

PUBLIC INTEREST JOURNALISM – TARGETED ROLES

FUNDING DECISIONS

RECOMMENDATION

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

- \$108,000 to RNZ for 1 *Kurawhakaue Partnership Editor Role*, subject to [REDACTED]
- \$130,500 to Three – Local Production for 1 *Newshub Cultural Partnership Navigator*, subject to [REDACTED]
- \$145,650 to Allied Press for 1 *Partnership Editor role*, subject to [REDACTED]
- \$55,020 to Kowhai Media Ltd for 1 *Kaiwhakatiki Hourua*, subject to [REDACTED]
- \$68,250 to Te Pō Ltd for 1 *Kawea Te Rongo Kaiwhakahaere*, subject to [REDACTED]
- \$105,000 to GlobalHQ Ltd for 1 *Digital Editor*, subject to [REDACTED]
- \$105,450 to The Spinoff for 1 *Sub-Editor role*, subject to [REDACTED]
- \$200,280 to NZME for 1 *Kaupapa Editor and 1 Audio Innovation role*, subject to [REDACTED]
- \$95,040 to The Pantograph Punch Trust Board for 1 *Business Development Role and 1 (3 month) Social Media Specialist*, subject to [REDACTED]
- \$165,000 to Mana Trust for an *Editor/Mentor and a Digital Marketing Manager*, subject to [REDACTED]
- \$75,000 to Tikilounge Productions for 1 *Pasifika Youth Digital News Editor*, [REDACTED]
- \$91,679 to Newsroom NZ Ltd for 1 *Sub Editor role*, subject to [REDACTED]
- \$103,000 to Stuff Ltd for 1 *te reo Māori Translator role*, subject to a [REDACTED]

13 applications recommended for total funding of up to \$1,447,869

[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.

OVERVIEW

4. This third round of the Public Interest Journalism Fund sought applications to the Projects and Targeted Roles pillars of the fund. Information for this [Sep/Dec funding round](#) outlined the assessment criteria and funding priorities to applicants.
5. NZ On Air earmarked \$9m for this funding round and [REDACTED]
6. Applicants were limited to applying for a maximum of one year of funding for up to three projects and/or up to three targeted roles.
7. Applications for Project funding (circa \$7m allocated) were sought in the following areas:
 - News and Current Affairs Projects – including children’s and youth news
 - Investigative journalism projects
 - Projects that improve the overall quality, provision and/or sustainability of PIJ.
8. The criteria for Targeted Roles in this round (circa \$2m allocated) were developed in response to industry feedback and learnings after Round 2 which had focused purely on content-creation roles and Round 3 sought to encourage roles that supported the production and sustainability of high-quality public interest journalism.
9. [REDACTED]
[REDACTED] Two roles were considered as part of the PIJF Children and Youth paper (agenda item 2.12) and the remaining [REDACTED] outlined in this paper are recommended for funding up to \$1,447,869 [REDACTED]
10. [REDACTED]
11. The Targeted Roles criteria included Partnership Editors funding. At the June 2021 PIJF summit, [REDACTED] [presented an opportunity](#) to create new roles to sit alongside editors and bring a kaupapa Māori framework to newsrooms and to build newsroom cultural capacity by creating roles to provide Māori leadership at the editorial level.
12. [REDACTED] worked with individual organisations that registered their interest in Round 2 to identify strengths and weaknesses and help to create a bespoke role description for a Partnership Editor for that organisation.

Those registered organisations could apply for funding in this round but due to the constrained nature of the funding, we did not accept new expressions of interest for this role funding.

13. For submission into Round 3, [REDACTED] worked closely with registered applicants to identify the cultural strengths and weaknesses of the organisations, to create a unique job description for a role and to assess the funding application to ensure each organisation’s ecosystem was ready to ensure the success of the role.

14. [REDACTED]

15. There was a two-stage application process for Round 3. Applicants were first asked to submit five-page proposals by Thursday 30th September, which were individually assessed by panellists. A hui was then held on Friday 8th of October. Shortlisted applications then submitted full proposals by Tuesday 26th of October. Following further individual assessment, a hui was held on Tuesday 2nd November to decide on the funding recommendations outlined in this paper.

16. The assessment panel for the PIJF Round 3 included:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- d) **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.
- e) **Glenn Usmar** - Associate Head of Funding (Systems), NZ on Air. Former Programme Manager for Rialto Channel, Sky TV, and Programmer at TVNZ.
- f) **Gabriel Thomas** - Journalism Manager, NZ On Air. Former executive producer of The Nation and Firstline, producer Newshub Live at 6pm.
- g) **Fairooz Samy** - Journalism Funding Advisor, NZ On Air. Current Media Studies PhD candidate at Victoria University of Wellington.

17. Conflicts of interest are outlined as below:

- a) [REDACTED]
[REDACTED] did not take part in the assessment discussion for this application.

Kurawhakaue Partnership Editor

RNZ

\$108,000

Funding Requested

18. Targeted role funding to create a new Kurawhakaue Partnership Editor Role at RNZ.

Funding Recommendation

Role	Outputs	Salary	Est Associated costs
Kurawhakaue Partnership Editor Role	N/A	[REDACTED]	[REDACTED]

General Assessment

19. RNZ was one of the newsrooms selected to take part in the Partnership Editor Scheme [REDACTED]

20. [REDACTED] surveyed staff and analysed RNZ structures to provide assessment of RNZ's strengths and weaknesses in the delivery of Māori news, content and use of te reo Māori.

21. [REDACTED]

22. [REDACTED]

23. The proposal for a Kurawhakaue (person responsible for steering the waka) will see a new role capable of working between the Kurahautū Māori, Māori Strategy Manager and newsroom content creators. The role will be managed by the Kurahautū Māori, Māori Strategy Manager.

24. The application states that the role will:
- a. Provide cultural competency guidance and training
 - b. Provide editorial assistance to strengthen all stories across all RNZ platforms
 - c. Cultivate individual Rautaki Māori for each news show and specific RNZ content projects
 - d. Operationalise the RNZ Rautaki Māori company wide and integrate relevant workstreams from Te Tiriti o Waitangi strategic plan
 - e. Be the kaitiaki of te reo Māori me ōna tikanga.

25. [REDACTED]

Staff Opinion

26. [REDACTED] fully supports this position for funding.

27. [REDACTED]

28. [REDACTED]

29. While there are many expectations of this role identified in the application, a set of clear benchmark goals should be created against which to measure the success of this funding.

30. While the PIJF General Guidelines state there is limited eligibility for Crown-owned and funded public media organisations such as RNZ, there is provision for roles “where the funded role is additional to roles that the entity is currently funded for and where the funding does not duplicate other roles funded through the PIJF”. The Kurawhakaue Partnership Editor Role is an entirely new role for RNZ and given the importance of this mahi in

the provision of quality public interest journalism, this role could provide critical hands-on cultural competency that will have great impact for audiences both Māori and non-Māori. **Funding is recommended for up to \$108,000 subject to** [REDACTED]

Cultural Partnerships Navigator

Newshub

Requested [REDACTED]

Funding Requested

31. Newshub is seeking to introduce a kaupapa Māori framework to its newsroom. Newshub is seeking funding for a Cultural Partnerships Navigator, [REDACTED]

Funding Recommendation

Role	Outputs	Salary p.a.	Est Associated costs
Cultural Partnerships Navigator	N/A	[REDACTED]	[REDACTED]

General Assessment

32. [REDACTED] reviewed Newshub’s strengths and weaknesses to help design a role that would best meet the needs of the organisation and public interest journalism.

33. [REDACTED]
[REDACTED]
[REDACTED] It says the organisation is committed to strengthening diversity across the newsroom and to ensuring a culturally safe working environment.

34. The review by [REDACTED] identifies the addition of a Cultural Partnerships Navigator to the senior news leadership team, reporting directly to [REDACTED] as critical to the development of Newshub’s Rautaki Māori.

35. The role will enable Newshub to enhance its public interest journalism by:
- Developing and overseeing Newshub’s cultural strategy
 - Supporting and mentoring Māori and other ethnically diverse staff to ensure their expertise is retained in the industry
 - Guiding editorial leaders and decision makers to explore perspectives, angles, stories, and talent from a range of communities
 - Advocating for coverage of diverse communities to overcome existing biases - conscious and unconscious - that exist in the newsroom
 - Mentoring the Māori Affairs, Pasifika Affairs and Asian Affairs correspondents
 - Increasing knowledge of Te Tiriti, reo, and tikanga Māori in Newshub’s newsrooms
 - Developing wider cultural knowledge of Pasifika and other diverse communities of Aotearoa
 - Creating connections and developing meaningful relationships between Newshub and mana whenua and other diverse communities
 - Supporting journalists and presenters with correct pronunciation and use of te reo Māori, both on-screen and in their interactions with Māori in person and online.

36. [REDACTED]
[REDACTED]
[REDACTED]

37. [REDACTED]
38. [REDACTED]
39. Newshub says it is ready to grow diverse voices within its newsrooms and says it is proud to be a partner in the PIJF-funded Te Rito cadetships project. It says being involved with Te Rito makes it even more important to ensure its newsrooms are culturally safe places for cadet journalists. It has also received funding for Māori Affairs, Pasifika and Asian Affairs correspondents from the PIJF which will also support and benefit from the Cultural Partnerships Navigator role.
40. Newshub's Cultural Partnership Navigator will also be included in, and supported by, Discovery's Global MOSAIC network which is an initiative to amplify the company's diversity, equity and inclusion impact across key areas including unconscious bias training, content diversity, and recruitment and career development of diverse talent.

Staff Opinion

41. Newshub has been especially keen to be part of the Partnership Editor Scheme from the outset and their involvement in Te Rito speaks to the organisation's desire to improve its newsroom diversity and provision of diverse content. The role will help support the success of both the Te Rito cadets assigned to Newshub and the three Māori, Pasifika and Asian Affairs roles recently funded by the PIJF.
42. The application outlines a strong position that will have impact within the organisation and [REDACTED] has assessed Newshub as ready to make this position a success. All assessors were supportive of the application.
43. While Newshub has offered to use the [REDACTED] baseline data to measure relative changes in both the quantitative and qualitative diversity of both the newsroom environment and content output, a set of clear benchmark KPI goals should be provided to NZ On Air prior to contracting.
44. [REDACTED]
45. While the training costs sought in the application will undoubtedly support the role and improve its chances of success, [REDACTED] Newshub has clearly demonstrated a commitment to change and assessors have no doubt this role will empower that change. This should see improvements in how diverse audiences are portrayed and served on this major national media platform. **Funding is recommended up to \$130,500 subject to** [REDACTED]

Partnership Editor Role	Allied Press	\$145,650
Funding Requested		

46. To create a new role to sit alongside Allied Press editors and bring a kaupapa Māori framework to Allied Press newsrooms, and to stories from the outset.

Funding Recommendation

Role	Outputs	Salary p.a.	Est Associated costs
Partnership Editor Role			

General Assessment

47. Allied Press publishes the Otago Daily Times and a stable of community newspaper titles around the lower half of the South Island, Christchurch, Queenstown, and the West Coast.
48. Allied Press took the opportunity to be part of the pilot Partnership Editor scheme [REDACTED]. As part of the scheme, Allied Press undertook to engage with [REDACTED] to assess its cultural strengths and weaknesses and the organisation's ability and readiness to take on a partnership editor role and the steps needed to redress issues raised.
49. [REDACTED]
50. The funding request would establish a Partnership Editor at Allied Press sitting at the level of associate editor, a senior position reporting to the editor and deputy editor. This would ensure the close working relationship with the senior news executives necessary for success. The Partnership Editor would be based in Dunedin but have a roving role, providing cultural and editorial support across Allied Press newsrooms and to reporters while in the field.
51. As part of the group's editorial executive, the Partnership Editor role would work to build a kaupapa Māori framework to inform the news agenda, identifying stories and increasing the range of voices interviewed.
52. This role has several associated costs that are specific to this application. [REDACTED]
- [REDACTED]
- [REDACTED] The role application also covered some training costs including travel and allowances to allow the editor to provide in newsroom cultural competency training across the Allied Press group.
53. Allied Press says the success of this role will be measured by:
- A growing diversity of stories across Allied Press platforms
 - Work towards a diversity plan for the organisation
 - The appropriate use of te reo and macrons in copy, and pronunciation in video stories
 - The creation of a diversity directory and diversity diary
 - Meetings with mana whenua representatives.

Staff Opinion

54. Assessors were impressed with the heartfelt nature of this application alongside the insight from AMC regarding the significant journey Allied Press has been on to get to this point. There is no doubt the company is willing to embrace the change and challenge this role will bring for it and this is confirmed in [REDACTED] assessment which reads, “We support this proposal. The Allied Press leadership has been open and motivated to create change. We commend them on their effort to establish the company’s first ever Rautaki Māori. In this proposal the position of Partnership Editor has been elevated to a management level. We thank Allied Press for working with us to achieve these meaningful changes.” All assessors were in favour of funding this application.

55. [REDACTED]

56. The impact this role will likely have will be seen throughout most of the South Island as publications within the Allied Press group are offered training and support to improve their Māori engagement. Allied Press has also applied for project funding in this round to enable and resource this role to ensure the training support that will be required to improve cultural competency across the Group and ensure this role is not swamped by training and unable to contribute to editorial executive decision making.

57. [REDACTED]

58. [REDACTED] It was deemed by assessors that these additional costs were reasonable in this context, especially as they mostly relate to training. To fund the role without the resources to ensure it is operational would significantly limit its potential success.

59. While there are many expectations of this role identified in the application, a set of clear KPI benchmark goals should be established to measure the success or otherwise of this funding.

60. The need for this role and funding is best summed up in the applicant’s own words, “The history of this country means there are issues across all rounds that continue to cry out for thoughtful journalism. A newsroom will not do a good job when the next He Puapua debate arrives, or the next time people discuss Aotearoa as a name for the country, if a kaupapa Māori approach is not available. And these are just some of the issues we know about. What of the issues of which we know nothing? What of the everyday stories of struggle and success, of mātauranga reimagined and recast for the present, of fresh endeavour and achievement that we are not reporting because we are not sufficiently well connected to the communities in which it is happening. Journalism also has a role in advocacy, but how do you advocate for causes about which you are ignorant.” **Funding is recommended up to \$145,650 subject to** [REDACTED]

Funding Requested

61. Kowhai Media (NZ Geographic magazine) is applying for a role it calls Kaiwhakatiki Hourua, with an aim of strengthening its relationships with Māori and its Māori content. The role would be 0.5 FTE for one year.

Funding Recommendation

Role	Outputs	Salary	Est Associated costs
Kaiwhakatiki Hourua	N/A		

General Assessment

62. New Zealand Geographic has been published since 1989 and the entire archive is available online. The Ministry of Education subscribes to the archive on behalf of all NZ students.
63. [REDACTED]
64. [REDACTED]
65. This role would be responsible for commissioning content, identifying Māori journalist talent within the current line-up of contributors, and identifying new Māori contributors, and work with the editor to ensure a Māori perspective is included wherever necessary. They would also begin work on an organisational review aimed at incorporating tikanga and Te Tiriti principles throughout the organisation, and they would review the archive to seek out content that needs updating or correcting.
66. A particular focus editorially would be an explanation of He Puapua, making clear its meaning for a mainstream audience, but with a Māori lens.
67. [REDACTED] they are proposing a part-time role rather than full-time. The role would be on the same level of seniority as the editor.
68. [REDACTED]

Staff Opinion

69. Assessors saw this as an important role, which meets the criteria of the Public Interest Journalism Fund by promoting Māori voices in mainstream media. One assessor said the application, "*clearly meets the criteria and represents a small team that would like to make a positive change to the way they have previously presented Māori issues and impacted on the perception that people have of Māori.*"
70. Kowhai Media appears to be very committed to making the changes necessary to make this role a success and assessors noted that the application represented value for money as a part-time resource that could make a significant impact on the publication's output, especially given its sizeable young audience.
71. This role will deliver to PIJF goals of redressing the inequities in Māori coverage and engagement and could also be an example of what others could do, with one assessor saying this role would be "*an appointment with real clout that could set the bar for other media organisations.*"
72. Funding up to \$55,020 is recommended subject to [REDACTED]

Funding Requested

73. Kawea te Rongo (Māori Journalists Aotearoa) is applying for a part time (0.5FTE) Kaiwhakahaere to support the executive.

Funding Recommendation

Role	Outputs	Salary	Est Associated costs
Kaiwhakahaere	N/A	[REDACTED]	[REDACTED]

General Assessment

74. Kawea te Rongo is an industry association newly reformed to protect the interests of Māori journalists. [REDACTED]
[REDACTED]
[REDACTED]
75. All the board are working journalists and the application states they have been unable to carry out many of the tasks they would like to do on behalf of the association. Therefore, they are asking for funding for someone to support the executive with administrative tasks, manage funding applications, liaise with stakeholders including media organisations and the relevant Government ministers, and communicate to members.
76. One of the aims of the PIJF is to increase the number of Māori journalists in the workforce, and this increase means an organisation like Kawea te Rongo plays an important role. And as the supporting letter from the co-Chairs of Kawea te Rongo points out, PIJF funding should lead to even more Māori journalists coming into the sector in the near future, potentially increasing the organisation's requirements and workload.
77. [REDACTED]
[REDACTED]

Staff Opinion

78. The association has significant plans in terms of training, mentoring, and improving output of all Māori journalists. One assessor described this as, "an important role that will assist the entire Māori journalism sector."
79. This is an administrative role for an organisation that isn't directly creating journalism content. This did lead to some discussion between assessors. But overall, assessors felt that Kawea te Rongo provides essential support for the sector, and especially the new Māori journalists being brought into the industry via the PIJF.
80. Kawea te Rongo's impact will be widespread, but only if it has the resources to do its work, and currently there is no funding for anyone to do that work. The assessors felt the PIJF is the right place to provide that support at this time. **Funding up to \$68,250 is recommended subject to** [REDACTED]
[REDACTED]

Funding Requested

81. GlobalHQ has applied for [REDACTED] to support the expansion of their online news offering [REDACTED]

Funding Recommendation

Role	Outputs	Salary	Est Associated costs
Digital Editor	N/A	[REDACTED]	[REDACTED]

General Assessment

82. GlobalHQ publishes Farmers Weekly and Dairy Farmer in print, farmersweekly.co.nz, as well as other publications and agribusiness data and reports for subscribers from AgriHQ. GlobalHQ's main news outlet currently is Farmers Weekly, which is delivered in hard copy to every farm in New Zealand for free (distribution 77,216).

83. Despite the importance of the sector and the size of the rural population, there are few rural news options in New Zealand. Most are dominated by sponsored content, with RNZ and Farmers Weekly the only exceptions of any size.

84. Currently Farmers Weekly is replicated online at farmersweekly.co.nz, and this funding application outlines how GlobalHQ would like to expand that online offering. [REDACTED]

85. They want to increase the quality and quantity of news available online and request the following roles:

- [REDACTED]
- Digital Editor – to improve the user experience of the website, repurpose content from print, video, and podcast for online, and increase diversity content by actively seeking Māori contributors
- [REDACTED]

86. The application expresses a commitment to Te Tiriti and gives some examples including use of te reo and stories focused on Māori.

87. [REDACTED]

Staff Opinion

88. Assessors were complimentary about the current product, Farmers Weekly, saying despite being a niche outlet, it has some great examples of Public Interest Journalism such as stories on climate change and a video project telling the story of diverse farmers around the country. There was enthusiasm for supporting a sustainable transition from print towards improving its online offering.

89. Assessors felt that the rural audience is underserved by the mainstream news media and there are few specialist outlets filling that gap. Support was across the board with one assessor saying, "The importance of the primary industry to Aotearoa - and the need for good PIJ in this sector - make this a standout proposal in my view."

90. [REDACTED] The Digital Editor role presented the best link to PIJ goals and is also the

role highlighted by *GlobalHQ* as their priority if they could only have one role funded. If funded, the applicant would need to provide clear KPI measurement goals.

91. Assessors believe this role will have a positive impact on an established rural media player looking to reach a larger audience within the rural community and meets PIJF goals of increasing sustainability. **Funding is recommended up to \$105,000 for the role of Digital Editor subject to** [REDACTED]

Various Targeted Roles

The Spinoff

Requested [REDACTED]

Funding Requested

92. The Spinoff seeks [REDACTED] to support the development of high-quality public interest journalism: a Sub-Editor, [REDACTED]

Funding Recommendation

Role	Outputs	Salary	Est Associated costs
Sub-Editor	N/A	[REDACTED]	[REDACTED]

General Assessment

93. The speed at which journalism is now produced, published, and consumed has increased the need for sharp sub-editors. Despite this, sub-editing capacity across the industry has been systematically slashed over the past two decades, which in turn has compromised the quality of journalism across the industry.
94. The Spinoff Sub-Editor would edit approximately [REDACTED] developing practices that enhance accessibility (e.g. captioning and alternative text); upskilling the team through internal workshops; and working towards the development of a style guide. Their duties would also include fact-checking and assessing risk from a legal perspective. Currently at The Spinoff, sub-editing duties are shared across several roles, which is unsustainable and creates an unnecessary level of risk.

95. [REDACTED]

96. [REDACTED]

97. [REDACTED]

98. [REDACTED]

99. [REDACTED]

100. [REDACTED]

Staff Opinion

101. Staff and assessors felt that the Sub-Editor role best fit the guidelines for this round and would improve the quality of PIJ produced by The Spinoff.

102. A key strength of the application in the assessors’ eyes was that the Spinoff’s proposal demonstrates an achievable pathway for financing the role after funding has finished.

103. [REDACTED]

104. The Sub-Editor role would make a clear difference to the quality of the PIJ output of The Spinoff. **Funding is recommended for the Sub-Editor role for up to \$105,450 subject to** [REDACTED]

Various Targeted Roles

NZME

Requested

Funding Requested

105. The NZME application is for [REDACTED] targeted roles – a Kaupapa Māori Editor, [REDACTED] an Audio Innovation Editor, [REDACTED], to increase and amplify their current journalistic outputs.

Funding Recommendation

Role	Outputs	Salary p.a.	Est Associated costs
Kaupapa Māori Editor	N/A	[REDACTED]	[REDACTED]
Audio Innovation Editor	N/A	[REDACTED]	[REDACTED]

General Assessment

106. NZME has received a significant amount of funding from the PIJF in Rounds 1 and 2, including for Te Rito and the Open Justice scheme. In Round 3 they applied for [REDACTED] and one which is recommended for funding, and these [REDACTED] roles:

- The Kaupapa Māori Editor would be part of the senior editorial team and would help put a Māori focus on storytelling across all content and platforms. They would deliver training for the newsroom on tikanga and help develop and strengthen relationships with mana whenua and Māori organisations.
- [REDACTED]
- An Audio Innovation Editor, who would work to increase the amount of content available to the blind or sight impaired. Blind Low Vision NZ supports this application, and this role would work with them to find new solutions.
- [REDACTED]

- [REDACTED]

107. [REDACTED]

Staff Opinion

108. [REDACTED]

109. [REDACTED]

110. Staff grappled with the application for the Kaupapa Māori Editor, as on the one hand, it is clearly needed by NZME, it demonstrates commitment to Te Tiriti as it ladders out of their wider proposed organisational cultural strategy programme, and it would deliver on the PIJF criteria to improve representative public interest journalism being produced by NZME. [REDACTED]

111. [REDACTED]

112. There was overwhelming support from assessors for the Audio Innovation Editor. The PIJF has had few applications offering solutions for accessibility for disabled communities and this is an opportunity to do that. One of the assessors pointed out that the role “*would provide much-needed and rarely-provided access for audience members with low vision*”. Support from Blind Low Vision NZ and a commitment to work with them gave assessors confidence that progress will be able to be made on this.

113. The Kaupapa Māori Editor and the Audio Innovation Editor reflect different aspects of the PIJF goals, bringing public interest journalism to different audiences. **Funding is recommended up to \$200,280 for the Kaupapa Māori Editor and the Audio Innovation Editor subject to** [REDACTED]

Two Targeted Roles	The Pantograph Punch	\$95,040
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Funding Requested

114. The Pantograph Punch is seeking Targeted Role funding for a Business Development Contractor (1 year, fixed-term) and Social Media Specialist (3-month contract) between January – December 2022.

Funding Recommended

Role	Outputs	Salary	Est Associated costs
Business Development Role	N/A	[REDACTED]	[REDACTED]
Social Media Specialist contractor	N/A	[REDACTED]	[REDACTED]

General Assessment

115. The Pantograph Punch is an arts and culture digital magazine that has been operating for a decade.
116. It is proposing to hire a Business Development Contractor (1 year) to develop sustainable ways forward for arts journalism through new business development opportunities.
117. [REDACTED]
118. [REDACTED]
119. The magazine also seeks funding for a Social Media Specialist (3 months) [REDACTED]
120. As a digital-only producer with a largely younger audience, The Pantograph Punch intends for the Social Media Specialist to increase audience engagement and train existing staff to translate longform written journalism into video content to share over social media.
121. The outcomes of the contracted specialist will be expected to increase The Pantograph Punch's audience by [REDACTED] and demonstrate higher engagement with Māori, Pacific and Asian audiences.
122. The Pantograph Punch has a stated commitment to Te Tiriti and is Māori-led by [REDACTED]. Both proposed roles would support The Pantograph Punch to continue this work and further amplify Māori voices.
123. Over the past 12 months, 70% of The Pantograph Punch's content was by Māori, Pacific, Asian, or other diverse voices. Additionally, a quarter of its coverage focused on artists and arts activities outside of the main city centres.

Staff Opinion

124. Staff felt this was a targeted proposal that would help develop the sustainability of a quality publication and hopefully expand its audience through social media. They also felt the roles very clearly met the guidelines for the round. If funded, the applicant would need to provide clear KPI measurement goals.
125. Assessors agreed that The Pantograph Punch, while small, punches above its weight in terms of providing PIJF arts-focused journalism in Aotearoa (which is at-risk journalism) and would benefit from the sustainability and visibility of a wider audience reach.
126. One assessor responded that, "the arts community is not well served by mainstream media, yet they are important to the health, life and economy of a country. The arts contribute \$17.5 billion to the economy but the sector goes largely un-scrutinised by the media. Scrutiny helps keep artists accountable for public funding and helps inform and engage the public about their work".
127. Funding is recommended up to \$95,040 subject to [REDACTED]

Funding Requested

128. *Mana Trust* (E Tangata) is applying for two roles – an Editor / Mentor and a Digital Marketing Manager - to support the production and sustainability of public interest journalism serving primarily Māori and Pacific communities.

Funding Recommended

Role	Outputs	Salary p.a.	Est Associated costs p.a.
Editor / Mentor	N/A		
Digital Marketing Manager	N/A		

General Assessment

129. Online magazine *E Tangata* is currently run [REDACTED] the application describes how plans to grow will rely on having these senior roles funded. Mana Trust had funding approved in PIJF Round 2 for four reporters, although those reporters have not been hired yet and the contract has not been initiated by Mana Trust.
130. The Editor / Mentor would provide support and guidance to those reporters, and the many other contributors, as well as having editorial oversight and planning coverage.
131. The Digital Marketing Manager would work to increase the audience for *E Tangata* and would also work with partners such as *Te Ao with Moana*, to increase the profile of Māori and Pasifika media in general.
132. [REDACTED]
133. The application mentions the possibility of splitting the Editor role between two people, suggesting they may have people in mind already.

Staff Opinion

134. The assessment panel was very complimentary about *E Tangata* as a product, with one saying “*The contribution that E Tangata makes to the public interest journalism space is hugely important to Māori and Pacific voices.*”
135. There was an understanding that although the product is good and that we have supported it by recently funding four reporting roles, support from non-content creating roles would benefit such a lean organisation and improve the quality of journalism, a key criterion for the PIJF. [REDACTED]
136. Mana Trust presented a compelling case for why non content-creation roles were critical to achieving the broader goals of the PIJF by stating that without crucial support staff, many media organisations would not be sustainable or able to maintain quality journalism – despite receiving funding for new reporter roles.
137. Assessors echoed this belief noting the greatest risk to a small producer like Mana Trust is its sustainability and agreed that both the proposed roles were important operationally to mitigate that risk.
138. The assessment panel felt these two roles would make a significant difference to Mana Trust and ensure roles already funded would be well supported both now and into the future. **Funding up to \$165,000 is recommended subject to** [REDACTED]

Funding Requested

139. Tikilounge is applying for [redacted] roles for the *Coconet TV* – a Pasifika Youth Digital News Editor [redacted] [redacted] - to diversify news distribution across its digital channels.

Funding Recommended

Role	Outputs	Salary p.a.	Est Associated costs
Pasifika Youth Digital News Editor [redacted]	N/A	[redacted]	[redacted]

General Assessment

- 140. Coconet.TV is a website hosting Pasifika stories from around the world. They have a strong social media presence and growing numbers visiting the website and YouTube channel.
- 141. Tikilounge sought funding in Round 1 to boost their news content output, and to train young Pasifika reporters. This initiative is currently underway. Their Round 3 roles application highlights the importance of social media to Coconet.TV, saying young Pasifika are currently missing out on news because it is not being provided to them on their natural platforms.
- 142. It is proposed that the Pasifika Youth Digital News Editor would curate and commission stories with social media platforms in mind and would need to be someone with strong connections to young Pasifika communities to know what stories they want told. News has not been prominent on the website in the past and although this role will allow that growth, the proposal does not outline how much content would need to be processed.

- 143. [redacted]
- 144. [redacted]

Staff Opinion

- 145. As the PIJF seeks to find ways to reach Pasifika audiences, staff has kept in mind that young people are less likely to be discovering and consuming journalism through traditional channels. Social media and other digital platforms are increasingly important, and the applications speaks to that.
- 146. The assessors supported Coconet.TV as a platform given it has high shareability and visibility on social media channels and attracts an impressive audience. One assessor noted that the *“application supports NZOA’s kaupapa that content should reflect diverse communities and offer them a voice.”*

- 147. [redacted]

- 148. [redacted] assessors felt it was judicious to prioritise funding the Pasifika Youth Digital News Editor [redacted] [redacted] Funding of up to \$75,000 is

recommended for one role subject to [REDACTED]

Targeted Roles

Newsroom Ltd

Requested

Funding Requested

149. Newsroom is applying for [REDACTED] – a Sub-Editor [REDACTED] – to increase the quantity and quality of articles published, help build audience and attract younger readers.

Funding Recommended

Role	Outputs	Salary p.a.	Est Associated costs
Sub-Editor	Newsroom output increased by at least two stories per week.	[REDACTED]	[REDACTED]

General Assessment

150. Newsroom has received funding from the PIJF in the previous two rounds and has also applied in this round for project funding for *Newsroom Investigates* and for a climate change interview series. Both are recommended for funding.

151. Newsroom says at present its senior writers are carrying out additional sub-editing duties and having a dedicated Sub-Editor would not only improve the quality of output but increase output by at least two additional public interest journalism stories per week, as a result of freeing those senior writers up. Newsroom also says in its application that it has more content available to it than it can publish, because of the lack of a dedicated Sub-Editor.

152. The Sub-Editor would also provide guidance on structure and writing for less experienced contributors and would also sub edit Electronic Direct Mail Outs (EDMs), which play an important role in engaging and growing Newsroom's audience.

153. [REDACTED]

154. [REDACTED]

Staff Opinion

155. Newsroom has consistently shown commitment to public interest journalism and has also stated its commitment to Te Tiriti principles. The assessors consider it an experienced team producing quality PIJ.

156. The application includes clear outputs particularly around the Sub-Editor freeing up senior writers, which assessors saw as a great advantage and a boost for the company's public interest journalism outputs. If funded, the applicant would need to provide clear KPI measurement goals.

157. [REDACTED]

158. [REDACTED] The Sub-Editor was seen as the most likely to make the greatest impact in terms of PIJF outcomes and goals to more directly increase the quality and output of PIJ. It was Newsroom's priority role [REDACTED]

159. Funding of up to \$91,679 is recommended for the sub-editor role subject to [REDACTED]

Funding Requested

160. Stuff is applying for funding for [REDACTED] [REDACTED] a te reo Translator.

Funding Recommended

Role	Outputs	Salary p.a.	Est Associated costs
Te Reo Translator	2-3 stories per workday, plus special projects.	[REDACTED]	[REDACTED]

General Assessment

161. Stuff has received considerable funding in earlier rounds of the PIJF and has also applied in this round for *Stuff Circuit* (recommended for funding) [REDACTED]. The [REDACTED] [REDACTED] applied for are all described as amplifying Stuff’s public interest journalism outputs and bringing them to different audiences.

162. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

163. [REDACTED]
[REDACTED]
[REDACTED]

164. Despite te reo being an official language, very few mainstream media players offer news in te reo Māori. Stuff proposes having a te reo Translator permanently based in the newsroom to translate [REDACTED] stories per day, including subtitles for video. Priority would be given to major news stories of the day like news about COVID-19, and special projects could be translated in advance. [REDACTED]
[REDACTED]

Staff Opinion

165. [REDACTED] assessors considered an on-staff te reo Māori Translator as an innovative role that met PIJF goals and should therefore be supported.

166. The te reo Translator role would contribute to PIJF goals by bringing public interest journalism to a new audience. It is hoped that one major outlet having such a role on staff could encourage others to follow suit. One assessor noted that “te reo translators will become an essential part of a newsroom eventually, but media organisations might need support to set them up.”

167. Stuff has made considerable changes within its newsroom to show its commitment to Te Tiriti and a bicultural kaupapa, and this would boost what it has already done. [REDACTED]
[REDACTED]
[REDACTED]

168. Assessors believe this is an important role in normalising te reo in mainstream media and will hopefully bring public interest journalism to a different audience. **Funding up to \$103,000 for a te reo Translator is recommended subject to [REDACTED]**

