

PUBLIC INTEREST JOURNALISM: INDUSTRY DEVELOPMENT

FUNDING DECISIONS

RECOMMENDATION

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

- **\$516,000** to Allied Press for an *Industry Development Fund Cadet Scheme*
- **\$35,300** to Indo Kiwi United Trust for *Training for existing journalists*
- **\$68,200** to North & South for *Trainee/cadet journalist*

3 applications recommended for total funding of up to \$619,500.

BACKGROUND

1. 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.
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 [General Guidelines](#) were updated in March 2022
4. The PIJF supports journalistic capability across three funding pillars: Projects, Roles and Industry Development.

OVERVIEW

5. The fourth round of the PIJF sought applications across all three pillars of the fund. NZ On Air earmarked \$5m for this funding round and received 39 applications with a total funding request of \$11,292,212.
6. Building on funding already distributed in the previous three rounds, the [Round 4 criteria](#) focused on funding that supports the sustainability, capability and capacity of public interest journalism in Aotearoa. Applicants were advised that given the number of roles funded in Round 2 and feedback from industry around shortages in the journalism workforce, Round 4 would prioritise Industry Development and projects that deliver to long term outcomes or support current sector shortfalls and underserved audiences.
7. Given the constrained pūtea, prior allocations and expected demand, media entities were able to make separate applications under each of the three pillars but the total number of proposals per applicant were limited to:
 - 1 Industry Development application
 - 1 Project application
 - Maximum of 2 Roles (across both Targeted and Content Creation role categories)
8. This SIC paper assesses Industry Development Funding with recommended funding of up to \$619,500 from a total ask of \$888,800.

9. The assessment panel for Round 4 included:

- a. [REDACTED]
- b. [REDACTED]
- c. [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. **Gabriel Thomas**, Journalism Manager, NZ On Air. Former executive producer of *The Nation* and *Firstline*, producer *Newshub Live at 6*.
- f. **Dr Fairooz Samy**, Journalism Funding Advisor, NZ On Air. Recently graduated from Victoria University of Wellington with a PhD in Media Studies.

GENERAL ASSESSMENT & STAFF OPINION

Industry Development Fund Cadet Scheme

Allied Press

Requested \$714,600

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

Synopsis

- 10. A one-year cadet scheme to train, mentor and support up to eight new journalists in all areas of multi-platform journalism, addressing skills and recruitment gaps that are acute in regional and local news organisations.

General Assessment

- 11. Allied Press is the leading independent news provider in the South Island. It has been publishing its flagship publication, the Otago Daily Times (ODT), since 1861 making it New Zealand's oldest daily newspaper. It partners with 29 other titles across the South Island.
- 12. The *Industry Development Fund Cadet Scheme* is a one-year training scheme to train up to eight new journalists in all areas of multiplatform journalism with a particular emphasis on the skills needed to support regional and local news organisations serving the South Island's diverse communities.
- 13. The proposal suggests five cadets will be recruited as trainee employees of Allied Press. Cadets will train and work in a mix of environments including a teaching newsroom, the ODT in Ōtepoti Dunedin and regional newsrooms, at Channel39, and over a series of placements at Allied Press and partner newsrooms around the South Island, including Star Media Group in Christchurch, the Greymouth Star (West Coast), Mountain Scene (Queenstown) and Southland Express (Invercargill).
- 14. The proposal suggests that three of the eight positions will be offered to cadets nominated by South Island regional, independent and community media organisations to become trainee employees of their sponsoring organisation. These candidates will be offered a mix of remote and in-person training, while working for their home communities.
- 15. The scheme seeks to attract cadets with lived experience that might not otherwise enter journalism through polytechnic or university training. Cadets will be employed on fixed term contracts and paid the cadet rate on the E Tū Collective Contract scale of \$55,200 per annum.

16. The scheme will be delivered by an experienced journalism educator and will align with the National Diploma in Journalism (Multimedia) Level 5 and Certificate in Journalism (Level 3-4).
17. The scheme will be governed by an advisory group including representatives from Allied Press, South Island media partners, tangata whenua and a community appointee. Its role and functions will be developed in discussion with partners. Allied Press' new PIJF-funded Partnership Editor will contribute to the scheme's development to ensure principles of the Te Tiriti o Waitangi guide its work.
18. Training will involve more than half the cadets' time working in a newsroom supported by the trainer along with classroom sessions with trainers and specialist guests in a fully equipped satellite newsroom at the Allied Press building in Ōtepoti Dunedin.
19. Training material will be made available to partner newsrooms, recognising many smaller newsrooms struggle to secure the necessary resources to upskill untrained staff.
20. The application's budget outlines the costs associated with the full eight cadet programme or a programme limited to the five cadets proposed for the Otago Daily Times.

Number of cadets	PIJF request	In-kind contribution	Total cost
8	\$714,600	\$100,975	\$815,575
5	\$516,000	\$71,125	\$587,125

Staff Opinion

21. The need for journalists in the South Island and regional New Zealand and the difficulty in recruiting them has been highlighted by several media to the PIJF and staff recognises this as a specific gap in the journalism sector. As an example, one PIJF funded role based in Invercargill has not been filled due to an inability to recruit a suitable journalist.
22. The success of the *Te Rito Journalism Cadetship* programme for diverse voice journalists funded in Round 1 shows that PIJF funding can support critical journalism training at a time when it is not available anywhere else. Just as *Te Rito* was established to meet a specific demand not met by the journalism education sector more broadly, the need for South Island and local journalists who are part of Southern communities can be equally argued. Staff believes that the PIJF is in a unique position to be able to provide a critical short-term funding mechanism until a more sustainable workplace training is in place – ideally via the Toi Mai Workforce Development Council initiatives.
23. Staff notes that the PIJF Industry Advisory Panel ([REDACTED])
[REDACTED]
Staff does not think that this application should be paused or held up while that mahi is underway for two reasons: 1) that nationwide scheme may not eventuate, and 2) this scheme is hyper-localised and ready to go
[REDACTED]
[REDACTED]
24. Reducing the proposal to five Ōtepoti Dunedin based cadets would also reduce the amount of travel the trainer would be required to do and staff suggests the \$15,000 travel budget could be significantly reduced on this basis.
25. Given the trainer will need to develop this programme and run it, the calibre and experience of this staff member will be key to the programme's success. Based on the critical nature of this role, Staff will work with Allied Press to ensure a suitably qualified trainer is engaged at the beginning of the project.
26. Funding to cover education sector partners, programmes, and targeted training, especially around te reo Māori and Te Tiriti seems reasonable given the wide variety of skills required of journalists.

27. The applicant goes to some length to stress the inclusive nature of the programme and its commitment to new journalists who will meet the needs of diverse communities, with emphasis on tangata whenua, women, youth, children, people with disabilities and minority communities. Staff will recommend to Allied Press that at least two Māori or diverse voice cadets should be included to ensure this commitment is delivered on.
28. The proposal does not include what will happen to the cadets at the end of the scheme. As there will be no qualification associated with this course, experience gained appears to be the only take away cadets will have. Staff will suggest to Allied Press that a formalised evaluation against the skills taught should be developed.
29. This proposal steps beyond workplace training with the development of a 'teaching newsroom' and dedicated trainer. Staff believes the applicant has the scale and experience to provide cadets with a suitable training environment and support especially from its Ōtepoti Dunedin newsroom. **Funding is recommended up to \$516,000** [REDACTED]

Training for existing staff

Indo Kiwi United Trust

Requested \$37,800

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

Synopsis

30. A professional development programme for three journalists, one graphic designer, and one content assistant for NZ Punjabi News.

General Assessment

31. The NZ Punjabi News is run by the not-for-profit organisation Indo Kiwi United Trust and is an online media Punjabi language outlet published across a website, Facebook, Instagram, and an app. It is a member of the NZ Media Council.
32. According to the 2018 Census, New Zealand has an Indian population of 239,193 making up 32.3% of the Auckland population. Sikhism was founded in the Punjab region, and it is estimated 40,000 Sikhs are based in New Zealand with the predominate language being Punjabi.
33. The applicant has provided a detailed programme of nine training sessions using external training organisations along with quotes and estimates from these external trainers.
34. Training organisations include, Greg Ward Media Training, NZ Writers College, IJ Films, [REDACTED], [REDACTED], Massey University, and Media Training NZ Ltd.

Staff Opinion

35. This application was submitted a day after a Ministry of Ethnic Communities led hui with ethnic media and NZ On Air to encourage more engagement with the PIJF. It was lacking in detail and so staff requested a more thorough explanation of the training being proposed and an accurate indication of costs.
36. It should be noted that English is not a first language for this applicant and while the application was sparse, staff expects the application deadline coming only 24 hours after the Ministry of Ethnic Communities hui would have left the applicant with little time to prepare.
37. They subsequently provided a fully costed training plan and reduced their budget from \$37,800 to \$35,300.
38. NZ On Air and the PIJF have committed to supporting the ethnic media sector and staff believes training offers an important element which will both support media organisations and lift the quality of journalism being delivered to underserved audiences.

39. This kind of professional development for journalists is not provided currently by any educational institution and the applicant has done a good job to pull together relevant experts that will support its staff and lead to improved PIJ outcomes.

40. The applicant has also applied for Non-Incremental Role funding in this round, which will be assessed in a separate process by an independent external assessor. **Funding is recommended up to \$35,300** [REDACTED]

Trainee/cadet journalist **North & South** **Requested** [REDACTED]

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

Synopsis

41. To recruit, mentor and train a cadet journalist interested in a career as a long-form journalism practitioner.

General Assessment

42. North & South is looking to continue the career progression of a cadet journalist, by providing a two-year employment and training contract to a cadet from *The Next Page* programme funded by the PIJF to train journalists in long-form magazine writing.

43. *The Next Page* is a Current Affairs and Culture Magazine mentorship programme pairing three cadets with mentors across four publications including North & South and administered by The Spinoff. It started in February 2022 and will run until August 2022.

44. The cadet would be mentored by highly skilled Editor, [REDACTED] and Deputy Editor, [REDACTED] will be exposed to a full immersion experience across all aspects of the North & South publication.

45. North & South is a long established and respected current affairs magazine but says it would benefit from a new, young diverse voice at its table and does not have the resources to self-fund this opportunity.

46. It currently has a staff of seven fulltime employees of which four are editorial staff, including a two-year PIJF-funded South Island correspondent, [REDACTED] plus a contracted sub-editor and a proof-reader.

47. The budget includes an annual base salary of \$60,000 and a contribution in kind by the applicant of \$5,230 across the two years.

Staff Opinion

48. Assessors were unanimously supportive of this application and applauded the opportunity for a future pathway to be developed from an existing PIJF training programme. North & South is a highly reputable publisher with experienced staff who can be expected to provide a unique and supportive experience to a cadet.

49. Staff believes the specialist nature of the mentorship on offer across all aspects of magazine publishing and the calibre of the mentors does provide training that could not be found elsewhere and warrants this application being assessed as Industry Development rather than under the Roles pillar.

50. Experienced journalist, Donna Chisholm, who leads *The Next Page* programme enthusiastically endorses the application saying, "This would represent an unrivalled opportunity for a young journalist to be trained and grounded in the best the profession has to offer."

51. However, staff is concerned at the term of the cadetship given no other PIJF training programme has gone beyond 12 months and this cadet will have already had seven months' training via *The Next Page*. As there are

no confirmed training elements to the cadetship beyond the mentoring, [REDACTED]
[REDACTED]

52. As there will be no qualification associated with this course, experience gained appears to be the only take away cadets will have. Staff will suggest to North & South that a formalised evaluation against the skills taught should be developed.
53. Staff recommends the term of the contract be limited to 12 months in line with other PIJF training programmes. **Funding is recommended up to \$68,200** [REDACTED]
[REDACTED]

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