

## PUBLIC INTEREST JOURNALISM – INDUSTRY DEVELOPMENT FUNDING

### FUNDING DECISIONS

### RECOMMENDATION

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

- \$395,000 to Te Korimako o Taranaki for *Te Ia Ka Oho* [REDACTED]
- \$142,520 to Attitude Pictures for *Disability: Our Voices*
- \$25,000 to GlobalHQ for two *Agri journalist Mentorships* [REDACTED]
- \$137,280 to Go Global Ltd for a *Chinese Journalism Cadetship Programme*
- \$7,800 to Inland App Company for *Cadetships for Central students*
- \$201,036 to The Spinoff for *The Next Page – Editors*

and **declines** funding of:

Six applications recommended for total funding of \$908,636

### OVERVIEW

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. \$5m was earmarked for the fifth round of the PIJF with applications sought across all three funding pillars: Projects, Roles, and Industry Development. 39 applications were received for a total funding request of \$6,814,069.
5. Building on funding already distributed in the previous four rounds, the Round 5 criteria focused on funding that supports the sustainability, capability and capacity of public interest journalism in Aotearoa.
6. 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)
7. This SIC paper assesses Industry Development funding recommended up to \$908,636 from a total ask in this pillar of \$1,190,526.

8. The assessment panel for Round 5 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.
- g. [REDACTED]

9. Conflicts of interest are outlined as below:

[REDACTED]

## GENERAL ASSESSMENT & STAFF OPINION

Te Ia Ka Oho

Te Korimako o Taranaki

\$395,000

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

### Synopsis

10. Te Ia Ka Oho is a nine-month local journalism cadetship programme to nurture five Māori journalists enabling growth in the Māori journalism sector especially in Taranaki.

### General Assessment

- 11. Te Korimako o Taranaki is an iwi radio station which has been on air since 1992 broadcasting a variety of programmes that are made by Māori, for Māori and about Māori in both Te Reo Māori and English.
- 12. It contends the pipeline of talent into New Zealand journalism is broken and newsrooms cannot find experienced journalists to fill vacancies. This problem is particularly pronounced for the Māori media sector.

13. The station has been part of a Te Māngai Pāhō funded Māori Regional News hub (Te Reo o Te Uru) for the past 16 months, which includes Awa FM based in Whanganui and KIA ORA FM based in Palmerston North. [REDACTED]
14. [REDACTED]  
[REDACTED] This proposal takes into account the four tribes in North Taranaki and four tribes in South Taranaki along with the descendants of the Pakakohi, Tāngahoe and the mōrehu of Parihaka to ensure it is catering to the entire tribal make- up of Taranaki whānui.
15. While Te Reo o Te Uru does aim to improve workforce development, Te Korimako says its own development is limited in a collaboration that must meet the needs of three very different stations with different aspirations and priorities.
16. Their customised training programme aims to equip Māori journalists with the appropriate tools and skills in readiness for the media sector and will be led by highly experienced journalist [REDACTED], a former Executive Producer of Te Karere (TVNZ). [REDACTED] studied journalism in Taranaki under the mentorship of industry stalwart, [REDACTED], at the Western Institute of Technology.
17. The proposal also includes a cultural advisor, [REDACTED] a qualified teacher who has taught in Te Kura Kaupapa Māori, particularly the Wharekura and who brings a wealth of mātauranga Māori.
18. The project timeline runs from September 2022 with the programme establishment and recruitment of cadets through to a June 2023 graduation.

### Staff Opinion

19. While the proposal outlines a list of topics to be covered, staff and external assessors were concerned at a lack of detail around the kind of training to be offered. [REDACTED]
20. Staff sought letters of support from Whakaata Māori and Radio Waatea, and both organisations provided letters of tautoko. Staff also held a hui with the applicants to discuss further details of the training. Staff was assured by both the level of research the applicants had done into journalism qualifications as well as the discussions they are having with the Western Institute of Technology in New Plymouth about supporting the programme.
21. There is also an assurance that local iwi are supportive of the programme and will look to support cadets into employment post the training.
22. [REDACTED]  
[REDACTED] Staff raised these concerns with the applicants who agreed they would realign their budget within the current ask.
23. Assessors were unanimous that there is a need to support Māori journalism development to meet the pace of growth in the sector and this proposal - while targeted at a specific regional need - will also feed the overall national Māori media ecosystem. **Funding is recommended up to \$395,000** [REDACTED]

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

**Synopsis**

24. To upskill two young disabled people so they can ultimately take their rightful place in newsrooms of Aotearoa. Funding will extend the training of one current PIJF funded intern and provide coaching for a second intern who lives with disability.

**General Assessment**

- 25. Attitude Pictures has an 18-year history of producing video and written content highlighting the lived experiences of the 1.1 million New Zealanders living with a disability.
- 26. In Round 1 of the PIJF, Attitude Pictures was funded to deliver the Disability Roadshow and to support the development of one young disabled person to become a writer and digital producer.
- 27. This proposal builds on the success of these two aligned projects and addresses a clearly identified need to further build the capacity of the disabled sector so disabled people can tell their own stories, upholding the mantra “nothing about us without us”.
- 28. Attitude plans to train two young disabled people (who are undertaking or have undertaken a course of study in media) so they can ultimately take their place in local newsrooms in future.
- 29. The proposal is to [REDACTED]
- 30. As part of the application, Attitude seeks \$520 to send [REDACTED] to a two-day advanced course on editing, to train in premiere pro. [REDACTED] has identified [REDACTED] aims to record and edit his own videos giving [REDACTED] highly employable skills. Across the next 12 months, Attitude will also work with app developers to get a “text to talk” app that will deliver [REDACTED]’s “voice” [REDACTED]
- 31. Attitude proposes to appoint a second young person with a disability to train alongside [REDACTED] and will advertise to fill this position in September with the internship to start in January 2023.
- 32. The trainers will include journalist mentors [REDACTED] and [REDACTED], both of whom have lectured in journalism. Broadcast/video journalism training will be provided by [REDACTED] along with veteran broadcast journalist [REDACTED] and Attitude Digital Manager, [REDACTED].
- 33. The interns will also be guided to deliver a suite of content for the *Attitude Live* online platforms which will eventually build to being shared with Attitude’s media partner, NZME.
- 34. Anticipated outputs are:
  - 2 x weekly written blogs on issues relating to disability
  - 1 x weekly video interview with leading members of the disability community
  - 2 x social media content using and promoting Attitude content
  - 1 x monthly Video reports from events in the disabled community
  - Original videos developing the interns’ skills as reporter/ presenter.

**Staff Opinion**

- 35. The disability community is significantly underserved by mainstream media and is regarded by the United Nations as the most marginalised group in society. There are entrenched attitudes and bias towards aspiring disabled journalists and digital producers.
- 36. The Government’s new Whaikaha - Ministry for Disabled People (launched July 2022) seeks to elevate the voices of disabled people, to ensure they are represented in New Zealand society. But it is only possible if

disabled journalists and storytellers can access fair training and opportunities to hold space in the media sector, building the capacity of disabled people to tell their own stories, and presenting their perspectives on the key issues experienced by their community.

37. This proposal will be a small step towards that goal and assessors were enthusiastic about supporting it with one assessor pointing out *“There’s no doubt this area is neglected in the NZ media and finding ways to open up the ‘mainstream’ to other voices like this feels like a valuable and justifiable initiative.”*
38. While the training plan is not detailed, the calibre of the trainers gives staff confidence the interns will receive an excellent programme of training.
39. The [stories](#) already produced by [REDACTED] as part of [REDACTED] training demonstrate the progress [REDACTED] has made and the impact of this training.
40. Staff believes the small investment sought by this proposal will have much wider impacts not only for the interns involved but also in lifting the visibility of journalism in the disability community and beyond. **Funding is recommended up to \$142,520**

### Agri-journalist mentorship X2

GlobalHQ Limited

\$25,000

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

### Synopsis

41. To create an introduction to the world of Agri-journalism for two students and add a youth perspective with the content they will create during their mentorship.

### General Assessment

42. GlobalHQ/AgriHQ is New Zealand’s leading farming media company with agricultural newspapers, magazines, digital media, educational services, market analyses and community platforms.
43. The applicant contends there is a problem that young people need to better understand and engage with the primary sector giving them insight and opportunities into a \$52b export sector. It says education and a healthy agrimedia sector is the answer.
44. The proposal is to set up a mentorship programme for two tertiary students studying agricultural related degrees (one in the North Island and one in the South) introducing them to the world of agri-journalism.
45. Students would receive 12 months of mentoring from the Farmers Weekly sub-editor, editor and digital editor and be paid (on a per word basis) to produce stories for farmersweekly.co.nz and social media.
46. They would also receive expenses paid attendance at a minimum of two significant industry conferences (Primary Industries Summit, E Tipu BOMA or Oceania 2035) plus Fieldays at Mystery Creek.
47. Outputs would include a minimum of 10 stories and production of a monthly podcast hosted by the students targeting a youth audience.

48. [REDACTED]

### Staff Opinion

49. Rural journalism is often at the heart of social cohesion in regional and local communities, which is why staff believes that agri-journalism meets the criteria of public interest journalism.

50. This proposal has two main benefits in helping encourage students into agri-journalism while also bringing a youth voice to an important sector of New Zealand society and economy.
51. Assessors noted the omission of any reference to cultural context or importance within the mentorship training and felt this should be addressed with - for example - an opportunity to factor in the growing Māori rural economy in the regions. Staff will advise the applicant of this assessment note and recommendation.
52. There was concern from assessors that this type of mentorship might not be attractive to students already undertaking university study and staff believe contract initiation should be contingent on confirmation cadets have been engaged.
53. Given the low cost of the programme and the potential to inspire interest in journalism as a career within the regions, funding is recommended up to \$25,000 [REDACTED]

**Chinese Journalism Cadetship Programme**

**Go Global Ltd Limited**

**\$ 137,280**

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

**Synopsis**

54. In-house training programme for two Chinese journalism cadets.

**General Assessment**

55. Go Global Ltd, based in Auckland, has been producing Chinese language local news and current affairs under the banner Go Kiwi and Kiwi Daily for nine years.
56. With half a million subscribers, Go Kiwi claims to reach [REDACTED] Chinese New Zealanders, an audience who are underserved by mainstream media.
57. It reaches its audience via WeChat, YouTube, Bilibili and TikTok.
58. This application seeks to provide a one-year in-house training programme for two cadets to increase the quantity and quality of trusted news content for Chinese audiences.
59. Go Global says the proposed training programme is in line with the PIJF's aim of encouraging a robust and sustainable media sector particularly in terms of providing journalists with diverse voices given there are few, if any, alternative training pathways.
60. The applicant outlines a detailed training plan across a range of in-house modules including:
  - NZ Chinese Media and Chinese Community 101
  - Interview skills with Chinese community
  - Writing for Chinese audiences
  - Video journalism skills
  - Journalism ethics.
61. The training programme will include external training consultants including [REDACTED] - Māori Cultural Consultant, [REDACTED] – Investigative Journalism Consultant, and [REDACTED] – Media Law Consultant.
62. External training modules will include:
  - Māori cultural competency
  - Investigative journalism
  - Media law
63. On-the-job training will see cadets providing content for Go Kiwi sites of approximately 100 articles or videos across the year.

64. Go Global is a member of the NZ Media Council.

### Staff Opinion

65. The PIJF is committed to supporting an independent and trusted Chinese language news sector that can serve Chinese New Zealand audiences and this project speaks to that goal by building both the capacity and capability of the workforce.

66. Training is the prime purpose of this proposal rather than content production, and staff believes the GoGlobal team is committed to ensuring any content produced by cadets meets the standards of New Zealand journalism including editorial independence.

67. Go Global says due to the impact of COVID-19, Chinese language media in New Zealand has struggled and there is little room to invest in the training of new journalists. Furthermore, there is currently no journalism training programme that could upskill Chinese language journalists.

68. Staff notes that the training modules reflect the specific needs of Chinese audiences and cultural assessor Richard Leung was generally in favour of this proposal, believing upskilling Chinese journalists would be vital to improving the overall health and vitality of the sector.

69. Staff and assessors were impressed by the detailed nature of the training programme and the calibre of the external trainers.

70. [REDACTED], National Director of Asian Family Services wrote, "I would like to highlight that Go Kiwi has been outstanding around the ethnic media space.... Not only does Go Kiwi unify their audience through quality content, but through the promotion of resources and support available for the Chinese community."

71. Race Relations Commissioner, Meng Foon, also sent a letter of support stating, "I have known Lilian and Philip for about 8 years, they play a key part in promoting and socialising stories of the Tairāwhiti to the wider Asian audience during my time as Mayor 2001 to 2019. I have found them both to be professional, accountable and we have a great relationship."

72. Staff believes the budget is reasonable and [REDACTED]

73. Chinese residents now make up 5.3% of the New Zealand population and yet they remain underserved by mainstream media, as evidenced by NZ On Air's own 2021 Asian Media Use in Aotearoa report. This proposal provides a positive step towards better representation of Chinese audiences by developing more journalists who can authentically tell their stories, helping create greater engagement with New Zealand society. **Funding is recommended up to \$137,280**

### Cadetships for Central Students

### Inland App Company

**\$ 7,800**

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

### Synopsis

74. Cadetship to encourage senior high school students to experience journalism as a career option.

### General Assessment

75. The Central App is a hyper-local news and information app based in Cromwell with a staff of four.



76. The Central App covers the Central Otago District, New Zealand's most inland region covering nearly 10,000km<sup>2</sup> with the country's lowest density having a resident population of just 23,528 people.
77. Owner [REDACTED] was approached by two Dunstan High School students in Alexandra seeking work experience ahead of beginning tertiary studies in journalism. The students want to build an established portfolio of stories and work experience.
78. The proposal suggests the cadets will work as part of the Central App team for one year, each producing one story a week for a payment of \$50 per story. That payment covers two hours work at \$25 per hour. The total budget allows for \$5,200 for student costs and \$1,820 to cover training and support costs.
79. The students will be given feedback, encouragement and assistance as required from the Central App team along with the support of Dunstan High School staff including the principal and media teacher.
80. While the primary platform for the student's work will be on the Central App, Dunstan High School has committed to publishing the work on its platforms including the school newsletter, website, TikTok and social media.

### Staff Opinion

81. The proposal has a number of benefits not only for the two students involved but also in bringing a youth voice to an isolated geographic area with little youth representation in media. It may also encourage other young people to look at the career of journalism further building a pipeline for a highly stretched regional workforce.
82. The kinds of stories the cadets will bring to The App intend to encourage local youth to actively participate in their community by lifting the visibility of issues affecting them.
83. The association with Dunstan High School is demonstrated through a letter of support [REDACTED], who writes *"I see this as an exciting chance for some of our senior students to follow their passion under the tutelage of knowledgeable adults currently working in this sector. This is also an opportunity to raise the awareness for other Dunstan students of pathway options associated with this line of work and I certainly see this as real-world application of the multitude of writing and wider communication work students do at school."*
84. Staff believes the fact the cadetship was suggested by students shows they are engaged and likely to make the most of the opportunity.
85. The PIJF has supported other projects focused on youth journalism as a way of building a career pipeline into the sector (*t2T, Kea Kids News*). For the small cost involved, this project has the potential to not only support that pipeline, but also help meet the needs of an underserved youth audience in an isolated area. **Funding is recommended up to \$7,800.**

### The Next Page – Editors

### The Spinoff

**\$201,036**

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

### Synopsis

86. The Next Page for Editors is a 10-month cross-platform initiative supporting and developing the next generation of editors in Aotearoa. It follows on from the *Next Page*, a PIJF-funded mentorship scheme for writers across a group of magazines, run by The Spinoff.

### General Assessment

87. This application points out the importance of editors to the magazine sector, and that there are very few training opportunities for new editors, or development and networking opportunities for established ones.



88. The original Next Page was a full-time work placement for young writers, but this scheme is aimed at working editors, and is instead a series of four weekend wānanga, with the aim of increasing skills, networks, and industry knowledge. In this way it is more similar to the NZ Geographic's PIJF-funded *Photo Aotearoa*, a successful industry development project for working photojournalists.
89. There will not be content outcomes, but the proposal mentions open-access documentation to share that will benefit the wider industry. These learnings developed during the workshops could include for example, an overview of legal issues when editing through to a suggested process when media complaints are made.
90. The wānanga will be led by The Spinoff, in partnership with North & South, Metro, NZ Geographic, E-Tangata, Pantograph Punch, and Ensemble.
91. Up to 15 editors can be included. Some will come from these partner organisations, and invitations will be extended to other magazines, with a focus on diversity.
92. The wānanga will include masterclasses and workshops run by national and international experts. Proposed topics include editing from a legal perspective and innovation in storytelling.
93. The application has a strong focus on public interest journalism and how editors contribute to that, and how this project aims to enhance the diversity of the magazine sector by increasing the skillset of young editors from diverse groups.

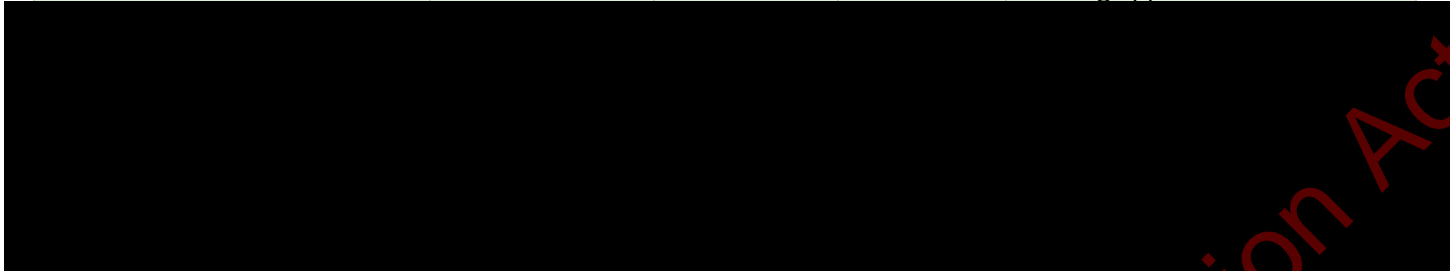
### Staff Opinion

94. There was strong support from assessors for this proposal, with praise for a pan-sector collaboration that will develop skills in an area that is currently lacking in training. One said, *"I think it meets a definite need for industry development and the ability for international experts to reach wider media is very useful."*
95. Given the quality of the workshops and wānanga exhibited in the initial Next Page scheme, staff believes it would be valuable to have the resources from this follow-up scheme shared with the wider industry.
96. Assessors were also pleased to see the diverse group of partners included and the intention to include smaller/student publications and foster representation in editorial roles.
97. While the proposal outlined a commitment to a foundational workshop for all editors on mātauranga Māori and a quota of at least 20% of participants being Māori, assessors were concerned at the lack of Māori involvement in the application personnel thus far. The applicant states the programme will be designed in consultation with the partners as well as members of The Spinoff team who have demonstrated expertise in creating culturally safe spaces for Māori, Pacific, and Asian communities. Staff is confident The Spinoff will deliver on these commitments.
98. This project is the only application to the PIJF focusing on magazine editors and with such widespread support from magazines it is an effective way to upskill a group that have a considerable impact on public interested journalism outcomes. **Funding is recommended up to \$201,036.**

## ANNEX A: PIJF INDUSTRY DEVELOPMENT APPLICATIONS SUBMITTED IN THIS ROUND

Project Name	Company	\$ Requested	\$ Recomm	Result
Te la Ka Oho	Te Korimako o Taranaki	\$395,000	\$395,000	Approved – Panel recommends funding approval
Disability: Our Voices	Attitude Pictures	\$142,520	\$142,520	Approved – Panel recommends funding approval
Agri journalist Mentorships	GlobalHQ	\$25,000	\$25,000	Approved – Panel recommends funding approval

Chinese Journalism Cadetship Programme	Go Global Ltd	\$137,280	\$137,280	Approved – Panel recommends funding approval
Cadetships for Central students	Inland App Company	\$7,800	\$7,800	Approved – Panel recommends funding approval
The Next Page - Editors	The Spinoff	\$201,036	\$201,036	Approved – Panel recommends funding approval



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