishing for <i>The Indian Weekender</i>	4	Two years	[REDACTED]
\$275,000	National Pacific Radio Trust for the <i>Pacific Media Network</i>	4	One year	[REDACTED]
\$206,000	Television New Zealand for <i>TVNZ</i>	2	One year	[REDACTED]
\$176,200	Te Reo Irirangi o Te Hiku o Te Ika for <i>Te Hiku Radio</i>	1	Two years	[REDACTED]
\$105,000	Very Nice Productions for <i>NZME</i> and the <i>Wairarapa Times-Age</i> websites	1	One year	[REDACTED]
\$774,000	UMA Broadcasting for <i>Radio Waatea</i>	6.5	One year	[REDACTED]
\$695,560	Discovery NZ for <i>Newshub</i>	3	Two years	a revised and detailed budget, provision of signed [REDACTED]

and declines funding of:

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

21 shortlisted applications recommended for total funding of up to \$6,788,417.

1 shortlisted applications recommended for decline seeking total funding of [REDACTED]

BACKGROUND

In January 2021 Cabinet agreed to draw down \$55 million over three years (2021 - 2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding 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.

1. [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.
2. The PIJF is structured to support journalistic capability across three funding pillars: Projects, Roles and Industry Development.

ROUND OVERVIEW

3. This second round of the PIJF sought applications to the Roles pillar of the fund only.
4. See [Annex B](#) for a list of all PIJF: Roles Development applications submitted over the two-stage process.
5. Role-based funding addresses one of the most fundamental issues facing the sector by seeking to redress the large reduction within the local journalism workforce in recent years.
6. The [guidelines](#) for the round outlined the assessment criteria and funding priorities to applicants including:
 - a. This funding is intended to assist media entities cover areas of public interest journalism that have become increasingly at-risk due to lack of staff.
 - b. This funding is not intended to cover current positions or general news positions (unless in exceptional circumstances.) In cases where loss of staff is demonstrably imminent, non-incremental roles may be funded. In this instance, applicants must be prepared to provide financial information (including potentially commercial sensitive information) on a confidential basis to be reviewed by an appropriate independent assessor.
 - c. The intent of this fund is to increase the quantity and quality of public interest journalism. Qualifying criteria for a funded role are:
 - i. Produces content within an agreed reporting subject scope (aligned to the General Guidelines)
 - ii. Accredited to the PIJF
 - iii. Included in PIJF metrics reporting
 - iv. PIJF roles will not be permitted to contribute to general reporting unless this is within the subject scope and credited.
 - v. Content must be freely accessible and, if behind a paywall or in a magazine with a cover price, funded content must also be available free of charge online as close to simultaneously as possible.
 - vi. Content output expectations for the role should be established which can be monitored and reviewed.
7. The assessment panel included:

- [REDACTED]
- [REDACTED]
- [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.

8. Conflicts of Interests (COI) are outlined as below. In this instance, the assessor did not assess these applications, and were not involved in the funding decisions for these applications.

- [REDACTED] did not assess this application.
- [REDACTED] did not assess any applications from [REDACTED]

9. Additional external assessors were commissioned to undertake further assessment; [REDACTED]

10. Applicants were asked to submit initial five-page proposals by 22 July that outlined the number, type and cost of all roles they wanted to apply for.

11. Applicants could apply for up to two years' worth of funding for a role (subject to performance review monitoring at key stages to ensure targets are being met before a second year of funding is renewed) to acknowledge the challenges of recruitment and retention of experienced staff.

12. A total of [REDACTED] applicants applied for [REDACTED] roles to a total value of [REDACTED]

13. Given the large funding request, the assessment panel sought to prioritise roles to those areas of public interest journalism most affected by retrenchment: those of regional and local news which have faced the most attrition over recent years and to Māori, Pacific and Asian reporting where lack of equity and increased demand remains a critical issue.

14. Assessors met on [REDACTED] applicants were invited to submit full proposals by 17 August.

15. [REDACTED] submissions for [REDACTED] roles with a total funding request of [REDACTED] were submitted for final assessment.

16. [REDACTED] applications were seeking under \$1m and [REDACTED], although requesting more than \$1M has been recommended for less than \$1M and all are included in this paper. [REDACTED] applications sought over \$1m and are in front of the Board for consideration.

17. Staff is conscious of the distortionary impact that such a significant level of funding could have on the market and the potential for a 'talent-poaching war' to occur if PIJF salary rates inflate market rates arbitrarily. To mitigate this and contextualise how the broad range of PIJF salary funding requests align with industry pay rates, staff calculated the average full-time base salaries (minus Kiwisaver, sick pay, etc.) across bands (junior, intermediate, and senior) for all roles submitted to full proposal stage. Staff then compared the resulting 'mid-points' to industry-standard journalism base-pay rates sourced from the E Tū Union.

Banding	PIJF % Request	PIJF Average	Industry Average
Junior	5%	\$45,785	\$47,000
Intermediate	60%	\$71,193	\$60,000 - \$65,000*
Senior	35%	\$89,039	\$72,000 - \$100,000**

* Television Journalist average pay is \$80,000

** Television Journalist average pay is \$82,000 - \$123,000

18. In line with these figures, some funding recommendations will be less than the requested amounts and hence why most recommendations are subject to a 'confirmed revised budget'.

19. All funding offers in this round will be contingent on the provision of signed employment contracts to ensure roles have been fulfilled and if role recruitment cannot be confirmed by [REDACTED] then any unutilised funding will be returned to the PIJF and reapplied in the final funding round of the financial year.
20. In order to manage this process from a contracting perspective, successful applicants will have the option of two potential contract initiation deadlines. Applicants who are in a position to fulfil roles shortly after funding decisions are announced will be able to initiate their contracts for those confirmed roles, with any remaining roles that require a longer recruitment period having until that final January 14th cut-off date to be finalised.
21. There were a wide variety of associated costs against roles in most proposals. Staff isolated costs for each proposal to establish average bands across the entire round to ensure equity across all proposals and alerted assessors where costs exceeded these averages. Figures below reflect the average associated costs for recommend roles.

Associated Cost Per role	Average Cost Y1	Average Cost Y2
Communications	\$915	\$775
Travel	\$3,569	\$3,443
Equipment	\$3,874	\$1,076

22. One application being considered at the full proposal stage from *Stuff* includes 11 non-incremental roles [REDACTED] Due to the complex nature of these requests and the additional time required to analyse the detailed financial information provided, this application was not considered by the assessment panel at the full proposal stage and has been analysed by [REDACTED] These roles will be considered by the Board at the September hui.

GENERAL ASSESSMENT & STAFF OPINION

Woman Magazine

School Road Publishing

Requested **\$389,820**

Synopsis

23. School Road Publishing produce *Woman* magazine and is applying for 2 roles; a women's social issues writer and a Māori and Pasifika Arts and Culture Writer to share more important New Zealand stories.

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
Womens Social issues writer	1 feature per issue (26 stories)	[REDACTED]	\$12,580
Māori and Pasifika Arts and Culture Writer	1 feature per issue (26 stories)	[REDACTED]	\$9,830
Costs			\$22,410
Platform Contribution			\$25,000

General Assessment

24. School Road Publishing is led by Sido Kitchen who is a veteran of the magazine world having produced *Woman's Day* and *New Zealand Women's Weekly* and was Editorial Director of mass market women's titles at Bauer Media until its abrupt closure in April 2020.
25. Launched 10 months ago in the middle of the pandemic, *Woman* is a fortnightly Kiwi magazine targeting NZ women and is one of four titles established by School Road Publishing following the collapse of Bauer media in 2020.
26. It is pitched as a relatable and reliable source of information and inspiration produced by Kiwi women, about Kiwi women, for Kiwi women. It has an online version and a content sharing arrangement with Stuff.

27. In 10 months, *Woman* has averaged a circulation of [REDACTED]. The study [REDACTED], with a nationally represented sample, showed *Woman* was read by [REDACTED] of those surveyed. [REDACTED]
28. *Woman* magazine uses te reo Māori headings and content under the guidance of [REDACTED] and has undertaken a number of covers including a large pull out Matariki cover focused on wāhine Māori.
29. *Woman* has a current total of [REDACTED] full-time writers relying heavily on freelance writers and says this reliance is not viable long term given limited advertising revenue. It is seeking to hire a senior investigative journalist to focus on social issues affecting NZ women and a Māori and Pasifika Arts and Culture Writer who would provide in-depth focus on Māori and Pasifika the issues including arts and culture.
30. Both roles were expected to produce a feature for every issue (minimum of 26 features per year) with the magazine covering all photography, video, travel and accommodation costs for the features.
31. The budget for both roles (at between [REDACTED]) were at the upper range of the salary band average. In-kind contributions of [REDACTED] of associated costs will be contributed by School Road Publishing.

Staff Opinion

32. The assessment panel considered *Woman* magazine was providing valuable public interest journalism to a female audience and was unique in its delivery of content to, and about, wāhine Māori.
33. Assessors noted this type of content was an important contribution to inclusion of Māori women's content at a mainstream level. [REDACTED]
[REDACTED] Assessors noted the PIJF wanted to encourage publishers to look beyond [REDACTED] in ensuring minority groups had equity coverage and wanted to support this publisher to continue as it has started.
34. Assessors felt supporting the Māori role would provide additional in-depth coverage of wāhine issues not provided elsewhere and the involvement of [REDACTED] within the publication would ensure this role was well-supported.
35. Supporting the Māori role is in line with the funding priorities established by the assessment panel in the shortlisting of this round that sought to prioritise regional and local news, Māori, Pacific and Asian reporting roles.
36. In line with the Round Criteria, the applicant will need to confirm content written by the funded role will be made freely accessible online, as close to simultaneously as possible, when the content is published for sale in its print magazine.
37. The Women's Social Issues investigative journalist, while supported by the assessment panel, was felt to be a lower priority in this round due to its specialist nature.
38. **Funding of up to \$189,660 (including up to [REDACTED] for approved associated costs) across two years is recommended for the Māori and Pasifika Arts and Culture Writer, [REDACTED]**
[REDACTED]
[REDACTED]

Synopsis

39. Sunpix has produced Tagata Pasifika, a weekly 23-minute TV show on TVNZ funded by NZ On Air since 1987, and since 2016 it has also managed the digital platform TP+. This proposal would support the development of this digital platform by funding three digital text-based journalism roles.

Role	Outputs	Salary p.a.	Est Associated costs p.a.
Editor Senior Journalist	Support two junior reporters + produce content	████████	████████
Junior journalist	Longform story 1 per month	████████	████████
Junior journalist	Short form – weekly output	████████	████████
Costs p.a.			████████
Platform Contribution p.a.	████████		

General Assessment

40. [TP+](#) is a digital platform, self-funded by SunPix Ltd, which was originally created to broadcast Tagata Pasifika video content online. Since its launch in 2016, TP+ has grown to produce and house content beyond Tagata Pasifika television stories. This content includes TP+ video stories and TP+ written stories. The TP+ producer also re-posts key Pasifika stories carried by other media to the social media such as ██████████
██████████
41. Sunpix contends that there is an opportunity to serve more Pasifika audience, with text-based journalism attracting as much audience as video in their estimation. ██████████
██
42. The proposal contends that the Pasifika audience largely uses mobile devices but access to and data costs can impact on the viewing of video, making a text-based format more accessible. Increasing text-based journalism will also increase the ability to produce content from regional areas without the constraints of having to travel film crew.
43. Sunpix is requesting funding for one senior and two junior roles to support and develop more text-based content. All roles will have measurable content outcomes and the company believes supporting two junior journalists will help increase the small number of Pasifika journalists in text-based media currently. Sunpix has senior Pasifika journalists capable of supporting the requested roles.

Staff Opinion

44. There is no doubt that Tagata Pasifika has been an important part of the Pasifika media landscape for more than 30 years ██████████ Further development of the TP+ platform meets the sustainability goals of the PIJF. It also provides an ability to provide enhanced content outcomes for the Pasifika audience not constrained by the television programme format, weekly schedule or cost of video content.
45. Current funding for Sunpix is focused on the production of Tagata Pasifika through video journalism and does not cover text-based journalism. The employment of three journalists focused on text-based outcomes for the TP+ site will provide content that is more accessible on mobile and other social media formats at a far reduced cost compared to video content that requires film crew and equipment and production time. It will also allow TP+ to respond quickly to breaking events along with the opportunity to do more in depth and longform reporting.
46. While the proposal explained the rationale behind the roles well, Staff felt the content outcomes were not well defined and a more detailed content plan would need to be delivered that provided measurable content outcome targets.

47. Assessors were generally in favour of the proposal, however felt that the balance of one senior role to one junior would reduce the amount of supervision required and increase the content outcomes of the senior role. Requested salary and costings were in line or slightly under industry and PIJF averages.
48. Expanding Pasifika journalism into text-based is an important step, this proposal would see TP+ stepping towards becoming a more sustainable platform delivering to a priority Pasifika audience.
49. **Funding of up to \$273,600 (including up to [REDACTED] for approved associated costs) across two years is recommended for the Editor / senior journalist and one junior journalist, [REDACTED]**

Auckland Council Reporter

Local Matters 2005 Ltd

\$150,148

Synopsis

50. This is a proposal by Local Matters 2005 Ltd on behalf of six publishers, nine printed publications and various digital news platforms, to provide a collaborative local government reporting hub 'The Auckland Council Reporter Project'

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
Mid-grade journalist	Outputs not defined	[REDACTED]	[REDACTED]
Platform Contribution	[REDACTED]		

General Assessment

51. The publications covered by this application cover the wider Auckland region with some up to 60kms from Auckland City. The small newsrooms are not able to resource having a reporter at the Auckland City Council meetings to represent their communities and this proposal provides a hub that will serve them all by employing a shared mid-grade journalist.
52. In 2010, seven district councils plus the Auckland Regional Council were amalgamated to form Auckland Council, which is made up of 13 wards and 21 local boards, plus four substantive Council Controlled Organisations (Auckland Transport, Watercare, Panuku Development Auckland and Auckland Unlimited). The change had a profound effect on the ability of local newspapers to effectively cover local body affairs, not only due to the sheer size of the new entity, but also because much of the decision-making transferred from the regions to the city centre. The applicant argues these changes have had a detrimental effect on how local newsrooms can uphold their role of holding power to account when they are not able to attend meetings and provide scrutiny.
53. The collective would have an estimated combined distribution of 143,650 and are all members of the NZ Community Newspapers Association. The publications include, *The Rangitoto Observer, Devonport Flagstaff, The Gulf News, Waiheke, Beacon Community News (Western Suburbs), The Howick & Pakuranga Times, Botany & Ormiston Times, Pohutukawa Coast Times, Mahurangi Matters and Hibiscus Matters.*
54. The role would be contracted via Local Matters 2005 Ltd on behalf of the hub via a content sharing agreement outlined in a memorandum of understanding (a draft MOU was provided in the proposal.) A specific bank account will be used solely for the administration of the role. A steering committee of [REDACTED] (yet to be appointed) would oversee the running of the hub to ensure the needs of each publication are met.
55. The Auckland City Council Reporter will be home-based in Auckland city and cover Auckland Council and other local body and committee meetings, identifying items of interest to the hub partners and writing stories they indicate are of interest. A detailed job description was provided by the applicant.

56. In a commitment to Te Tiriti o Waitangi, the proposal would also encourage engagement with the Auckland Independent Māori Statutory Board to ensure its perspective on important issues is represented in stories which the applicants say would be a new approach for many of the publications.
57. The applicant is confident that if the hub proves to be a success, the combined resources of the collective would be able to ensure the project continues past the initial two-year funding.

Staff Opinion

58. Assessors were unanimously in favour of this proposal, saying it would provide core public interest journalism and local government reporting especially for local and regional audiences. The project was also seen as an excellent example of collaboration to ensure efficiency of public money spending.
59. [REDACTED]
[REDACTED] The applicant has provided the draft MOU as evidence of steps towards providing a dispute resolution process and a three-member steering committee will be set up to handle the running of the project.
60. Due to the large number of publications, and variety of platforms, setting and monitoring content outcomes will be difficult but the requirement for members to provide statistics to NZ On Air is noted in the draft MOU. Staff believes it is in the best interests of the hub for reporter output to be tracked and that a monitoring system can be instituted. A measurable content outcome plan will be a condition of funding.
61. The salary request for this role is in-line with industry expectations as are costs associated with the role.
62. This is a cost-effective proposal for small community papers to provide strong local government coverage supporting vital public interest journalism.
63. **Funding of up to \$150,148 (including up to [REDACTED] for approved associated costs) across two years is recommended for this role,** [REDACTED]
[REDACTED]
[REDACTED]

Crux. Crux Publishing Ltd. **Requested** [REDACTED]

Synopsis

64. This is an application from Crux Publishing Ltd for a senior journalist and an intermediate journalist, to increase local news coverage on its online news platform, covering the Southern Lakes and Central Otago.

Role	Outputs	Salary pa	Est. Associated costs p.a
Senior Journalist	TBC	[REDACTED]	[REDACTED]
Community Reporter (Intermediate Journalist)	TBC	[REDACTED]	[REDACTED]
Costs			[REDACTED]
Platform Contribution p.a.			

General Assessment

65. Crux was launched in May 2018 using a community funding model to avoid traditional advertising. It is run by a not-for-profit trust and takes donations. The only advertising on the site is in the form of selected content partnerships.
66. The website reaches between [REDACTED] of the local population (40,000 population) each week with up to [REDACTED] on social media each week.

67. It is currently staffed by one senior journalist/editor and [REDACTED]. The senior role is currently filled by [REDACTED]. [REDACTED] if a new senior journalist is funded.
68. To date, Crux [REDACTED], but it now wants to expand on news coverage and public interest journalism.
69. The application prioritises funding for a senior news editor/reporter, but also includes a budgeted request for an intermediate reporter.

Staff Opinion

70. The assessment panel noted that Crux is providing a good service to the local community in terms of quality local journalism, and that increasing staffing would allow it to expand that service further.
71. The assessors felt that because the senior role is currently filled by [REDACTED] aims to move into a different role, the senior journalist role is not incremental and not tied to an increase in content. Therefore, the panel does not recommend funding that role.
72. The assessors felt that the community reporter / intermediate journalist could contribute extra content that would support the aims of the PIJF, increasing coverage of local news events and issues. However measurable content outcomes are not defined for this role and would need to be agreed prior to contracting.
73. The role would be well supported, under the guidance of a senior editor with a good track record in the region.
74. The salary request for this role is in-line with industry expectations as are costs associated with the role.
75. **Funding of up to \$151,200 (including up to [REDACTED] for approved associated costs) across two years is recommended for the Community reporter / intermediate journalist role, [REDACTED].**

The Spinoff

The Spinoff

Requested [REDACTED]

Synopsis

76. This application from the online news magazine The Spinoff is for funding for a variety of roles to support and increase a broader range of content, as outlined below.

Role	Outputs	Salary p.a.	Est associated costs p.a.
Māori Politics reporter	80 X 800 – 1,200-word pieces per year, 4 X 3,000 – 4,000-word longform features	[REDACTED]	[REDACTED]
Pacific Communities Editor	Editing 30 X 1000 – 1200-word pieces, writing 40 X 1000 – 1200-word pieces, 5 X 3000 – 5000-word long form features	[REDACTED]	[REDACTED]
Disabilities editor .4 FTE	Editing 10 X 1000 – 1200-word pieces, editing 3 long form, writing short and 2 long form features	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Costs pa		[REDACTED]	
Platform Contribution p.a.		[REDACTED]	

General Assessment

77. The Spinoff website reaches more than [REDACTED] every month. The average Spinoff article receives more than [REDACTED] unique reads and the average time spent reading is around [REDACTED].
78. The Spinoff pitches itself as an entirely New Zealand focused service. It is owned by its leaders and senior staff and keeps advertising low, with sections sponsored by advertising partners. The guiding principle is that less content created with more care serves the audience better than a high-volume approach.
79. The Spinoff has content sharing relationships with the New Zealand Herald, RNZ, BusinessDesk and Interest.co.nz and outputs from these roles would be shared as part of those agreements.
80. Five roles have been suggested as part of this application: A **Māori politics reporter** would provide news and current affairs content including analysis focused on Māori politics; a **Pacific communities editor** would commission edit and work on stories focused on Pasifika communities in New Zealand; [REDACTED]
[REDACTED]
[REDACTED]
81. The Spinoff points out that all these areas of reporting are underserved currently and that it does not have the budget currently to fund these roles itself.

Staff Opinion

82. The assessment panel agrees with the need to increase reporting in all these areas, but due to the large number of applications for this round, [REDACTED]
[REDACTED]
83. A Māori politics reporter delivers important by and for Māori journalism and will add depth to Māori political reporting in the mainstream media, which there is a scarcity of.
84. The Pasifika audience is similarly underserved and underrepresented in terms of news and current affairs and assessors felt this proposal would address that. With The Spinoff's younger and Auckland focused audience, the assessment panel felt that it was a strong environment for Pasifika role funding.
85. Sustainability of these two roles past the first two years is important and assessors noted that the application has shown consideration of that, stating that two years will give the organisation's funding and commercial team time to develop plans for the continuation of the role.
86. Content outcomes are well defined and significant and should form the basis of a confirmed minimum output agreement.
87. The salary request for the roles is in-line with industry expectations as are costs associated with the roles.
88. **Funding is recommended for the Māori Politics reporter and the Pacific Communities editor up to \$427,800 (including up to [REDACTED] for approved associated costs) across two years,** [REDACTED]
[REDACTED]

[Ashburton Guardian](#)

[Ashburton Guardian Company](#)

[Requested](#) [REDACTED]

Synopsis

89. The Ashburton Guardian is requesting two roles to support rural and video journalism for the mid-Canterbury region.

Role	Outputs	Salary p.a.	Est associated costs p.a.
Rural Content Editor	TBC	\$75,000	0
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Platform Contribution	[REDACTED]		

General Assessment

- 90. The Ashburton Guardian is one of only a handful of privately owned regional news publishers in the country. For 142 years it has served the mid-Canterbury region remaining in the ownership of the same family. It produces a tri-weekly newspaper along with a website, dedicated app and monthly farming publication.
- 91. Like most publishers around the country, the Ashburton Guardian [REDACTED]
[REDACTED]
[REDACTED] This comes at a time when issues within the rural sector are becoming more complex and higher profile, such as climate change, water and land use and intensive farming techniques.
- 92. The Ashburton Guardian has content sharing agreements with [REDACTED]
[REDACTED] so content provided by the Rural Content Editor could contribute to a national discussion of rural issues and be shared by other publications.
- 93. [REDACTED]
[REDACTED]
[REDACTED]
- 94. To meet the criteria that all funded content should be freely available, the Ashburton Guardian will make all content from the role available on its website and app and in front of its digital paywall.
- 95. In regard to a commitment to Te Tiriti, [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] has committed to driving change in this area by developing connections with Māori partners especially [REDACTED] to ensure that Māori views are heard.
- 96. The salary request for the Rural Content Editor role is in-line with industry expectations and round averages as are costs associated with the role.
- 97. The Ashburton Guardian also applied for a [REDACTED], however this role was considered less of a priority in this round by the assessment panel.

Staff Opinion

- 98. The assessment team saw the strong need for the Rural Content Editor role within a rural publication such as the Ashburton Guardian and while the role uses the title of Editor, the panel was confident it was essentially a reporter role with measurable content outcomes. They felt the importance of this role to regional and local reporting brought it into the priority category for this round.
- 99. Content deliverables will need to be confirmed prior to contracting.
- 100. **Funding of up to \$150,000 over two years is therefore recommended for the Rural Content Editor subject to**
[REDACTED]
[REDACTED]

Synopsis

The Central App seeks to appoint a Local Government reporter part-time to provide coverage of the Cromwell Community Board.

Role	Outputs	Salary p.a.	Est associated costs p.a.
Local Government reporter part/time	At least two main stories and two or three briefs from each Community Board meeting, with different angles/briefs shared between outlets ensuring as fresh as possible content for all. Two or three strong news stories from the full council meeting.	■■■■■	■
Platform Contribution	■		

General Assessment

101. The Central App, established in 2016, is a privately owned news app based in Alexandra providing hyper-local coverage of the Central Otago area. ■■■■■
■■■■■
102. It services the unique Central Otago district, New Zealand's most inland region covering an area of 9.969km². With four electoral wards covering one of the lowest population densities per square kilometre in the country providing consistent local government reporting has become difficult. The proposal points out, "No newsroom today can afford to send journalists on a nearly 200km journey to cover a meeting that may only generate one story. Sadly, that story may have been the only local news for the month, for that community."
103. Community feedback around the lack of information regarding local government activity and decision-making and operations led to a public interest journalism project started in Cromwell in 2020 by Connect Cromwell, a Department of Internal Affairs – Community-Led Development (CLD) Group. Connect Cromwell funded a Communications web site but now wants to see the responsibility move to an established publisher – The Central App.
104. The Central App currently has an editorial team of one fulltime digital editor and a part time feature writer and is unable to support a local government reporter without additional funding. It believes with time and the app's current growth; it will be able to sustain a third member of the editorial team long term.
105. The role would be employed on a contract basis ■■■■■
■■■■■ This includes coverage of five monthly meetings throughout the region across 11 months of the year, travel, research and story compilation, distribution and monitoring, photography, filing and additional coverage for council activity such as by-elections, important planning hearings, regional council coverage etc.
106. Content would be freely available through its app and website and shared with ■■■■■
■■■■■ (a letter of support was included in the proposal). Content would also be shared with ■■■■■
■■■■■ Central App says it will also offer coverage to ■■■■■
■■■■■
107. The Central App says it has an existing commitment to Te Tiriti o Waitangi and te Reo Māori and has offered a free weekly Te Reo course since October 2020.

Staff Opinion

108. The funding request for this role is small compared to the impact consistent local government coverage could have in this uniquely spread-out community.

- 109. Assessors wondered whether this coverage could be included in the Local Government Reporting scheme, however [REDACTED]
- 110. As with most daily news roles, it is hard to predict content outcomes, but minimum content deliverables will need to be established to allow contracting to be completed.
- 111. This application provides a future-focused local solution for an isolated community meeting the criteria of the PIJF.
- 112. **Funding for up to \$31,200 for one year is recommended for one mid-range journalist subject to** [REDACTED]

North & South

North & South Ltd.

Requested \$247,220

Synopsis

- 113. North and South magazine is seeking funding for a full time South Island correspondent.

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
South Island Correspondent	8 feature stories per year	[REDACTED]	[REDACTED]
Platform Contribution	[REDACTED]		

General Assessment

- 114. North & South has [REDACTED]
- 115. [REDACTED]
- 116. North & South is asking for funding for a South Island correspondent, a mid-level or senior journalist who would cover issues relating to the South Island but of national significance.
- 117. The application points to a lack of reporters in the South, particularly outside of Christchurch, and says North & South’s original goal, as per the name, was to cover issues from across the country.
- 118. In its application North & South highlights its renewed commitment to Te Tiriti, in the form of regular features by Māori journalists and highlighting important issues within te ao Māori.
- 119. North & South has also put in a joint application with Newsroom for a Māori editor, which is also recommended for funding in this round and is outlined below.

Staff Opinion

- 120. Assessors unanimously supported this application, saying it was a good proposal to lift South Island issues into the national view.
- 121. Requested salary and costings were in line with industry average and round averages.
- 122. Even with the other proposed roles within this round, assessors felt that the South Island is underserved when it comes to reporter numbers, and current affairs reporters in particular.

123. North & South has a proven track record of in-depth reporting and public interest journalism, reflecting the aims of the PIJF.

124. [REDACTED]

Given NZ on Air’s eligibility criteria that content ‘must also be available free of charge as close to simultaneously as possible in a readily available online location,’ this would need to be confirmed prior to contracting.

125. The assessors felt the overall costs of this proposal were high and above the round cost averages and so recommended funding does not include [REDACTED]

126. Funding is recommended up to \$230,000 (including up to [REDACTED] for approved associated costs) across two years for this role, [REDACTED]

[REDACTED]

Newsroom **Newsroom Ltd** **Requested \$843,623**

Synopsis

127. The Newsroom website has put in in application in two parts – the first a joint application with North and South for two Māori reporting roles, and the second part a South Island network of writers just for Newsroom.

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
Māori editor	Outputs not defined	[REDACTED]	[REDACTED]
Māori journalist	Outputs not defined	[REDACTED]	[REDACTED]
South Island network Writer part-time	Approx. 30 stories / year	[REDACTED]	[REDACTED]
South Island network co-ordinator/ writer part-time	Approx. 30 stories / year	[REDACTED]	[REDACTED]
South Island subeditor/writer	Approx. 30 stories / year	[REDACTED]	[REDACTED]
South Island network Writer part-time	Approx. 30 stories / year	[REDACTED]	[REDACTED]
Platform Contribution p.a.	[REDACTED]		

General Assessment

128. Newsroom and North & South have proposed funding for a Māori unit, comprising a senior editor and a more junior reporter. The unit would lead coverage of te ao Māori across both titles.

129. Separately, Newsroom has applied for funding for a South Island unit of part time roles and freelancers. These reporters would be spread out across the South Island and complement the one South Island staff member Newsroom currently has, in Christchurch.

130. The proposal estimates these four writers could produce about 2-3 pieces per month, around 30 each per year. These would mostly be news features, aiming to break new stories or angles and add local context to national stories.

131. Newsroom has content sharing agreements with Stuff, RNZ, The Greymouth Star and MSN and any outputs would be made available for their platforms.

132. [REDACTED]
 [REDACTED] The proposal has [REDACTED] in associated staffing costs per year but has no breakdown of what those costs would be. [REDACTED]
 [REDACTED]
 [REDACTED]

Staff Opinion

133. Both North & South and Newsroom have shown strong commitments to public interest journalism, and the assessment panel thought both these proposals show commitment to the PIJF principles.
134. Māori issues reporting is seen as a gap in Newsroom’s and North & South’s editorial offerings. There does seem to be a strong commitment to addressing that with this unit, and the infrastructure is there to support the roles.
135. The South Island unit was seen as important in filling a perceived PIJ gap. One assessor commented that this unit would be an “expansion of a quality website that is exposing readers to material not seen elsewhere.”
136. Once again, the assessors saw a need for more reporters in the South Island and more coverage of South Island news and current affairs in national media. This proposal has a clear intention to do that, and Newsroom has the infrastructure to support the extra roles.
137. [REDACTED]
 [REDACTED] The proposal suggests that only funding one reporter would not be setting up for success, but given there is an existing newsroom to support, and the role is a senior one, assessors felt that one senior journalist could make a positive impact.
138. [REDACTED]
 [REDACTED]
139. Staff calculated a [REDACTED]
 [REDACTED]
140. Funding of up to \$528,316 (including up to [REDACTED] for approved associated costs) is recommended for the four part-time South Island roles and the Māori editor, [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED] agreement.

Allied Press

Allied Press Ltd

Requested [REDACTED]

Synopsis

141. Allied Press has applied to fund 5 journalism roles covering court reporting and southern issues.

Role	Outputs	Salary p.a.	E.A Costs p.a
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Southern issues	TBC	[REDACTED]	[REDACTED]
Court reporter	TBC	[REDACTED]	[REDACTED]
Court reporter	TBC	[REDACTED]	[REDACTED]
Court reporter (central)	TBC	[REDACTED]	[REDACTED]
Platform Contribution	[REDACTED]		

General Assessment

- 142. [REDACTED] Following shortlisting, the applicant reviewed its proposal in line with the assessment team’s priorities and limited the request to [REDACTED]
- 143. The court reporting roles would fill gaps created last year when [REDACTED]. The requested roles would cover the Queenstown, Alexandra and Oamaru courts and the daily court lists from Dunedin and Invercargill and Gore. These reporters will be in addition to the 1.6 FTE specialist court reporters Allied still has in Dunedin and general reporters covering court in Invercargill and Greymouth.
- 144. The court reporting roles will provide collaborative coverage to the NZME/RNZ Open Justice court reporting proposal, which is in front of the Board for consideration in this round. It is noted that Allied Press already has a content sharing arrangement with NZME. Court reporting was identified as a considerable gap in public interest journalism. Assessor [REDACTED] and told the panel the lack of court reporting had been raised as a serious concern within the justice system impinging the core principle that justice must be seen to be done. Allied Press also applied for [REDACTED]. [REDACTED] While assessors accepted these roles fit the criteria and priority of this round, they felt due to funding constraints [REDACTED] could be funded at this time.
- 145. In round 1, Allied Press received \$675,000 (an increase of \$275,000) for the returning *The South Today* project which provides video journalism around the West Coast and southern South Island.

Staff Opinion

- 146. [REDACTED]
- 147. The court reporting roles provide an important collaboration with the NZME/RNZ Open Justice scheme and ensure it can provide a nationwide network. They also provide important public interest journalism and being connected to the nationwide network will ensure national trends and issues stories reflect southern perspectives and experiences.
- 148. Provision of one Southern Issues reporter will enable Allied Press to provide in-depth coverage not currently provided by any other media for communities in the south of the South Island.
- 149. Minimum content deliverables will need to be established to allow contracting to be completed.
- 150. All associated costs were granted as they were considered by staff to be in line with the scope and size of the roles.
- 151. **Funding is recommended up to \$711,797 (including [REDACTED] for associated costs) over two years for the following roles: 3 Court reporters and 1 Southern Issues reporter. The funding is subject to [REDACTED]**

<u>Valley Profile</u>	<u>The Valley Media</u>	<u>Requested</u> [REDACTED]
-----------------------	-------------------------	-----------------------------

Synopsis

152. An application for one reporter to produce PIJF for The Valley Profile which is a free, weekly community newspaper covering local community news and events throughout the Thames Valley region.

Role	Outputs	Salary p.a.	E.A Costs p.a
Reporter	6 – 10 stories a week	██████████	██████████
Platform Contribution p.a.	██████████		

General Assessment

153. The Valley Profile is a locally owned and operated free weekly community newspaper, published every Wednesday. ██████████
██████████
154. The Valley Profile is also currently offered online, both as a digital edition pdf and in blog form at <https://www.valleyprofile.co.nz/>. ██████████
██████████ which will become the main digital news platform for both the Valley Profile plus other news from around the Coromandel Peninsula.
155. Valley Media currently has one full-time journalist and one full-time editor (who also writes) along with contract contributors.
156. Funding of an additional journalist will allow the Valley Profile to provide consistent local government coverage by reporters that live in the area.
157. Valley Media says it is committed to Te Tiriti o Waitangi and has built relationships with local Iwi, ██████████
██████████ to ensure Māori issues are well covered.

Staff Opinion

158. Assessors felt this application came from an experienced journalist ██████████ with good content and good hyperlocal coverage.
159. Valley Media are already looking to diversify, and the proposed ██████████ could increase income streams to support the funded role into the future.
160. Associated costs were deemed appropriate to the scope and scale of the role
161. **Funding is recommended up to \$127,096 (including up to ██████████ for approved associated costs) across two years** ██████████
██████████

The Gisborne Herald

Gisborne Herald Co

\$183,240

Synopsis

162. The Gisborne Herald is seeking funding for one role, that of a kaupapa Māori reporter.

Role	Outputs	Salary p.a.	E.A Costs p.a
Kaupapa Māori reporter	To be defined	██████████	██████████
Platform Contribution p.a.	██████████		

General Assessment

163. The Gisborne Herald is an independently owned daily newspaper in an area where 53% of the population is of Māori descent. In Wairoa, where it publishes an associated bi-weekly publication The Wairoa Star, 67% of the local population are of Māori descent.
164. [REDACTED]
165. In order to meet cultural support criteria, The Gisborne Herald has contacted a local kuia who has expressed interest in becoming a cultural adviser for the kaupapa Māori reporter. The Gisborne Herald and Wairoa Star have established a long-standing relationship with hapū and iwi of the region. In what is now a mostly post-settlement era of steadily building whānau, hapū and iwi success in this region, a reinvigoration of kaupapa Māori journalism at The Gisborne Herald will support further development of these relationships.
166. The Gisborne Herald has a content-sharing arrangement with [REDACTED] who is supportive of this application. Initial discussions have also been held with local iwi radio station [REDACTED]
167. The Gisborne Herald suggests that strong quality Māori journalism and better engagement with its large Māori audience will be important to the publication, and it is committed to retaining the funded role beyond the PIJF funding timeframe.

Staff Opinion

168. Assessors were unanimously in favour of this application although some questioned whether the role was incremental [REDACTED] Given that technically the role is not in the current workforce and due to its importance in providing public interest journalism to a large priority Māori audience, assessors agreed the role could be defined as incremental.
169. The applicant has revised the cultural support afforded the role following discussions with staff and to meet PIJF criteria which is positive. [REDACTED]
170. Requested salary and costings were in line with industry average and round averages. As with most daily news roles, it is hard to predict content outcomes, but content deliverables will need to be established to allow contracting to be completed.
171. **Funding is therefore recommended up to \$183,240 (including up to [REDACTED] for approved associated costs) across two years subject to [REDACTED]**

Metro Media Group Ltd **Metro Magazine** **\$47,600**

Synopsis

172. Metro magazine has applied for funding to employ [REDACTED] as a part time Māori reporter/editor. [REDACTED] would write and commission columns, identify and mentor new Māori contributors and coordinate with Māori media platforms to further share their work.

Role	Outputs	Salary p.a.	E.A Costs p.a
------	---------	-------------	---------------

Part time Māori Editor	4 X 800 – 1000-word features Editing 4 x 800 – 1000-word feature column		
Platform Contribution			

General Assessment

- 173. Metro is an Auckland-focused magazine [REDACTED]
- 174. [REDACTED]
- 175. Metro is applying for funding for a part time Māori reporter/editor, with a goal of having more Māori telling more Māori stories.
- 176. The application states the magazine intends to employ [REDACTED]. He is an established journalist, author and commentator [REDACTED]
- 177. While Metro is a newsstand magazine, all content will be made freely available simultaneously online.
- 178. [REDACTED]

Staff Opinion

- 179. The assessment panel commented that Metro has a long history of commitment to public interest journalism and a commitment to in-depth reporting.
- 180. This application shows a commitment to strengthening Māori journalism in Metro, and in particular to increasing the amount of content written by and for Māori. Sourcing and mentoring other Māori contributors is explicitly part of the role.
- 181. [REDACTED]
- 182. The assessment panel gave this proposal a unanimous yes, with one pointing out it makes a "good contribution to the PIJF for a relatively small cost".
- 183. All associated costs were granted as they were considered by staff to be in line with the scope and size of the roles.
- 184. **Funding is therefore recommended up to \$47,600 (including [REDACTED] in associated costs) over two years subject to [REDACTED]**

Mana Trust

E-Tangata

\$650,000

Synopsis

- 185. The Mana Trust requests funding for four roles to help build and strengthen its capacity to produce the online publication, E-Tangata.

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
------	---------	-------------	----------------------------

Senior Writer-editor	1-2 longform pieces per month along with PIJF-tagged pieces written by others but edited by the writer-editor		
Senior writer-editor	1-2 longform pieces per month along with PIJF-tagged pieces written by others but edited by the writer-editor		
Regional writer mid to senior	1-2 longform pieces per month		
Junior writer	1-2 pieces per month minimum.		
Platform Contribution p.a.			

General Assessment

186. Mana Trust is a not-for-profit trust that was set up in 2014 to provide Māori and Pasifika stories, voices and worldviews that are largely missing from the mainstream media and to counter harmful negative narratives and stereotypes prevalent in mainstream media coverage. Its publication E-Tangata is a respected high quality longform online journalism publication.

187. [REDACTED]

188. [REDACTED]

189. The PIJF roles requested will increase in-depth coverage of Māori and Pacific issues and people on a scale not offered by any other publication and requested salary and costings are in line with industry average. Most associated costs would be covered by the applicant.

190. E-Tangata has content sharing arrangements with [REDACTED] and close relationships [REDACTED]. Mana Trust is highly committed to Te Tiriti o Waitangi. It is led by Māori and Pacific co-chairs, and a further two of three trustees are Māori.

191. Mana Trust is optimistic it can eventually sustain the proposed roles. [REDACTED]

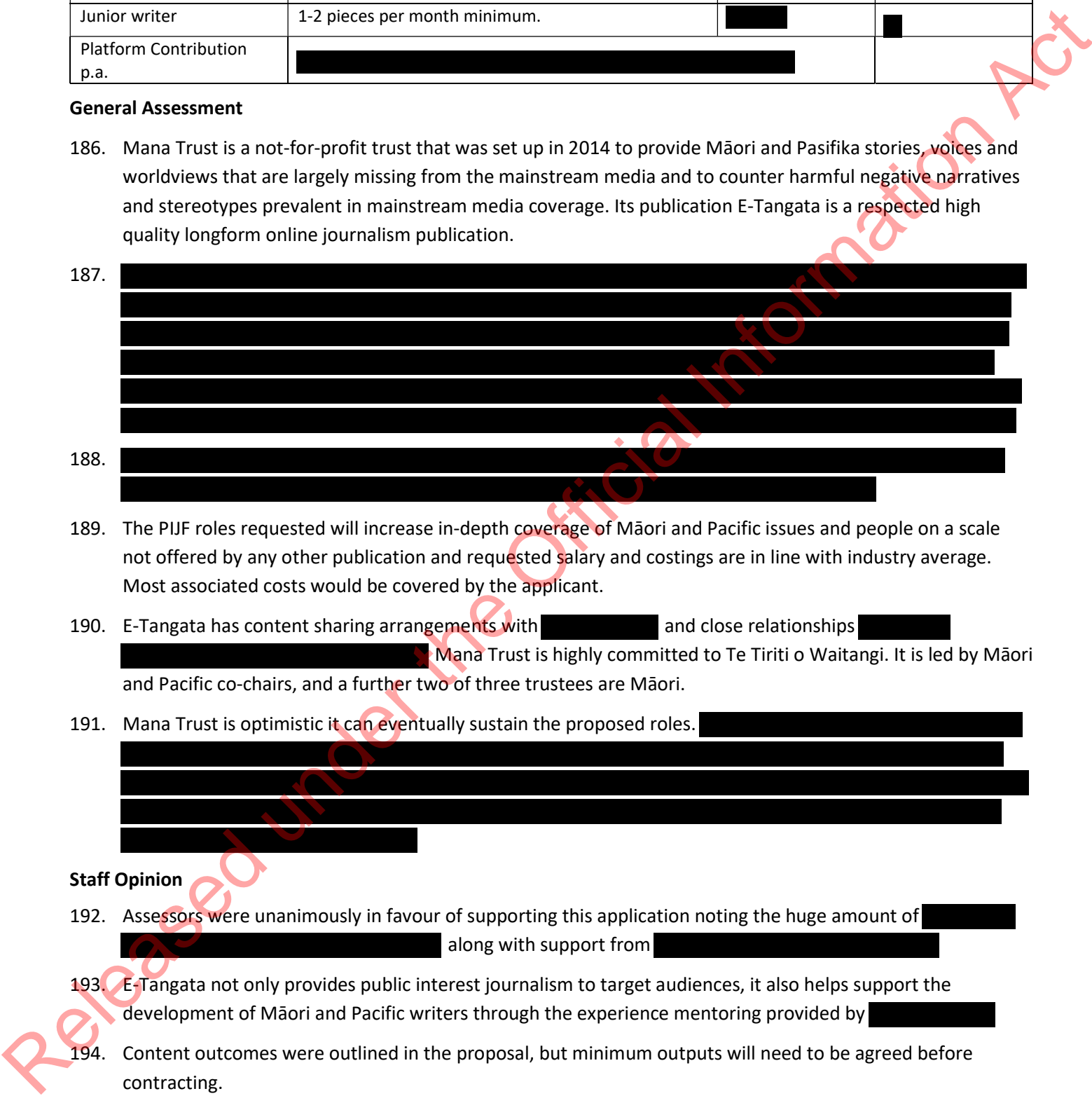
Staff Opinion

192. Assessors were unanimously in favour of supporting this application noting the huge amount of [REDACTED] along with support from [REDACTED]

193. E-Tangata not only provides public interest journalism to target audiences, it also helps support the development of Māori and Pacific writers through the experience mentoring provided by [REDACTED]

194. Content outcomes were outlined in the proposal, but minimum outputs will need to be agreed before contracting.

195. **Funding of up to \$650,000 (including up to [REDACTED] for approved associated costs) across two years is therefore recommended for two senior writer-editors, one regional writer and one junior writer** [REDACTED]



Synopsis

196. The Indian Weekender is applying for five new reporter roles to expand its news coverage around the country.

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
Senior Auckland reporter	TBC	\$75,000	\$23,250
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Wellington reporter	TBC	\$65,000	\$19,750
Christchurch reporter	TBC	\$65,000	\$19,750
Hamilton reporter	TBC	\$65,000	\$19,750
Platform Contribution	[REDACTED]		

General Assessment

197. The Indian Weekender is a South Asian focused media company which aims to bring news to the Indian, Fiji Indian, Nepali, Bangladeshi, Sri Lankan and Muslim Middle Eastern and Pakistani communities. It also has a goal of promoting diversity and inclusion.

198. [REDACTED]

199. The Indian Weekender has been running for 12 years and is seen as one of the main sources of news catering to its target South Asian audience in New Zealand.

200. The New Zealand Indian diaspora has increased in numbers over the years and has also dispersed more throughout the country. This has created a need for more news coverage in centres other than Auckland.

201. [REDACTED]

202. The Indian Weekender has had content sharing agreements with other outlets [REDACTED] plans to make this content available to other outlets, including [REDACTED]

203. [REDACTED]

Staff Opinion

204. The assessment panel commented that the Indian Weekender has a long record of good reporting on local stories for what is an underserved and growing audience in New Zealand. Currently, reporting staff are centred in Auckland, but with significant South Asian populations around the country, it would be beneficial to have more of a geographic split of reporters, in order to cover local stories.

205. [REDACTED]
 [REDACTED] The Indian Weekender [REDACTED]
 [REDACTED] has a newsroom infrastructure in place to support these incremental journalist roles.

206. Salary ranges and costings were in line with industry average and round averages.

207. Due to limited available funding, assessors recommend funding four roles rather than five [REDACTED]
 [REDACTED]

208. Funding is recommended up to \$705,000 (including up to [REDACTED] for approved associated costs) across two years for these roles: Senior Auckland Reporter, Wellington Reporter, Christchurch Reporter and Hamilton Reporter, [REDACTED]

Pacific Media Network The National Pacific Radio Trust Requested [REDACTED]

Synopsis

209. This application from the Pacific Media Network (PMN) is for five additional reporting roles to increase coverage of Pasifika stories.

Role	Outputs	Salary p.a.	Est. Associated Costs
Wellington political and regional reporter	TBC	[REDACTED]	[REDACTED]
Multimedia journalist	TBC	[REDACTED]	[REDACTED]
Digital Video editor	TBC	[REDACTED]	[REDACTED]
Current affairs producer	TBC	[REDACTED]	[REDACTED]
Senior sub-editor/ chief of staff	TBC	[REDACTED]	[REDACTED]
Platform Contribution	[REDACTED]		

General Assessment

210. PMN includes the 531PI radio network, which broadcasts in English and 10 Pacific languages, PMN News and Niu FM which broadcasts in Auckland only. Across its properties, PMN is accessible to 92% of the Pasifika population in New Zealand.

211. Currently the PMN newsroom consists [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

212. PMN has content sharing arrangements with [REDACTED] and many other smaller media organisations and will share this content with those other platforms. It also has a good working relationship with [REDACTED]
[REDACTED]

213. The application only asks for one year of funding. [REDACTED]
[REDACTED]

Staff Opinion

214. The assessment panel was unanimous in support for this application, with one assessor stating that it makes a "strong case and will start to fill Pasifika gaps" and that it meets a democratic need for more Pasifika reporting, particularly within Parliament.

215. PMN is already substantially and operationally funded by NZ On Air and given this significant level of existing funding, assessors felt [REDACTED] The least crucial role was seen by the assessors as [REDACTED] It's hoped that funding the other four roles will take some pressure off the current group of multimedia journalists in Auckland.

216. This project is good value for money as it doesn't include any costs over and above salaries.

217. There's strong cultural value in terms of catering to an important and underserved Pasifika audience but staff notes there is also a strong commitment to Te Tiriti, with PMN having already partnered with Māori news outlets to cover the last election and Waitangi Day, and a stated intention to continue this.

218. The roles are well thought out in terms of need, with a focus on Wellington/Parliament and increasing video content. These proposed PIJF roles should facilitate more coverage that delivers to key PIJF objectives of in-depth reporting for underserved audiences.

219. Funding is recommended up to \$275,000 for one year, for four roles: Wellington political and regional reporter, Digital video editor, Current affairs producer, and Senior sub-editor/chief of staff, [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]	[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]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Released under the Official Information Act

Synopsis

234. Te Hiku Radio is applying for a public interest focused digital journalist, to create online content from its radio interviews.

Role	Outputs	Salary p.a.	Estimated associated costs pa
PIJF digital journalist	2 x online feature stories per week	██████████	██████████
Platform Contribution			██

General Assessment

235. Te Hiku Media is a charitable media organisation, collectively belonging to ██████████
██████████ Te Hiku Radio is an iwi communications hub for iwi radio, online TV and media services.
236. Te Hiku Radio interviews about 35 people about news events every week and these are then posted on the Te Hiku website and te Whare Kōrero app. About 90% of these interviews are in te reo.
237. The main role of this new journalist would be to produce feature stories for the website and app based on these interviews, at around two pieces per week. The content would have a strong regional focus on a national story or could be an entirely local story. The stories would be based around the interviews, but supplemented with new interviews and research, as well as photos and video where possible.
238. While iwi radio is operationally funded by Te Māngai Pāho, this is for the key purpose of the revitalisation of the te reo Māori, not specifically for the creation of journalism outcomes. Te Hiku Radio sees itself as a trusted voice in the community and that it has a role to play in bringing local issues to light for the local community – a role that it can't currently support financially to the scale proposed above.
239. Te Hiku currently employs ██████ journalists who work mainly on the Haukainga section of their website. These reporters and the radio staff would be available to support this new reporter. Te Hiku also has strong working relationships with ██████████ and staff expects they will also provide support to this new journalist.
240. Salaries and costs are in line with industry expectations and round averages.

Staff Opinion

241. This application was unanimously supported by the assessment panel, who believe it met core PIJF objectives and will further highlight and leverage wider journalism content that is already available from Te Hiku Radio and deliver greater audience outcomes as a result.
242. Commitment to Māori issues and te reo is very strong, there is a basic newsroom infrastructure in place to support a new role and the outputs are clear.
243. **Funding of up to \$176,200 (including ██████ for approved associated costs) across two years is recommended for the PIJF Digital Journalist role subject to ██████████**
██████████

Local Focus. Very Nice Productions / NZME / Wairarapa Times Age

\$105,000

Synopsis

244. Local Focus is applying for role-based funding for a video journalist based in Masterton, working closely with the Wairarapa Times-Age newsroom and providing content to both NZME and the Times-Age websites.

Role	Outputs	Salary p.a.	Est. Associated costs p.a.
VJ Masterton Wairarapa	Approx. 5 minutes video content per week		
Platform Contribution			

General Assessment

245. Local Focus has proved itself as an effective regional news media scheme, providing video reporting for The Herald website – the largest news website in the country - from all around the country. It has been funded by NZ On Air since 2016.
246. This latest application is for an area that hasn't yet been reached by Focus and doesn't have any other video journalists. It would see a video journalist based in Masterton, in the Wairarapa Times-Age newsroom.
247. The application is supported by NZME and the Wairarapa Times-Age. The Times-Age used to be an NZME title but is now independent, with an ongoing content sharing arrangement.
248. The role would be similar to the other Local Focus roles currently supported by NZ On Air. The journalist would primarily be focused on video but would also write accompanying articles and these would feature on the Herald website, and also on the Wairarapa Times-Age website.
249. The application is for one year of funding only [REDACTED]

Staff Opinion

250. Local Focus is a proven network in terms of outputs of quality local journalism with local network partners.
251. The assessment panel praised this proposal as a "good addition to a network which seems to be working well.". It also noted that working with the Wairarapa Times-Age and NZME meant no competition or duplication of roles.
252. This application shows a strong commitment to local news and public interest journalism principles – informing local audiences on important regional issues and providing for communities that are underserved with news coverage.
253. The role is good value, with contribution and support from NZME and the Wairarapa Times-Age.
254. **Funding up to \$105,000 (including [REDACTED] for approved associated costs) for one year is recommended for VJ Wairarapa-Masterton role [REDACTED]**

UMA Broadcasting

RadioWaatea

\$774,000

Synopsis

255. UMA Broadcasting seeks to fund 6.5 roles for an English/ bilingual news service on Radio Waatea.

Role	Outputs	Salary p.a.	Estimated associated costs pa
Editor			
Editor .5 FTE			
Senior journalist			

Synopsis

266. Newshub / Discovery is applying for funding for two years for a regional journalism unit of up to 11 staff, plus three ethnic affairs positions.

Role	Outputs	Annual salary	Est. Associated costs p.a.
Dunedin Video Journalist		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
Māori Affairs Reporter		[REDACTED]	[REDACTED]
Pasifika Affairs Reporter		[REDACTED]	[REDACTED]
Asian Affairs Reporter		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
[REDACTED]		[REDACTED]	[REDACTED]
Plus contingency	[REDACTED]		
Platform Contribution	\$0		

General Assessment

267. Discovery NZ's news service Newshub has made an application in two parts: regional video journalists and ethnic affairs reporters.

268. [REDACTED]

269. The intention is to provide more regional stories for a national audience, via Newshub's news bulletins, current affairs programmes and the Newshub website.

[REDACTED]

[REDACTED]

[REDACTED]

Staff Opinion

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED] Staff sought to reduce associated costs by removing administration and overhead costs, some equipment costs and training costs.
275. [REDACTED] Dunedin was seen by the panel as a particularly underserved region, both in terms of providing news for Dunedin locals, and for showing Dunedin stories to a national audience. [REDACTED]
- [REDACTED]
- [REDACTED] This role was also the one prioritised by Newshub in its application.
276. The Māori Affairs reporter, Pasifika Affairs Reporter and Asian Affairs Reporter were seen as a great investment in bringing diverse storytelling to a large national audience. The Asian affairs reporter in particular was seen as a gap in the broadcaster’s coverage.
277. There appears to be renewed commitment to Te Tiriti reporting from Newshub, and the application lays out additional ways this approach and these roles would be supported.
278. [REDACTED] the Dunedin reporter essential and the three additional roles a significant boost for diversity reporting.
279. Funding up to \$695,560 (including [REDACTED] in approved associated costs) across two years is recommended for the following roles, Dunedin Video Journalist, Māori Affairs Reporter, Pasifika Affairs Reporter and Asian Affairs reporter [REDACTED]
- [REDACTED]

ANNEXES

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]