

PUBLIC INTEREST JOURNALISM FUND: PROJECTS

FUNDING DECISIONS

RECOMMENDATION

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

- \$999,781 to Discovery NZ for *Newshub Nation 2023*
- \$842,200 to TVNZ for *Q+A with Jack Tame 2023* [REDACTED]
- \$737,036 to Great Southern Television for *The Hui* [REDACTED]
- \$175,145 to Kōwhai Media Ltd for *Voice of Tangaroa*
- \$371,406 to Stuff for *Stuff Circuit* [REDACTED]
- \$364,918 to Newsroom for *Newsroom Investigates*
- \$626,780 to Newsroom NZ for *The Detail* [REDACTED]
- \$515,499 to TVNZ for *News 2 Me*
- \$457,000 to UMA Broadcasting for *Paakiwaha*
- \$27,516 to Critic Te Ārohi for *Critic Video Team*
- \$169,340 to Tikilounge Productions for *#OurMoanaOurHome*

and **declines** funding of:

- [REDACTED]

Eleven applications recommended for total funding of up to \$5,286,621

BACKGROUND

1. January 2020 Cabinet agreed to draw down \$55m over three years (2021-2023) from the tagged contingency set aside by Cabinet for broadcasting initiatives. This funding is administered by NZ On Air to support the production of public interest journalism, including Māori and Iwi journalism, that is relevant to and valued by New Zealanders.
2. General Guidelines for the PIJF were published in April 2021. The principles set out in [the Cabinet paper](#) have informed the design of the Public Interest Journalism Fund (PIJF). NZ On Air collaborated with Te Māngai Pāho on the design and delivery of the fund. The [General Guidelines](#) were updated in March 2022.
3. The PIJF supports journalistic capability across three funding pillars: Projects, Roles, and Industry Development.

OVERVIEW

4. The sixth round of the PIJF sought applications across all three pillars of the fund. NZ On Air earmarked \$10m for this round but given the large number of applications, lifted the pūtea to \$12m. We received 59 applications with a total funding request of \$17,833,071.
5. There remains one final round of the PIJF which will open in January 2023 with circa \$3m left to allocate.
6. 10 applications were declined assessment (see [Annex A](#)). One IDF project was recommended for funding in this round and those declined for funding are included in the [Annex A](#) below.
7. Three projects are recommended to the NZ On Air Board for approval:
 - Tagata Pasifika, Sunpix, \$2,019,190
 - Te Rito, NZME \$1,719,407
 - RNZ Asia Unit, RNZ, \$1,114,672
8. Building on funding already distributed in the previous four rounds, the Round 6 criteria focused on funding that supports the sustainability, capability and capacity of public interest journalism in Aotearoa.
9. 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).
10. Applications to Round 6 opened on 1 September and closed on 20 September at 4pm. Recommendations in this paper were decided at an assessment hui on 14 September.
11. This SIC paper assesses Projects with recommended funding of up to \$5,286,621 from a total ask of \$8,796,487
12. The assessment panel for Round 6 included:
 - [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.
 - **Gabriel Thomas** - Journalism Manager, NZ On Air. Former executive producer of *The Nation* and *Firstline*, producer *Newshub Live at 6*.
 - **Dr Fairooz Samy** - Journalism Funding Advisor, NZ On Air. Recently graduated from Victoria University of Wellington with a PhD in Media Studies.

13. Conflicts of Interests are outlined as below. Funding assessors did not have access to the funding application and did not take part in assessing the application or the funding recommendation:



GENERAL ASSESSMENT & STAFF OPINION

Newshub Nation 2023

Discovery NZ

\$999,781

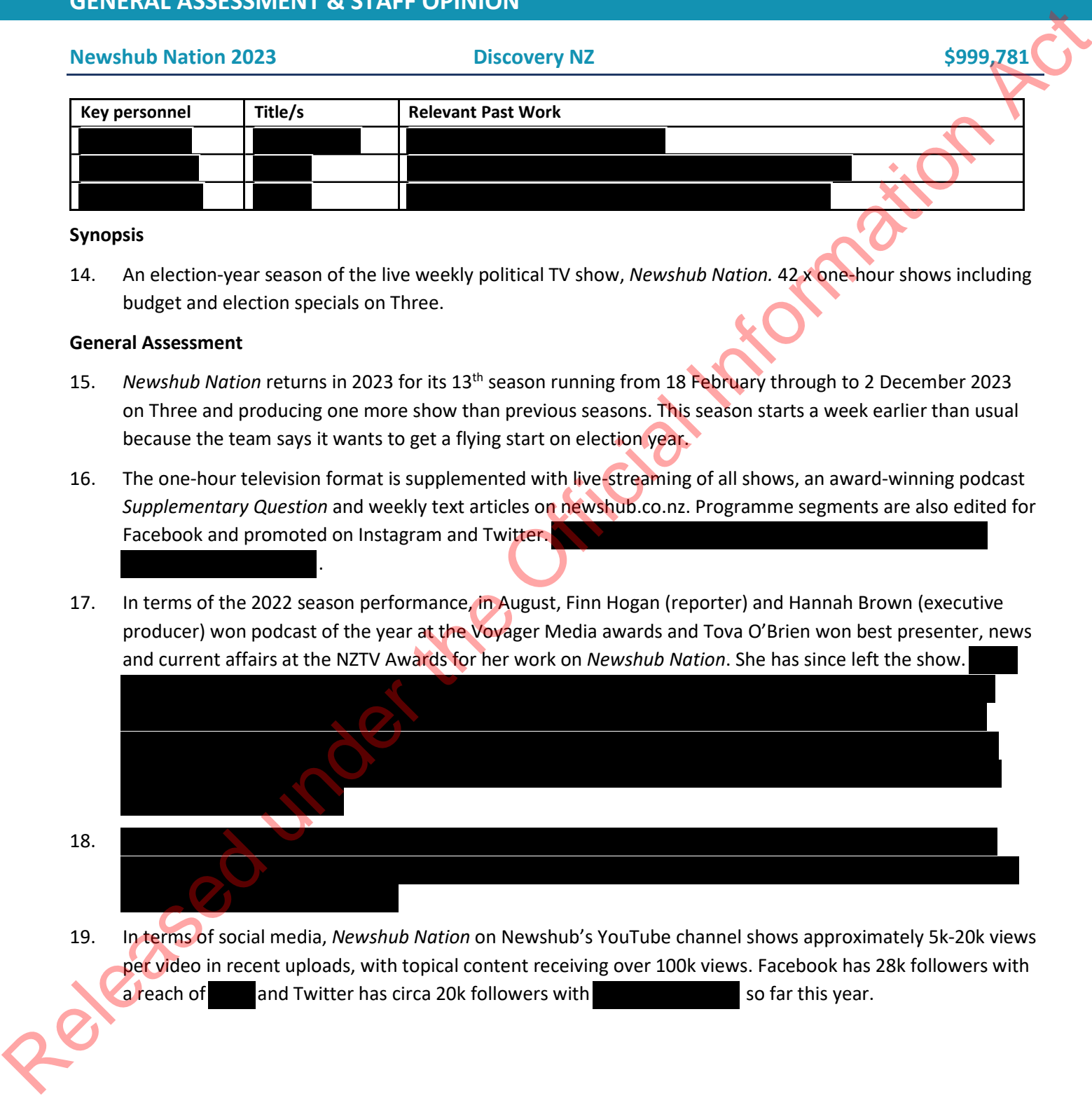
Key personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Synopsis

14. An election-year season of the live weekly political TV show, *Newshub Nation*. 42 x one-hour shows including budget and election specials on Three.

General Assessment

15. *Newshub Nation* returns in 2023 for its 13th season running from 18 February through to 2 December 2023 on Three and producing one more show than previous seasons. This season starts a week earlier than usual because the team says it wants to get a flying start on election year.
16. The one-hour television format is supplemented with live-streaming of all shows, an award-winning podcast *Supplementary Question* and weekly text articles on newshub.co.nz. Programme segments are also edited for Facebook and promoted on Instagram and Twitter. [REDACTED]
17. In terms of the 2022 season performance, in August, Finn Hogan (reporter) and Hannah Brown (executive producer) won podcast of the year at the Voyager Media awards and Tova O’Brien won best presenter, news and current affairs at the NZTV Awards for her work on *Newshub Nation*. She has since left the show. [REDACTED]
18. [REDACTED]
19. In terms of social media, *Newshub Nation* on Newshub’s YouTube channel shows approximately 5k-20k views per video in recent uploads, with topical content receiving over 100k views. Facebook has 28k followers with a reach of [REDACTED] and Twitter has circa 20k followers with [REDACTED] so far this year.



20. Impactful journalism included a revelation by the Defence Minister, that New Zealand has suffered four secret state-sponsored cyber-attacks, analysis of New Zealand's COVID wave with US Chief Medical Advisor, Dr Anthony Fauci and credit from Alan Hall who's murder conviction was quashed by the Supreme Court. He thanked *Newshub Nation* and former reporter [REDACTED] for drawing attention to the miscarriage of justice with a series of investigations in 2018.
21. The programme says it takes reflecting diversity seriously and says so far this year more than half its political panellists have been wāhine, half have been non-Pākehā and a third have been Māori. It also ran a bilingual programme during Te Wiki o te reo Māori with a centrepiece hard hitting te reo Māori interview.
22. [REDACTED]
[REDACTED] Although Oriini Kaipara has moved away from presenting the show she will continue to be involved as a stand in host along with contributing to panels and stories.
23. In 2023 the programme proposes a range of episodes to focus on the coming election including:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
24. *Newshub Nation* 2023 will continue to be hosted by Rebecca Wright and Simon Shepherd.
25. The budget request for 2023 has increased by \$21,606 with [REDACTED]
[REDACTED]
[REDACTED]

Staff Opinion

26. While similar in format to Q+A on TVNZ, *Newshub Nation* provides important plurality of voice especially in an election year fulfilling a key role in public interest journalism by holding power to account.
27. The linear audience remains small. However, the programme is diversifying online and looks to be striving for new audiences and the success of its podcast series is an example of this.
28. Staff believes that the budget increase is reasonable given the increased outputs as well as the increase in contribution from Newshub.
29. This type of long-standing and credible public interest journalism remains important to Aotearoa New Zealand's democratic landscape. There is little doubt the programme would struggle without public funding.
Funding is recommended up to \$999,781.

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

Synopsis

30. Q+A with Jack Tame 2023 is the 13th season of TVNZ's leading political current affairs programme with a weekly hour of interviews, debates and discussions on pressing issues of the day.

General Assessment

31. NZ On Air has funded Q+A since 2010, and over that time the programme has maintained a steady focus on holding power to account, providing a platform for a diverse range of voices and perspectives with the aim of leading New Zealand's political conversation.
32. As per past years, the outputs for 2023 will be 40 x 59' and a 1 x 118' special delivered between 12 February and 12 November. It will be broadcast on TVNZ 1, streamed online via TVNZ+ and the 1News site along with audio podcasts of each episode and social media posts of highlight stories and key moments.
33. The budget request of \$935,875 is an increase of \$93,675 which is [REDACTED] TVNZ is offering a cash contribution of [REDACTED] which is about the same level as last year's contribution.
34. The proposal speaks to the programme's commitment to demonstrating and encouraging cultural competency and cross-cultural respect at all times and says it does this through "providing a platform for Māori people and perspectives and through host Jack Tame's ongoing work to maintain his fluency in Te Reo."
35. It points to interviews with key Māori and Pacific leaders and says it has also sought to cover local issues by taking cameras to regional areas covering local elections, co-governance, education, housing and disaster resilience.

38. Q+A has its own YouTube channel with 6.5k subscribers on which they generally get a few hundred to a few thousand views (it is a similar situation on Twitter). On Facebook the programme has 2.2k followers and tends to have slightly higher viewers on topical discussions.
39. The programme has received awards recognition and is a finalist in the 2022 NZTV awards both for Best Current Affairs programme and Jack Tame for Best Presenter: News and Current Affairs
40. Looking towards 2023, the applicant says going into a general election, Q+A 2023 will play a crucial role in the democratic system, getting beyond the soundbites and slogans and drilling down into what politicians' plans will mean for New Zealand's future. The production team and host remain unchanged.

41. The applicant states its funding proposal is based on a full season across 2023 with commitment to staff beyond July and pre-production for election coverage likely to take place in the second half of the year. The proposal goes on, *"If the funding for Q+A were to finish on June 30, that would create significant challenges for the ongoing season, and likely result in the immediate cancellation of Q+A for the remainder of the year. The flow on effects from this could be journalistically and financially damaging."*
42. The budget has been worked based on 12-month employment contracts, but the applicant says offering six-month contracts would require offering significantly above market rates to engage its six staff. Furthermore, the applicant states ... *"disruption in funding that resulted in the show being cancelled would likely lead to a backlash from disappointed members of the public. It would also bring to an end more than a decade of Q+A being on screen, at a time when it has rarely been more relevant as a show."*

Staff Opinion

43. Q+A fulfils an important role in public interest journalism in holding power to account and providing a platform for informed political debate.
44. Staff notes that since the programme sits well within the remit of the new ANZPM, it is likely to be funded by that entity once it is established and this may be the last year of NZ On Air funding.
45. The programme's ratings success shows it is reaching strong audiences and its experienced team provides a trusted source of political analysis and discussion.
46. Staff estimates the cost per minute of Q+A at \$467 per minute which makes it the most cost effective funded local current affairs programme.

49. This proposal spent little time discussing how the programme would be shaped in 2023 and in fact one assessor wrote [REDACTED] Staff also noted less emphasis in Q+A's proposal on its commitment to diversity or Te Tiriti o Waitangi with Jack Tame's *'...ongoing work to maintain his fluency in Te Reo'* as one of the few concrete examples of efforts to improve cultural competency.
50. That said, the proposal did receive unanimous support from assessors and given its history of delivering vital PIJF to a wide audience, staff is recommending the applicant be funded. However, the NZ On Air Board has decided that should the ANZPM come into being next year, TVNZ or RNZ applications funded through NZ On Air baseline NZMF funding can only be funded up until 30 June 2023. While Q+A is funded currently via the PIJF, as a legacy project, its funding has been transferred from factual baseline funding and therefore the funding recommendation until 30 June 2023 comes into effect.

51. [REDACTED]
Therefore, **funding is recommended up to last year's approved amount of \$842,200 for one year** [REDACTED]

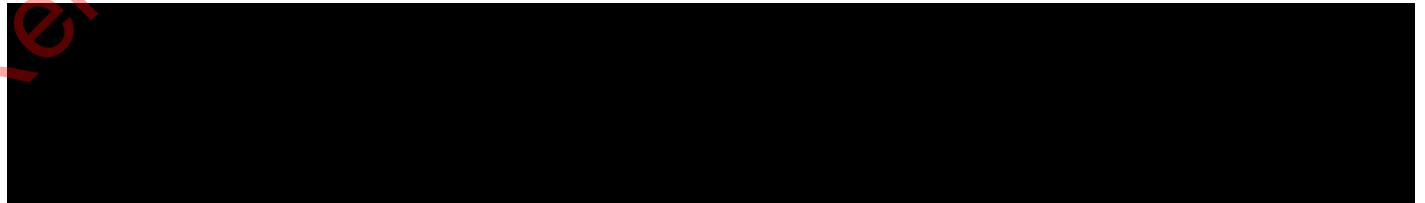
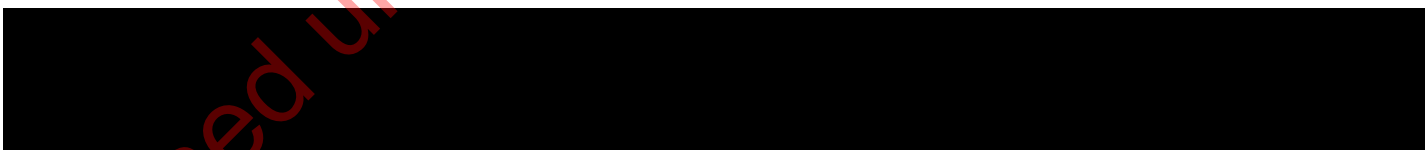
Key Personnel	Title/s	Relevant Past Work
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Synopsis

52. Award-winning weekly bilingual Māori current affairs programme exposing injustice, triggering inquiries, sparking debate, tackling tough issues, and celebrating Māori success.

General Assessment

- 53. *The Hui* returns under a new host for 2023 but continues the format of studio interviews and panels with strong field stories and investigations airing from February to December 2023.
- 54. The outputs will be 40 x 28’ episodes, broadcast by livestream on M1 on days at 8:45pm with a linear screening after Newshub Late on Tuesday and Sunday mornings, on Prime at 4:30pm Thursdays, and Whakaata Māori on Sundays at 4:30pm and on Whakaata Māori online. The programme also produces 40 x 28’ podcasts, and 100 x bespoke social media clips.
- 55. Since *The Hui* started in 2016, it has been associated with journalist [REDACTED] and producer [REDACTED], however their move to Mata Media has seen a new host brought in – respected journalist and broadcaster, [REDACTED]. The rest of the production team remains the same as the current season. Producer [REDACTED] was a founding member of *The Hui* working as both a reporter and associate producer for four years and went on to produce the award-winning series *My Māori Midwife*.
- 56. *The Hui’s* long list of awards continues with the programme named Best Current Affairs Programme and Te Māngāi Pāho Best Māori programme at the 2021 NZTV Awards. Mihingarangi was also named best reporter – Māori Affairs at the 2022 Voyager Awards.
- 57. With the General Election in 2023, the programme plans to focus on Māori seats in the six-week lead up to the election collaborating closely with Newshub in election coverage bringing important Māori issues into mainstream media.



61. On Facebook *The Hui* has just under 75k followers, but video views are limited, ranging from few hundred to a few thousand views, with the occasional uploads above 10k views. [REDACTED]
62. [REDACTED] Reporter [REDACTED] has a significant following on Facebook and alongside a new role to be recruited of Trainee Editor/Social Media Driver, [REDACTED]
63. *The Hui* reaches Māori audiences around the world with a strong connection to the 200,000 Māori living in Australia. [REDACTED]
64. Over its history, *The Hui* has provided training and career pathways for aspiring Māori and Pasifika journalists and craftspeople and in 2023 it plans to recruit two new trainee roles to the team.
65. The budget request is \$870,878 with a supplementary request of [REDACTED] awaiting approval from Te Māngai Pāho. [REDACTED]
66. This budget represents an increase against Series 7 [REDACTED] and is largely made up of new trainee and digital initiatives including a:

[REDACTED]

Staff Opinion

67. Assessors were unanimous that *The Hui* delivers strong public interest journalism with stories that are impactful and with [REDACTED] behind the desk could go on to continue a very proud tradition.
68. *The Hui* has been associated for so long with current presenter Mihingarangi that staff was concerned whether *The Hui* could continue in her absence. However, the recruitment of [REDACTED] and all the mana [REDACTED] brings with [REDACTED] should ensure the programme's continued success. One assessor commented, "*Important part of NZ media landscape and a very impressive proposal. [REDACTED] a big plus, filling mighty shoes.*" The proposal includes a letter of support from [REDACTED] confirming [REDACTED] is committed to the role.
69. The total budget of [REDACTED] spread between NZ On Air and Te Māngai Pāho puts *The Hui* as the most expensive current affairs show currently funded at [REDACTED]

Show	Outputs	Total budget	Per episode cost	Per video minute	Platform contribution
Q+A	41 x 59				
Newshub Nation	42 X 59				
The Hui	40 x28				
Te Ao with Moana	35 X 26'				
Tagata Pasifika	49 X 22				

71. While *The Hui* has undoubtedly helped launch the careers of several Māori and Pasifika journalists, budget constraints must be considered in an increasingly constrained funding environment with a growing number of current affairs programmes.
72. With the new ANZPM set to pick up direct funding of *Marae* and *Mata Media* in future and [REDACTED], independently produced current affairs will provide an important plurality of voice in the Māori journalism space. However, due to the constrained funding environment, the funding increase could not be prioritised at this time. **Funding is approved at ~~to~~ last year's approved figure of up to \$737,036** [REDACTED]

Voice of Tangaroa

Kōwhai Media Ltd

\$175,145

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

Synopsis

73. A text/photographic and audio series of in-depth current affairs stories focused on the health and wellbeing of New Zealand's ocean environment.

General Assessment

74. *Voice for Tangaroa* was funded in Round 3 of the PIJF as a ground-breaking project to shine a light on issues relating to the oceans around Aotearoa New Zealand.
75. Its success can be measured in several ways including the project team being on track to deliver double the contracted deliverables with eight major features and two dozen smaller stories published or in production.

76. Kōwhai Media says the marine stories have been among the most popular in the magazine

- [REDACTED] x 5 issues in print
- [REDACTED] on NZGeo.com
- [REDACTED] reach on Facebook
- [REDACTED] reach on Instagram

* Nielsen CMI/Google Analytics/Meta Business

77. *Voice for Tangaroa* has delivered strong public interest journalism including breaking the story of the devastation of Otago's vast kelp beds which once stretched 20 kilometres and the first efforts to track manta rays in local waters. There were also stories on the collapse of the paddle crab species lost through mismanaged fishery, and a failed attempt to contain an invasive seaweed on Aotea- Great Barrier Island.

78. The applicants believe there are many more stories yet to be uncovered including; mitigating climate change with blue carbon, investigating the promise of aquaculture, understanding the perils of pathogens from land infecting Maui's dolphins, travelling to the subantarctic to see what penguin foraging behaviour can tell us about our warming world, determining the fate of Antipodean albatrosses which are being decimated by fishing boats in the Pacific, and reporting on the increasing abundance of great white sharks on New Zealand's coasts.

79. A new feature of this year's proposal is a collaboration with RNZ to produce six podcasts leveraging the substantial field audio produced by the Voice of Tangaroa reporters. [REDACTED]

[REDACTED] The NZ Geographic outputs will include six major feature stories with commissioned photography and 12 department-length stories.

80. The requested budget of \$175,145 is a modest increase of \$28,400 on last year's funded amount and the total budget of [REDACTED]

81. NZ Geographic was recently awarded the Webstar Supreme Magazine Award at the 2022 NZ Magazine Awards and PIJF funded roles of [REDACTED] named Best Photographer with [REDACTED] named Best Journalist – Consumer Special Interest, Current Affairs, Business and Trade.

Staff Opinion

82. The new collaboration between NZ Geographic and RNZ will further widen the audience reach and maximise funded content for a minimal cost.

83. NZ Geographic is unusual among media - and particularly magazines - having an age breakdown that closely matches the national averages, with a significant spike in favour of [REDACTED]

84. Staff believes the applicant has found a job share arrangement to staff this project and believes the budget is very reasonable for the breadth of coverage undertaken.

85. In Round 6 Criteria, the PIJF signalled we would welcome previously funded projects where they could demonstrate their success and a continued need for funding. Staff believes *Voice for Tangaroa* has achieved this criterion. It has also demonstrated that it is filling a gap in reporting by delivering stories no other publication is covering on an aspect of our island nation often forgotten.

86. NZ Geographic has a uniquely young audience which helps expose them to strong public interest journalism and given the cost of marine coverage, it is highly likely that without funding, the important stories being told through this project would not be seen. **Funding is approved up to \$175,145.**

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

Synopsis

87. 90' of in-depth investigation, comprised of one, two or three video episodes, depending on the nature of the story, augmented by digital and print news stories, features, and other online storytelling methods.

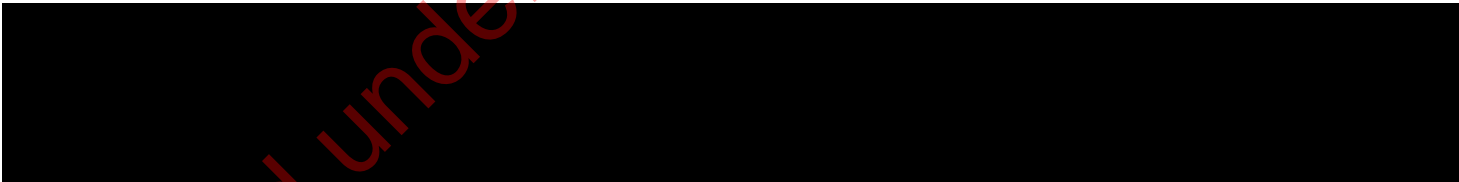
General Assessment

88. Now coming into its fifth season, *Stuff Circuit* operates as an investigative unit within Stuff with documentaries housed on the *Stuff Circuit* website supported by text features, news stories, and interactive online features.

89. So far in 2022, *Stuff Circuit's* most high-profile story has been *Fire and Fury* which investigated the rise of disinformation and anti-mandate protests. [REDACTED] This year they also published a searing investigation into foetal alcohol syndrome, *Disordered*, giving voice to a man who has since died waiting for help.

90. In 2021 the team spent several months investigating a story which was held up [REDACTED] [REDACTED] With that story still yet to be published, the team has managed to complete the 2021 contract with *Fire and Fury* and *Disordered* published in 2022 which makes them still behind by 90' on their 2022 contract.

91. The programme continues to gather accolades winning Best Use of Online Video at the World Association of News Publishers Digital Media Awards this year for *Disordered*. Paula Penfold was named Best Broadcast Reporter of the Year at the 2022 Voyager Awards and the team also picked up Best Innovation in Digital Storytelling for *Deleted*. Videographer [REDACTED] won a Silver award at the NZ Cinematography Awards for his work on *Deleted* and *Emma*.



93. *Stuff Circuit* is created within the Stuff charter which enshrines commitment and respect for Te Tiriti o Waitangi. [REDACTED]

94. The budget request this year sees a [REDACTED] and a 14.5% increase in NZ On Air's contribution mainly due to [REDACTED] The request sits at \$371,406 with a platform contribution \$447,372 (includes salaries). The 2022 NZ On Air request \$324,200 saw no rise on the 2021 funding.

Released under the Official Information Act

Staff Opinion

95. Staff works hard to leverage investigations across its publications ensuring wide reach and audience analysis shows strong engagement.
96. The small team continues to produce an exceptionally high-quality product and have shown this year with *Fire and Fury* that they do that at considerable risk to themselves.
97. *Stuff Circuit* remains behind in its deliverables however it has kept staff aware of difficulties and staff acknowledges this is the nature of complex investigative journalism and is confident the team will be able to complete their outputs [REDACTED]. The proposal states the 2023 contract will only be commenced upon the completion of *Stuff Circuit's* 2022 funded projects, likely early/mid-2023.
98. Staff assessed the budget increase request as reasonable after a year without an increase and given rising costs elsewhere. Apart from foreign travel, which may or may not be able to be utilised, there is little fat in the budget, and it is noted that Stuff does make a majority contribution.
99. While NZ On Air also funds *Newsroom Investigates*, staff believes the wider investigative net thrown by two programmes provides important plurality of critical content for local audiences. In-depth, investigative current affairs is a high risk, high impact endeavour which makes it problematic and often unprofitable for publishers to provide. This is why support from NZ On Air is critical in this format. **Funding is recommended up to \$371,406** [REDACTED]

Newsroom Investigates

Newsroom

\$364,918

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

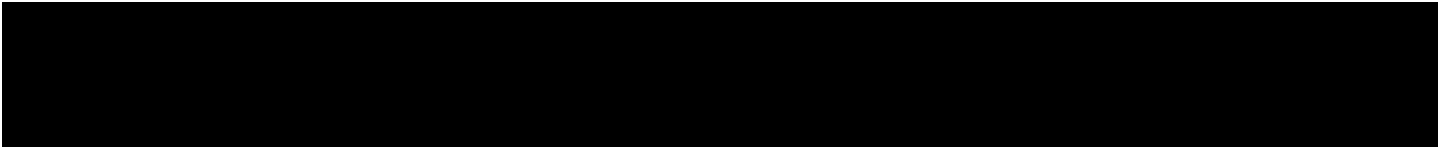
Synopsis

100. *Newsroom Investigates* is a collection of agenda-setting investigations from the highly experienced, multi-award-winning team led by Melanie Reid. Newsroom says it will continue to change the legal and political landscape, expose malpractice, and hold power to account.

General Assessment

101. Newsroom is an independent news and current affairs site which has always been known for in-depth reporting by experienced journalists. It is funded through advertising, corporate partners and private donations. In a poll commissioned from Horizon for AUT's 2021 Trust In The Media report, Newsroom ranked behind RNZ and TVNZ but ahead of NZ Herald and Stuff for trust.
102. *Newsroom Investigates* has been going for four years and in that time has become known for holding power to account, and for running hard hitting stories that lead to political and social change.
103. *Newsroom Investigates* won Best Individual Investigation at the 2022 Voyager Awards and was runner up in the Best Team Investigation and Current Affairs Programme categories.
104. The proposed content for 2023 is six video pieces of at least 10 minutes each, the same as in 2022. Each video would also be accompanied by a written piece for the Newsroom website.

105. New for 2023 is the addition of accompanying podcasts. The proposal says at least two podcasts would be produced, utilising audio from video, plus voiceover from Melanie. It points out that podcasts could be a valuable medium to use when participants in stories can't be identified for any reason.



107. The budget ask has increased from \$336,358 to \$364,918, [redacted] would support Melanie while filming in the field, so she can focus more on her own role as interviewer/journalist. [redacted]

Staff Opinion

- 108. *Newsroom Investigates* has a proven track record of investigative journalism, with detailed and lengthy research periods, that have had actionable and measurable impacts for audiences. It is as one assessor noted “journalism of consequence”.
- 109. Current affairs like this will be even more important than ever in an election year, and all assessors were supportive of continuing funding.
- 110. The increased costs in this year’s budget should bring extra quantity and quality with them, and most of the budget has remained the same.
- 111. *Newsroom Investigates* is quality journalism from an extremely reliable team. It continues to have an impact in a way only the best journalism can. **Funding is recommended up to \$364,918.**

The Detail **Newsroom** **\$626,780**

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

Synopsis

112. The Detail is a daily podcast aimed at a younger audience that accesses content through non-traditional channels. It is designed to explain the stories behind the headlines and give listeners context, and a deeper understanding of important events. 269 x 26’ and 223 text articles.

General Assessment

- 113. *The Detail* was first funded through the RNZ Innovation fund in 2019 and was funded by NZ On Air in 2020 for six months. It then applied successfully to Round 1 of the PIJF and is applying for what will be its fifth series. Since its launch in 2019, *The Detail* has become one of New Zealand’s leading podcasts with more than 7m downloads from third party platforms. In the last six months it has been downloaded 1.7m times.
- 114. Produced by Newsroom NZ as primary platform, *The Detail* is also broadcast on RNZ National under an MOU with content additionally shared to Stuff and Newshub.

115. The budget request of \$626,780 is for 12 months (30 January to 15 December 2023) as opposed to the previous contract which was for 18 months. [REDACTED]

[REDACTED]

[REDACTED] This podcast would be a spoken version of an in-depth story from Newsroom, RNZ or other media. To accomplish this, the budget includes a half-day fee for a freelance journalist.

[REDACTED]

Staff Opinion

118. One assessor commented, *"I like that the proposal talks about being "the one place you can hear the country's top journalists, from all media organisations, elaborate on the stories they have written or broadcast." Through that lens The Detail becomes a force multiplier for other good journalism."*

119. The growth of podcast numbers shows it is reaching audiences and RNZ remains highly engaged and a letter of support is included in the proposal. Further audience growth is anticipated with the arrival of YouTube into the Podcast market and the applicant says both RNZ and Newsroom are working to capitalise on this platform.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

In the meantime, *The Detail* remains a successful returning project providing strong PIJF to a diverse audience. **Funding is recommended up to \$626,780** [REDACTED]

Released under the Official Information Act

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

Synopsis

122. *News 2 Me* is a 5' news bulletin and explainer series tailor-made for tamariki between the ages of 8-14 producing 30 x 5' eps and 30 x 5' podcasts broadcast on TVNZ 2 and RNZ and across social media.

General Assessment

123. *News 2 Me* was first funded in Round 3 of the PIJF under the name *Kids Kōrero* and was changed to *News 2 Me* before it went to air in April 2022.

124. The TVNZ – RNZ collaboration sees a weekly news round-up and series of 'explainers' air on TVNZ (TVNZ 2, TVNZ+), RNZ (RNZ podcast feeds to Apple, Spotify, + all podcast apps and National radio slot), 1 News and TVNZ publicity social media and digital platforms (TikTok, Facebook, YouTube).

125. A youthful studio presentation is supplemented by high quality graphics and animations including an 'explainer Bot' which helps explain issues and concepts. The audio/podcast version for RNZ replaces the graphics with sound effects. The programme airs at 4pm Fridays on TVNZ 2 and after Storytime on RNZ National on Saturday mornings.

126. The applicant says the last year has been spent both establishing the series, bringing together the right team (internally and externally) in order to build a robust production and it believes it needs a further year to cement the concept.

127. A wide range of topics have been covered in the explainers from current affairs such as fake news and climate change to concepts like disappointment and tikanga. A list of potential topics for 2023 include election coverage and an increase in Pasifika issues.

128. The applicant points out that in the age of fake news and disinformation, the programme stands out as offering tamariki news from trusted news sources that bring to bear the same journalistic rigour to the episodes as they do to their adult news.

129. Although aimed at a core demographic of 10–12-year-olds, the programme has also attracted a secondary younger audience of 8–10-year-olds. While the proposal states *News 2 Me* hit the mark with content, a further season would see tone adjusted to ensure its right for 10–12-year-olds which may see the humour turned up.

130. The budget request of \$515,499 is \$1,865 down on the 2022 season ask [REDACTED]

Staff Opinion

131. There is no doubt *News 2 Me* provides quality content from trusted news sources. A great deal of effort has gone into ensuring the look of the programme is attractive to tamariki and the information is rock solid. Given the declining linear audience, it is difficult to say whether the programme is finding its audience and it is a reasonable proposition that the series would need at least another season to ensure discoverability.

134. Although the budget comes in marginally less than last season's, staff notes the proposal [REDACTED]. The applicant says they found it hard to source stock imagery that represented New Zealand's diversity and they want to commission Pasifika and Māori artists to create more bespoke images – an important element in ensuring young audiences feel connected with content. [REDACTED]
135. The only comparable funded tamariki content is *Kea Kids News* which has been funded by NZ On Air since 2019. It has moved from PIJF funding this year to factual baseline funding for 2023 with an increased number of episodes and a budget of \$1,141,544. [REDACTED]
136. Given that *News 2 Me* was a new project funded as part of the time bound PIJF it is exempted from the NZ On Air Board 30 June decision regarding funding TVNZ/RNZ projects post the establishment of the ANZPM. This is referenced in (7) of the paper [Operationalising FY22-23 Board Decision](#) presented at the October 2022 Board Meeting.
137. *News 2 Me* reaches the PIJF criteria for returning series, having successfully delivered content to a target audience. Further funding will build on this development and invest in building youth audiences with trusted and innovative bespoke news and current affairs. **Funding is recommended for up to \$515,499.**

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

Synopsis

138. To provide a Māori perspective on news and current events, deliver a positive impact on te reo Māori and tikanga outcomes, increase audience engagement across traditional radio and digital platforms and contribute to normalising te reo Māori.

General Assessment

139. Paakiwaha is a bilingual Radio Programme broadcast on Radio Waatea and Waatea News Online five days per week 7am to 9am for 48 weeks with a minimum of four to a maximum of six interviews per hour. Its contract period would be from October 2022 for 12 months.

140. Funded by NZ On Air since 2003 the programme has established a strong position within the iwi radio network and this year was expanded under the PIJF to provide a full breakfast current affairs show essentially creating a Māori Morning Report.

141. The applicant says the new format has been successful and the additional editorial staff has allowed Waatea to pursue a far greater number of Māori stories than envisaged. The current broadcast distribution covers 10 iwi radio stations and four community radio stations, social media, and the Whare Kōrero App.

[REDACTED]

143. The budget ask is an increase of \$24,000 on last season with [REDACTED]

Staff Opinion

[REDACTED]

[REDACTED]

[REDACTED] Now that automated data has been set up, staff should be able to produce comparable data going forward to monitor progress.

146. Assessors were all in favour of the application noting the programme’s long history, however one commented, “There’s mention of commitment to training but no specific plan on how they intend to grow and attract new talent into the network.” Staff will look to take this issue up with Waatea.

147. Staff believes the budget is reasonable especially given the 10 hours of content produced each week and the small increase to cover a full-time producer role will be beneficial.

[REDACTED]

149. Paakiwaha provides strong public interest journalism from a Māori perspective and supports a wider iwi radio ecosystem with trusted news and current affairs. **Funding is recommended up to \$457,000.**

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

Synopsis

150. *Critic Video Team* is a year-long project of 1’30” weekly video segments (and monthly 4’ videos) covering hyper-local news in Dunedin.

General Assessment

151. *Critic Te Ārohi* (Critic) has been the student magazine of the University of Otago since 1925. It runs monthly print and digital editions.

152. *Critic* seeks to establish a video team comprising of one Team Lead (16 hours per week) and two Video Journalists (8 hours per week) to produce weekly 1’30” videos from February - October 2023.

153. Weekly videos would take an informational and interview-style format, presenting the largest news story of the week and conducting on-the-ground interviews with university students to gauge reactions. Monthly videos would provide explainer-type analyses of the main news stories of the month.

154. *Critic* contends that video output is the best way to engage the youth audience and that their student base has expressed a desire for video content. In addition to being shared on the magazine’s website, *Critic* will post the news videos on its active Facebook (22k likes) Instagram (2.4 followers) and TikTok social media accounts, allowing the content to be delivered more directly to students and hopefully encouraging engagement.

155. *Critic* also argues that video is essential to the futureproofing of the magazine, but that they do not have the time or resources to produce video on a regular basis. Since 2021, *Critic* has made one video per year (starting in 2021) with the help of one part-time photographer (4 hours per week) and one full-time graphic designer. [REDACTED]

[REDACTED] If funding is successful, both roles would provide support for the video team at no extra cost.

156. The application contends that introducing video news would allow their up-and-coming journalists to practice the skills needed for professional journalism and that the video medium itself will elevate marginalised voices in the student community, which itself is an underserved and underrepresented group in mainstream news and wider society.

157. The proposal argues that the Video Team would enhance relationships between *Critic* and other student bodies, resulting in better quality news stories and more diverse perspectives. *Critic* regularly collaborates with Radio One 91FM (a student radio station hosted on the university campus) and Te Rōpū Māori, the Māori Students Association of Otago University. The Video Team would utilise this existing relationship to share resources, news story ideas, cross-promotion, and video experience for Radio One’s student journalists, as well as others in the *Critic* Newsroom.

158. The application states that *Critic* is committed to the principles of Te Tiriti and to uplifting indigenous perspectives, as evidenced by their implementation of a Kaituhi Māori position (Māori Affairs writer) in 2022. The application claims that the integration of te reo Māori and Māori viewpoints are standard in the publication and any video content would be no different.

Staff Opinion

159. Assessors felt this was a strong application with one describing it as an “*astute application that will develop engagement with a difficult to reach audience for a very small investment*”.
160. Staff recognises that students are a hard-to-reach and under-represented audience, and as such, the PIJF has endeavored to make sure that they are being served. This proposal was amongst the most reasonably priced of all the video-producing applications in this round, with 40 episodes coming in at \$688 per video. **Funding is recommended up to \$27,526.**

#OurMoanaOurHome

Tikilounge Productions

\$169,340

[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Synopsis

161. #OurMoanaOurHome is a digital video series for rangatahi about the impacts of climate change on communities across several Pacific countries. The outputs include 15 x 3' videos for TheCoconet.TV, 30 x 1'30" shortened clips for TikTok and Instagram, and 5 x 12' talanoa panels, rolled out over May-Nov 2023.

General Assessment

162. #OurMoanaOurHome looks at how climate-impacted Pacific communities are redefining mainstream notions of the natural world. Led by Moana cultural kaupapa, the series follows the young Pacific people who are stepping forward and proposing localised solutions tailored to the environments that their communities have known intimately for generations.
163. The rangatahi focus is because the demographic for Pasifika audiences in Aotearoa is young, with the median age for Pasifika people being 23 years, and over a third of the whole population being under 15 years.
164. The project will be led by award-winning grassroots climate change leader, [REDACTED]. [REDACTED] is a former PIJF-funded TheCoconet.TV intern, has spoken at the COP26 Climate Change Summit, and is the youngest winner of the Commonwealth Youth Award for her environmental activism.
165. The other members of the team also bring rangatahi and Pasifika perspectives to the project leading local reporting in the smaller islands and utilizing their networks for sources and leads:
- [REDACTED] is a Samoan/Tongan journalist who has worked as an on-camera reporter for Re: News, TVNZ, and Radio NZ.
 - Tokelaun [REDACTED], Fijian, [REDACTED], and Samoan, [REDACTED] are three leaders from 'The Pacific Climate Warriors', an activist collective of young people from the Pacific.
166. The project will come under the supervision of Executive Producer Lisa Taouma and Consulting Producer [REDACTED], to ensure that both Kaupapa and a journalistic lens are maintained.
167. There will be 7 x 3' videos with proposed topics such as:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

168. There will be 8 x 2' videos about climate change kaupapa in Aotearoa, including:

- █ [REDACTED]
- █ [REDACTED]
- █ [REDACTED]
- █ [REDACTED]

169. 5 x 12' 'Have Your Sei' talanoa which discuss issues such as:

- █ [REDACTED]
- █ [REDACTED]
- █ [REDACTED]
- █ [REDACTED]

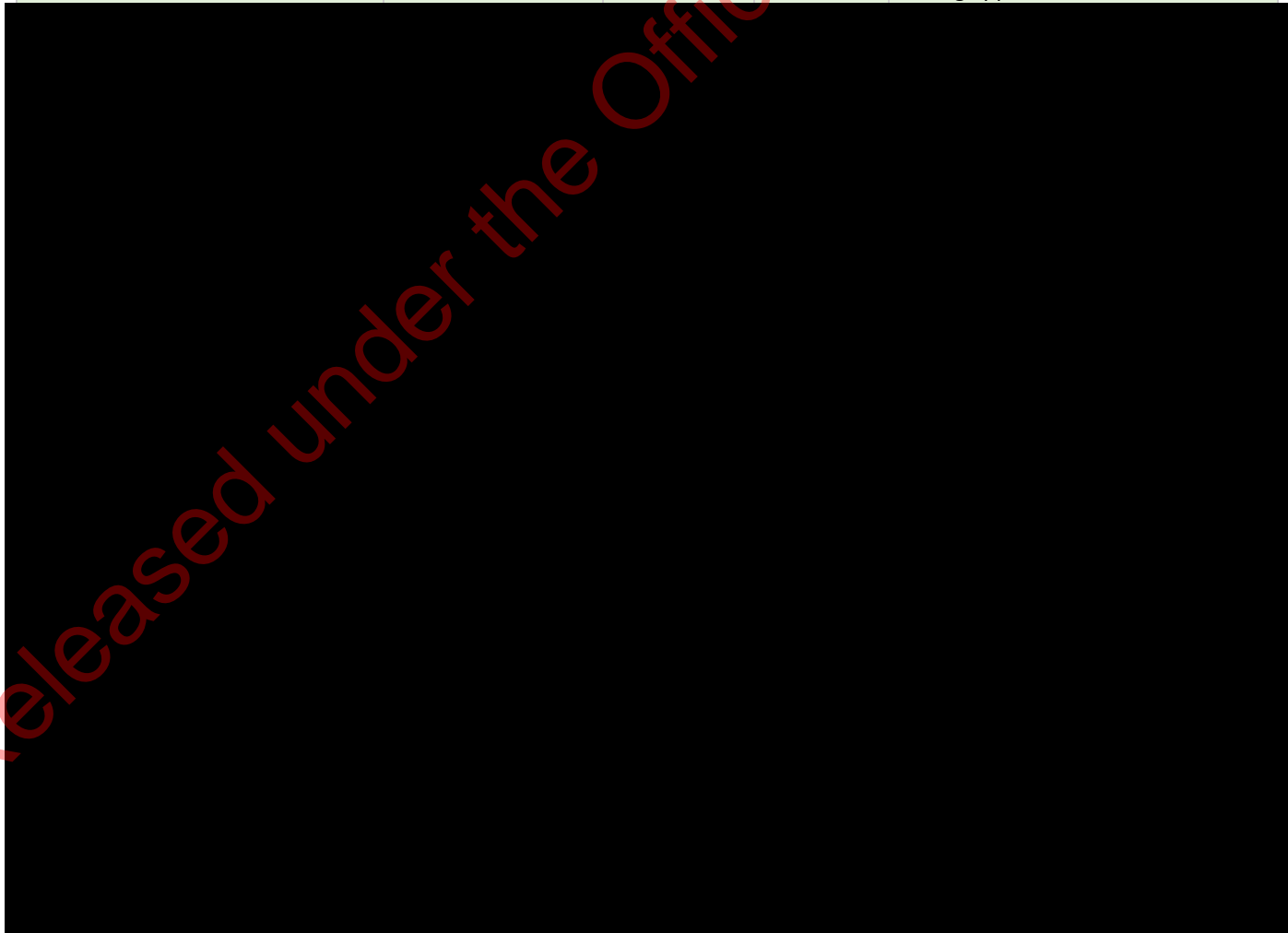
- [REDACTED]
171. In addition to the topic's timeliness, the application argues that #OurMoanaOurHome will "act as a historical piece to educate and inform our younger Pasifika generation about the island nations their forefathers built, and their parents were born into."
172. Because of the geographic breadth of this project, Tikilounge will work with existing regional partners for research and contacts, including the Pacific Climate Warriors, the South Pacific Regional Environment Project and the Okeanos Foundation, an Ocean Environment protection group.
173. Tikilounge will also utilise local reporters and production crews in its professional network in Samoa, Fiji, Niue, and Tonga for footage and reporting in those areas. The application argues that the inclusion of local teams speaks to the kaupapa of indigenous story sovereignty within the project.
- [REDACTED]

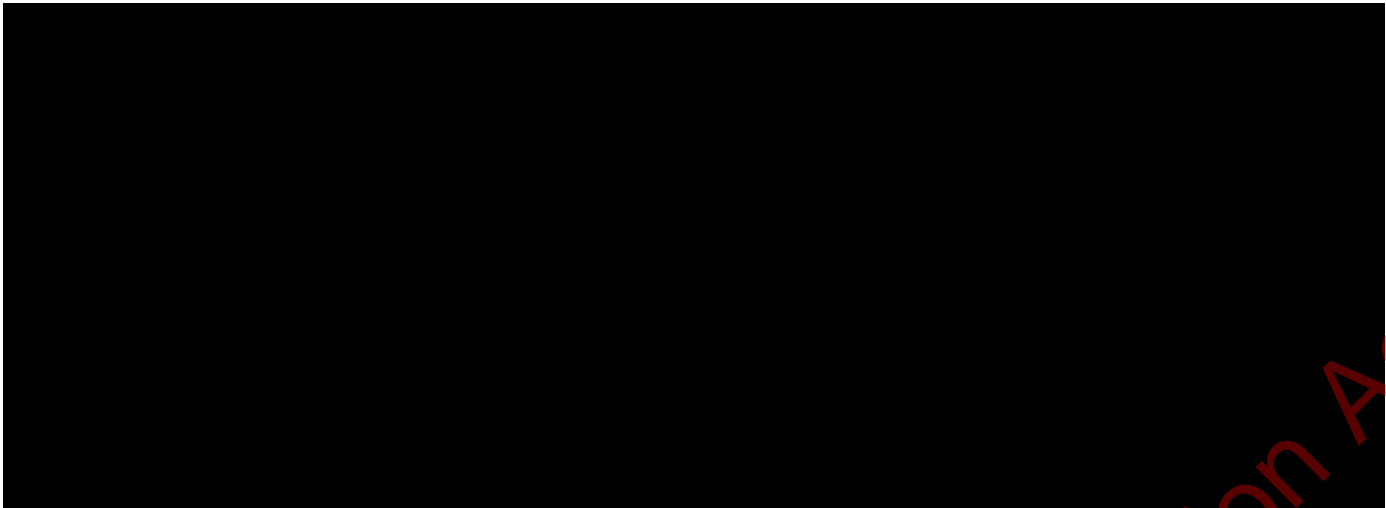
Staff Opinion

175. Assessors were unanimously in favour of this application, with one writing that it would, "engage valuable rangatahi Pasifika audiences by exploring a relevant and important issue".
176. Staff were impressed by the multi-island scope of this series, feeling that it allowed for good representation across the Pacific Islands from the communities that live locally.
177. Staff also felt that the project's collaborative design, which included local activists, local productions crews, and environmental organizations, would enhance the quality and scope of the content.
178. Supporting Pasifika audiences has been an ongoing objective of the PIJF, and staff felt this proposal was strong, compelling, and had a good chance of success. **Funding is recommended up to \$169,340.**

ANNEX A: PIJF PROJECTS AND IDF APPLICATIONS SUBMITTED IN THIS ROUND

Project Name	Company	\$ Requested	\$ Recomm	Result
Newshub Nation 2023	Three - Local Production	999,781	999,781	Approved – Panel recommends funding approval
Q+A	TVNZ	935,875	\$842,200	Approved – Panel recommends funding approval
The Hui series 8	Great Southern Television	870,878	\$737,036	Approved – Panel recommends funding approval
News to me 2	Television New Zealand	515,499	515,499	Approved – Panel recommends funding approval
Stuff Circuit	Stuff	371,406	371,406	Approved – Panel recommends funding approval
Newsroom Investigates 2023	Newsroom	364,918	364,918	Approved – Panel recommends funding approval
Paakiwaha 2023	Kiwi Kids News Ltd	457,000	457,000	Approved – Panel recommends funding approval
The Detail 2023	Newsroom	626,780	626,780	Approved – Panel recommends funding approval
Voice of Tangaroa 2	Kowhai Media	175,145	175,145	Approved – Panel recommends funding approval
Our Moana Our Home	Tikilounge Productions	169,340	169,340	Approved – Panel recommends funding approval
Critic Te Arohi video team	Critic Te Arohi	27,516	27,516	Approved – Panel recommends funding approval





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