

AGENDA ITEM 2.11

PUBLIC INTEREST JOURNALISM FUND: ROLES

FUNDING DECISIONS

RECOMMENDATION

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

- \$240,000 to Three - Local Production for *Newshub Te Rito Graduates* – four roles for one year, [REDACTED]
- \$120,000 to The National Pacific Radio Trust for *PIJF Te Rito cadets* – two roles for one year, [REDACTED]
- \$240,000 to NZME for *NZME Roles* – four *Te Rito graduate* roles for one year, [REDACTED]
- \$75,000 to Tikilounge Productions for a *Coconet digital news producer* – one role for one year, [REDACTED]
- \$50,058 to The Pantograph Punch for a *Social media design specialist* – one role for one year, [REDACTED]
- \$111,000 to The Spinoff for a *Sub-editor role extension* – one role for one year, [REDACTED]
- \$58,520 to Kowhai Media for a *Kaiwhakatika Hourua* – one role for one year, [REDACTED]
- \$163,840 to Ashburton Guardian for an *Ashburton specialist dual round journalist* – one role for two years, [REDACTED]
- \$185,924 to Radio Bay of Plenty for a *Content creation role* – one role for two years, [REDACTED]
- \$64,074 to The Pantograph Punch for a *Kaupapa Māori editor* – one role for one year, [REDACTED]
- \$58,355 to Valley Media for a *Coromandel App reporter* – one role for two years, [REDACTED]
- \$165,246 to Schistrockmedia for *The Outlet podcast* – one role for two years, [REDACTED]
- \$92,561 to The National Pacific Radio Trust for a *Social media editor* – one role for one year, [REDACTED]
- \$158,093 to Radio Ngāti Porou for a *Journalist* – one role for two years, [REDACTED]

and **declines** funding of:

[REDACTED]

Fourteen applications recommended for total funding of up to \$1,782,671

[REDACTED]

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 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. Round 6 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, increased the pūtea to \$12m.
5. There remains one final round of the PIJF which will open in January next year with circa \$3m to left to allocate
6. We received 59 applications across all three pillars with a total funding request of \$17,833,071.
7. 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.
8. 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:
 - One Industry Development application
 - One Project application
 - Maximum of two Roles (across both Targeted and Content Creation role categories).
9. To build on the success of the Te Rito Journalism Cadetship programme, a special roles category was created for this round to allow those wishing to apply for funding to employ up to four graduates from the 2022 Te Rito programme over and above the two-role limit. These roles have a salary funding cap of \$55,000 and an additional \$5,000 cap for overheads and were prioritised for Te Rito cadet scheme partners. 10 graduate roles were applied for under these criteria.
10. This SIC paper assesses Roles recommended funding of up to \$1,782,671 from a total ask of \$3,243,940.
11. The assessment panel for Round 6 included:
 - [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.

12. Conflicts of Interest are outlined as below:

- **Amie Mills** – Amie is the Head of Funding at NZ On Air and is a Board member for The Pantograph Punch. She did not assess The Pantograph Punch application in this paper (or any PIJF application in Round 6) and did not take part in the assessment discussion for this application.

GENERAL ASSESSMENT & STAFF OPINION

Newshub Te Rito Graduates

Three – Local Production

\$240,000

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

Synopsis

13. Newshub is applying for funding to employ four Te Rito graduates under the special criteria for this round. They would work reporting and producing across programmes in the Newshub newsroom.

General Assessment

14. Newshub has been one of the newsroom partners for Te Rito in 2022, and says it's keen to continue its involvement, giving a further year of on-the-job training to four graduates.
15. Newshub says it sees a number of talented options within the pool of Te Rito graduates, who would benefit from more targeted training, as they move towards their preferred careers in journalism.
16. The intention is for the four graduates to work [REDACTED]
17. Newshub says as an organisation it has benefited from having Te Rito graduates in the newsroom, bringing fresh perspectives and a greater focus on diverse voices, and it is keen to bring those voices to every part of its news coverage.

Staff Opinion

18. Building on the success of Te Rito by funding these graduate positions is a top priority in this round.
19. Newshub appears to have benefited from Te Rito as a newsroom and taking on these graduates would continue that, as well as benefiting the individuals involved, and no doubt the large Newshub audience. The industry as a whole will hopefully also benefit, with increased diversity in a major newsroom.
20. [REDACTED]
21. There are no specific content outputs in the proposal, and this should be addressed by including content outcomes in the contract, as with other PIJF content roles.
22. One assessor raised a question over the diversity of the four cadets who are selected. Given that the Te Rito cohort itself were all selected because they represent diverse groups and given Newshub's stated intention to increase diversity in its newsroom, it seems likely that this will happen.
23. As one assessor said, this investment will help the cadets to flourish in a competitive industry. **Funding is recommended up to \$240,000 for four roles for one year,** [REDACTED]

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

Synopsis

24. Pacific Media Network (The National Pacific Radio Trust) is applying for funding to employ two Te Rito graduates under the special criteria for this round. They would add to the content being produced by the small PMN newsroom.

General Assessment

- 25. Pacific Media Network consists of 531pi Radio, which broadcasts in English and 10 Pacific languages, as well as PMN News and youth radio station Niu FM. It is the only organisation offering this kind of broadcast. PMN has aimed to ramp up its news service over the past couple of years and its small newsroom is reliant on PIJF funding.
- 26. PMN has been a Te Rito partner and is keen to continue making use of Te Rito graduates, to bolster the amount of content it can create, and to focus on social media content and content aimed at younger listeners. Meanwhile its main aim is to reach a Pasifika audience which is underserved and, in some cases, does not engage with mainstream media.
- 27. The proposal highlights the problems of a lack of Pasifika journalists in the industry and a lack of Pasifika voices or stories and says the funding of these two graduates would go some way to addressing those issues. PMN says it will also contribute to its goals of being a pipeline for Pasifika talent, including in the area of leadership.
- 28. There are no specific outputs outlined in the proposal but given the small newsroom we would expect the graduates will have every opportunity to produce at a high rate and to work across several roles.

Staff Opinion

- 29. The PIJF is very keen to fund Te Rito graduate roles in this round, and to continue funding the Pacific Media Network, which appears to be making the most of the current funded news and current affairs roles. As one assessor summed it up, this is *“an important way of continuing the success of Te Rito, increasing the diversity of the media workforce and supporting Pasifika journalism.”*
- 30. The addition of the graduates will also have the benefit of boosting PMN’s newsgathering and reporting capacity, as it continues to serve its Pasifika audience in ways the mainstream media is not.
- 31. The lack of specific outputs in the proposal should be addressed by including content outcomes in the contract, as with other PIJF content roles. This will be a requirement prior to contracting.



33. Funding these roles will have a huge impact on the PMN newsroom and its output, as well as supporting the two individuals as they begin their careers. **Funding is recommended up to \$120,000 for two roles for one year,** [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] |

Synopsis

34. NZME is applying for funding to employ four Te Rito graduates to work across different areas in its newsroom.

General Assessment

35. As a partner in the Te Rito scheme, NZME says it has benefited from fresh perspective and whakaaro from the cadets. It aims to build on this by retaining four graduates in its newsroom, to work across a range of areas.

36. The proposal says the roles will boost Māori and Pasifika participation in the industry, and presumably in its own newsroom, and accelerate cultural awareness within its own staff. NZME also says it is committed to developing young Māori journalists, particularly through Te Rito. No doubt its Kaupapa Māori editor, also funded by the PIJF, is also having an impact in this area.

37. The proposal focuses on the Te Rito cadets’ particular skills in the areas of social journalism and community engagement. It says the cadets have been inclined to see social media as a primary platform for any story and they hope to build on this method. As research has shown, the proposal points out that many of the audiences it is trying to reach – young people, Māori, and Pasifika – are more inclined to get their news from social media, and it says the cadets know this well and capitalise on it.

[REDACTED] NZME

has specific Māori and Pasifika content streams, which the Te Rito graduates will contribute to.

38. The application states an output target of five published pieces per week per graduate. Given the focus on social media, it would be good to have more detail on the outputs, for example minimum word count and that they would be published on the primary platform, so that these pieces aren’t all short and/or social-media-only.

39. The proposal is clear that all output will be public interest journalism as described by the PIJF guidelines. Over the course of the Te Rito cadetship, we have been relaxed about Te Rito graduates covering stories that fall outside that definition – for example sport stories and foreign news – as we thought it was important that they had a broad journalism education. But NZME is right to expect a stricter view once the graduates are in their own funded roles, and this point could be made to the other Te Rito graduate applicants.

[REDACTED]

Staff Opinion

41. There was unanimous support for funding all the Te Rito graduate positions applied for. In this case one assessor said, *“I have no doubt the cadets would continue to benefit from ongoing full-time work in NZME newsrooms and that the organisation would itself produce better news thanks to the input of the cadets.”*

42. Being a large organisation, NZME will hopefully offer a broad range of options to these graduates, but it has also recognised the need for support for individuals who have come to journalism in a non-traditional way and has been clear that support will be in place from the key personnel listed above.

43. There are no specific content outputs in the proposal, and this should be addressed by including content outcomes in the contract, as with other PIJF content roles. This will be a requirement prior to contracting.

[REDACTED]

45. Funded roles at NZME will provide a great opportunity for Te Rito graduates who choose to continue their learning and launch their careers there. **Funding is recommended up to \$240,000 for four roles for one year,**

[REDACTED]

Digital News Producer

Tikilounge Productions

\$75,000

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

Synopsis

46. The Digital News Producer for TheCoconet.TV is a one-year extension of the role initially funded in Round 3 for 12 months. Its outputs include 48 weekly 'Pasifika News Wraps, 2 x weekly print and video stories for TheCoconet.TV channels, and 4 x reversions into shorter pieces for the platform's TikTok, Instagram, and YouTube channels.

General Assessment

47. To date, the role has produced 190 stories published across five platforms, including a new Coco News TikTok channel.
48. As the median age of Pasifika communities in Aotearoa is 23, Tikilounge has argued for the necessity of news media formats that will effectively reach rangatahi, and possibly first-time news consumers.
49. Tikilounge contends that, in addition to contributing to the efficiency and effectiveness of Coconet's newsroom, the role has been successful in filling a gap for young Pasifika news consumers by creating engaging and high-quality news content on the platforms where they consume media.
50. The role has been instrumental in utilising TheCoconet.TV's social media presence to distribute news stories while also growing the engagement with the platforms.

[REDACTED]

52. While the role has been successful, the proposal explains that more time is required to build on the momentum that has been created.

[REDACTED]

53. The role is currently held by [REDACTED] was previously a PIJF-funded TheCoconet.TV cadet and the role has allowed [REDACTED] to utilise [REDACTED] skills in a way that contributes directly to the Pasifika journalism sector and the Pasifika community.

[REDACTED]

Staff Opinion

55. Staff were unanimously in favour of this proposal, with one assessor saying, "This is a very detailed proposal which makes a strong case for the continuation of funding for this role. Content outputs have been exceeded, Coconet's news is doing well on social and digital channels, and Pasifika news is reaching a Pasifika audience. This role is making a positive difference for the Pasifika news sector and Pasifika news consumers."
56. Staff has been impressed by TheCoconet.TV's increasing focus on digital news production, particularly their efforts in using social media to distribute news content to their rangatahi audience.
57. Staff also felt it was important to provide Pasifika audiences with a plurality of news sources and that this role would provide complimentary PIJ to the PMN Social Media Editor, which is also recommended for funding in this round.

58. This role would continue the career progression and upskilling of a PIJF-funded cadet in the Pasifika journalism space on a trusted platform reaching rangatahi. **Funding is recommended up to \$75,000** [REDACTED]

Social Media Design Specialist (role extension) The Pantograph Punch \$50,058

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

Synopsis

59. This is a 12-month 0.5 FTE extension of the targeted Social Media Specialist role initially funded in Round 3 for three months.

General Assessment

60. In Round 3 of the PIJF, the Pantograph Punch were successful in their application for a 3-month Social Media Specialist role. Its main goals were:

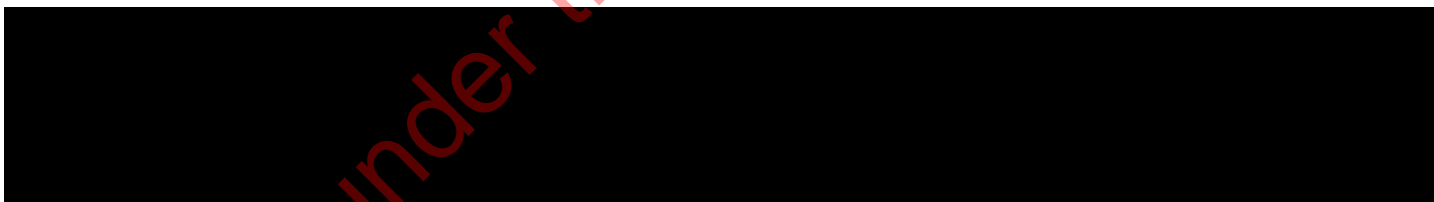
- Increase the platform’s audience by 25%
- Demonstrate higher engagement with Māori, Pacific, and Asian audiences

61. The role is still ongoing but has already achieved results. [REDACTED]

62. The current Social Media Design Specialist, [REDACTED], has consulted with several design and audience specialists of Māori, Pasifika, Asian, and Pākehā descent to inform Pantograph Punch’s approach to digital design. They have included [REDACTED], [REDACTED], and [REDACTED].

63. The consequent learnings have been applied to projects centred around ethnic communities such as the ‘呼吸//Breathe’ series in collaboration Migrant Zine Collective founder Helen Yeung 希琳, which aimed to capture the multi-faceted emotions behind survivorship for Asian migrant women and marginalised genders in Aotearoa.

64. If funded, the role would build on this momentum while also reaching these new goals:



65. Additionally, extending the contract would allow the role to explore additional avenues such as membership campaigns, audio content, and an improved website design for the *Pantograph Punch*. These would serve the dual purposes of supporting the platform’s sustainability and enhancing the user experience for its audience.

66. The proposal included quotes of support from industry professionals and artists, such as [REDACTED] of [REDACTED] who wrote that, *“This is what we need more of in terms of arts coverage in Aotearoa—not just several unpaid theatre blogs, but platforms that care as much about audience engagement and outreach as they do about their content”*.

Staff Opinion

67. Staff was supportive of this application’s kaupapa. They felt that the funding request was reasonable, and that the role would provide good value for money in terms of its effect on the sustainability of this proven arts journalism outlet.

68. Staff noted that the role would also serve the *Pantograph Punch's* audience by ensuring that content reaches them more effectively, and for underserved s.36(c) audiences, in more culturally relevant ways.
69. One external assessor wrote that *"this is an extremely impressive and well-developed proposal, and uniquely among the proposals I have read, it focuses on the arts.... I also feel that this proposal is clearly targeted at audiences the PIJ fund is intended to reach"*. **Funding is recommended up to \$50,058** [REDACTED]

Sub-editor (role extension)

The Spinoff

\$111,000

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

Synopsis

70. *The Spinoff* is applying for a one-year extension to the Round 3-funded Sub-editor targeted role which ends on 31 March 2023 and was initially funded for \$105,450.

General Assessment

71. Journalism is being produced at faster rates than ever before, but despite this, sub-editing capacity across the sector has steadily decreased.
72. The application argues that, in the upcoming election year, *The Spinoff* plans on producing a large volume of public interest journalism with quick turnaround speeds. The Sub-editor currently provides dedicated fact-checking, vetting, and risk assessment, and retaining the role is vital to ensuring that *The Spinoff's* audience continues to receive high-quality news.
73. The original application had a stated average output of sub-editing 700 pieces per year. The new proposed output increases that average to 850 pieces per year. In addition, the role's responsibilities presently include:
- Oversight of all sub-editing and production and home page management (Fri-Tues)
 - Publishing content to *The Spinoff* platform and social channels
 - Fact-checking
 - Ensuring consistent image captioning and sub-headings.
74. The application also states that the role has been significant for the development of *The Spinoff's* junior writers, providing oversight and help that has been missing from smaller newsrooms in recent years because of resourcing constraints. The role currently holds development workshops for junior reporters.

77. The role will continue to be supported by *The Spinoff's* senior staff, including the Editor, General Manager, and the Deputy Editor (News).

Staff Opinion

78. After consultation with the PIJF Industry Advisory Panel, staff recognises that the industry's preference is to continue with funded roles that have had a positive impact on the creation of PIJ content.
79. Staff felt the application could have done a better job of conveying the successes of the role [REDACTED]. However, despite these points, staff thought the overall impact of the role was made clear and that sub-editing is a worthwhile (if difficult to quantify) use of PIJF funds. **Funding is recommended up to \$111,000** [REDACTED]

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

Synopsis

80. This is a 12-month extension of the Kaiwhakatiki Hourua (Partnership Editor) targeted role for NZ Geographic Magazine, on a half-time basis. The role was originally funded in Round 3 of the PIJF for one year.

General Assessment

81. NZ Geographic's Partnership Editor scheme was originally pitched for two years but was funded for one, on a half-time basis.

82. [REDACTED], the current Kaiwhakatiki Hourua, would stay on in the role.

83. Low has built a network of relationships with others in similar roles as well as contributors from within Te Ao Māori. To date, he has worked through, and offered editorial guidance and feedback on two-dozen stories, commissioned several, and himself written two cover stories for the magazine. One was a cover story for the Matariki issue that the magazine said was "an ideal window for middle New Zealand to understand and appreciate the values and attitudes of Te Ao Māori, above and beyond a day off work".

85. Additionally, pieces such as the reallocation of land in the West Coast (enabled by a relationship with Ngāi Tahu) demonstrated the incredibly complex, emotional, and time-consuming nature of executing stories with the appropriate tikanga.

87. The role extension includes the following outputs:

- Commissioning and steering of Māori and kaupapa Māori features, as well as general features
- Finding and developing new Māori journalism talent as well as developing existing Māori contributors
- [REDACTED]
- [REDACTED]
- [REDACTED]
- Advising on bilingual content for NZGeo.com
- Developing a network of cultural advisors outside of the organisation.

88. The original role was funded for a total of \$55,020. Staff noted a reasonable increase of \$3500 on the previous budget to cover *admin/accounting/reporting*.

89. In addition to the relationship-building and development benefits, [REDACTED]

[REDACTED] As one of the first (and smallest) media platforms in the scheme, they contend that their experience will provide learnings that can benefit other mid-sized organisations.

Staff Opinion

90. Staff felt that this proposal was very strong, with one assessor writing, "The role has achieved success in its first year but requires more time to build on the unique challenges of recruiting (and now, developing) Māori talent and relationships with Māori communities, in addition to platforming their stories in the magazine. This is a role which will sow the seeds for better, more representative journalism within the magazine sector".

91. Staff thought that a good case had been made as to why further funding was required to build on the momentum created and to cement the successes achieved thus far. **Funding is recommended up to \$58,520**

[REDACTED]

Ashburton Specialist Dual Round Journalist

Ashburton Guardian

\$163,840

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

Synopsis

92. The Ashburton Guardian is applying for a specialist reporter who would cover two rounds which the applicant feels are currently under-reported – rural news and court reporting. The application is for two years of funding.

General Assessment

93. The Ashburton Guardian has been privately owned for 142 years. It produces a newspaper three times a week, plus has a website and dedicated app. It employs seven full-time reporters, including an LDR reporter and a rural news editor funded by PIJF.
94. The rural news editor was funded in Round 2 of the PIJF. That role appears to have been highly successful and is now producing a significant amount of in-depth content for the Rural Guardian, a monthly supplement. This has meant the reporter has spent less time than intended on day-to-day rural news.

[REDACTED]

97. The current proposal is for a reporter who would cover court, but also pick up the rural reporting that isn't being covered by the rural editor. As another way to address the long-term issue of a lack of court reporting, this role would also be responsible for giving court reporting training to others in the newsroom.
98. The applicant has already identified an experienced journalist who is interested in the role.
99. There are no specific content targets in the proposal. These will need to be formulated and provided prior to contracting. In terms of the type of content to be produced, the proposal mentions covering not only court stories, but wider issues around justice and the legal system, like the aims of the Open Justice scheme PIJF funds for NZME.

[REDACTED]

Staff Opinion

101. The combination of reporting areas combined in this role seem unusual, but [REDACTED] has made the case for both areas being of great importance to the audience and the publication. Most importantly, [REDACTED] has identified a candidate who has the experience, the knowledge of the rounds, and an interest in the role.
- [REDACTED]
102. Assessors could see the need for more reporting in both these subject areas and strengthening any local outlets to provide public interest journalism to its community is a priority for PIJF.
103. Assessors also praised the applicant for giving thought to the sustainability of the role [REDACTED]
- [REDACTED]
104. The success of the rural editor role in terms of content and impact on the organisation's sustainability was also noted.

- 105. The budget is reasonable, asking for funding for salary, laptop and phone [REDACTED]
- 106. Assessors were unanimous in their support for this role, saying it will address gaps that have been well identified and could make a major difference to a quality public interest journalism provider. **Funding is recommended up to \$163,840 for one role for two years,** [REDACTED]

Content Creation Role

Radio Bay of Plenty

\$185,924

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

Synopsis

- 107. Radio Bay of Plenty (1XX) is applying for funding for a reporter to join their small team, so they can increase the area they cover, and the scope of their local news. The application is for two years of funding.

General Assessment

- 108. 1XX says it's the largest independent radio newsroom in the country. It may well be the only one and it currently employs only two reporters.
- 109. 1XX has received PIJF funding for one project, running stories about Provincial Growth Fund projects throughout the region. [REDACTED]
- 110. The proposed reporter would be based in Whakatane but would focus on the central and eastern Bay of Plenty, which are currently not well covered due to lack of resources. The proposal notes the populations in those areas are at least 50% Māori and acknowledges the need to serve that audience. 1XX has a dedicated kaumatua who provides reo and tikanga advice.
- 111. The reporter would provide 25 radio stories per week, plus rewrites, and will also upload the stories to the website and Facebook.
- 112. The applicant has identified a prospect for the role but says they would advertise the role to ensure they get the best candidate.
- 113. The proposal is accompanied by letters of support from the mayors of Whakatane and Kawerau. Both say they're pleased to support this application, and [REDACTED] adds that, "1XX does a great job and is recognised as a training ground for reporters".

Staff Opinion

- 114. 1XX is committed to local news, a PIJF priority, and is currently producing a lot with only two reporters. This role would allow them to cover a wider range of stories from throughout their large geographic area. As one assessor said, "this proposal ensures coverage of isolated communities and strengthens the local media ecosystem".
- 115. Given the difficulties some local outlets have had attracting staff, it's good that the applicant is already thinking about this and has identified one option.
- 116. It was also noted by assessors that the role could increase the news offering for an underserved rural Māori audience, and that there is clearly a strong commitment from this team to do that, and to work with Māori.
- 117. The budget for this application is reasonable. [REDACTED]

118. This additional reporting role could make a big difference to a small provider of local public interest journalism, and to its audience. **Funding is recommended up to \$185,924, for one role for two years,**

Editor – Kaupapa Māori

The Pantograph Punch

\$64,074

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

Synopsis

119. The Editor – Kaupapa Māori position is a 0.8 FTE targeted role that will enhance the quality of The Pantograph Punch’s public interest journalism as it relates to Nga Toi Māori and Māori-interest publishing.

General Assessment

120. The Pantograph Punch is a leading platform for news and writing pertaining to the Arts.

122. The application states that Māori are critically underrepresented in arts journalism, despite the huge importance of art to Māori culture and kaupapa, and the widespread interest in art within Māori communities.

123. Steps have been taken to address this imbalance at an industry level, with the application referencing Creative NZ’s Māori Arts Strategy 2019-2024 and the NZFC’s Māori Film Strategy 2018-2021. However, the *Pantograph Punch* argues that increased visibility and engagement with Māori art creates a need for specialised Māori voices in the arts journalism sector so that the impact of Māori art and artists on the shaping of contemporary Māori identities can be properly acknowledged.

124. It is intended that the Editor – Kaupapa Māori will embed Kaupapa Māori structurally across the organisation while also providing oversight for any content which deals with Māori art/artists.

125. Not only will the role strengthen the relationship between Māori interests and journalism, it will also help the Pantograph Punch to better fulfil its commitments to Te Tiriti o Waitangi.

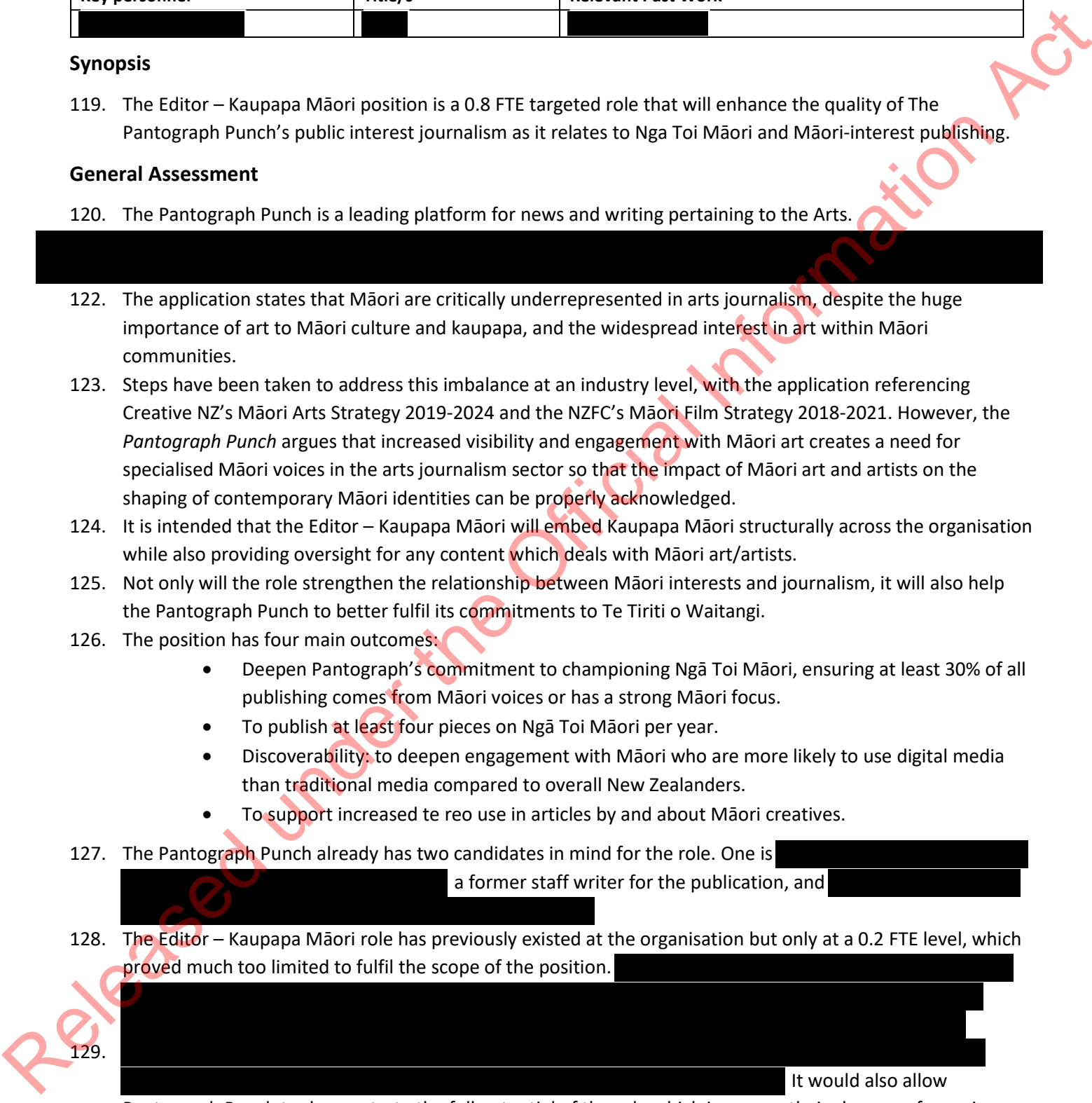
126. The position has four main outcomes:

- Deepen Pantograph’s commitment to championing Ngā Toi Māori, ensuring at least 30% of all publishing comes from Māori voices or has a strong Māori focus.
- To publish at least four pieces on Ngā Toi Māori per year.
- Discoverability: to deepen engagement with Māori who are more likely to use digital media than traditional media compared to overall New Zealanders.
- To support increased te reo use in articles by and about Māori creatives.

127. The Pantograph Punch already has two candidates in mind for the role. One is [REDACTED] a former staff writer for the publication, and [REDACTED]

128. The Editor – Kaupapa Māori role has previously existed at the organisation but only at a 0.2 FTE level, which proved much too limited to fulfil the scope of the position. [REDACTED]

129. [REDACTED] It would also allow Pantograph Punch to demonstrate the full potential of the role which increases their chances of securing future funding for the Editor from other sources.



130. The application included supportive quotes from one staff writer and two Pantograph Punch Māori readers who spoke to the importance of a Te Ao Māori perspective in arts journalism, with one writing, “I appreciate the diversity in voices and choose to read Pantograph because I know I will find someone similar to myself being represented”.

131. [REDACTED]

Staff Opinion

132. Assessors were unanimously in favour of this application, with one writing that the role would, “benefit arts journalism, the Pantograph Punch itself, and it has measurable outcomes to perform against. The proposal is detailed and demonstrates the organisation’s genuine enthusiasm for the role and its potential.”

133. Staff felt confident that the Pantograph Punch, having already identified potential candidates, will be able to fill the role.

134. Staff also thought the budget was reasonable and [REDACTED]
Funding is recommended up to \$64,074 [REDACTED]

Valley Media Coromandel App Reporter Valley Media \$58,355

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

Synopsis

135. Valley Media is applying for funding for a part-time reporter to work on its new Coromandel App, covering the Hauraki-Thames Valley and the Coromandel Peninsula region.

General Assessment

136. The Valley Profile is a locally owned and operated free newspaper. It is delivered to [REDACTED] in the Hauraki-Thames Valley area. It also offers a news website and is supported with social media channels. It was a finalist in the Community Newspaper of the Year category at the 2022 Voyager Awards and editor [REDACTED] was a finalist in the Editorial Leader of the Year category.

137. The Valley Profile currently employs a full-time editor and two full-time reporters, including a PIJF-funded reporter, who is producing great local content. [REDACTED]

138. The Valley Profile now wants to increase its geographic spread to include the Coromandel Peninsula, reach out to a younger audience, [REDACTED]
[REDACTED] This has led to the development of the Coromandel App. The Coromandel App will include content from the Valley Profile, but in order to also cover the Coromandel Peninsula area, funding is sought for an additional reporter.

139. It is proposed that the reporter, who will work 20 hours per week, will produce four stories of between 450 and 800 words per fortnight. They will also take photos to accompany the stories where appropriate and occasionally produce short videos for the app and social media channels.

140. The stories will all appear on the Coromandel App, and where they are from the Thames Valley area, may also appear in the Valley Profile newspaper, website, and social media channels. All platforms are freely available.

141. The applicant has an experienced journalist who has contributed to the Valley Profile previously identified for this role. [REDACTED]
[REDACTED]

Staff Opinion

142. There was unanimous support from assessors for funding this role. One said the proposal, “proudly goes in to bat for ‘hyper-local community news’. It demonstrates a good track record and a possible financially sustainable path forward for this position and the media outlet. It identifies a problem and has a named person as the solution.”
143. The Valley Profile has proven it is committed to quality local news. The outlet is well-run by a group of experienced journalists, and its current funded reporter produces high quality PIJ content.
144. The intended topics for the Coromandel App are broad but given that it is bringing hyper local news to a small audience, staff is comfortable with things like profile pieces and sports coverage being produced, which we wouldn’t consider eligible at-risk or missing PIJ from a better-resourced national provider.
145. This budget and salary are reasonable, especially considering it is only a half-time role. Laptop, phone and camera are also included. [REDACTED]
146. This expansion is a good example of digital innovation, and one the PIJF would like to support. **Funding is recommended up to \$58,355 for one role for two years,** [REDACTED]

The Outlet Podcast

Schistrockmedia

\$165,246

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

Synopsis

147. Schistrockmedia is applying for funding for a presenter/producer to produce four local news podcasts per week – one each for Wanaka, Queenstown, Central Otago and Southland. The application is for two years of funding.

General Assessment

148. The Wanaka App, Queenstown App, Central App and Southland App currently produce local news for their areas, which is available on the apps and websites. Their combined reach for the past 12 months was [REDACTED]
149. The four apps have come together to make this application, and the podcast presenter/producer would create a podcast for each of the four apps every week. The podcast would be available via the apps and websites and would be promoted on social media. This is a lot of output for one person, but if the podcasts are heavily reliant on unedited interviews, as proposed, it seems realistic.
150. Each podcast would include interviews, news and local community information for example about events. The expectation is that the interviews would produce new angles that could be used by reporters working at each of the four apps.
151. The Central App currently employs a funded local democracy reporter (not LDR), who has been providing high quality local content.
152. [REDACTED]
153. The proposal highlights a gap in local news, which is radio/audio. There are local newspapers, and increasingly websites and apps, but very few local radio stations have their own journalists.

Staff Opinion

154. Assessors were impressed with the collaboration between neighbouring local outlets, and the focus on the sustainability of the role.
155. The four apps/websites produce a good mix of lighter content alongside more serious local news. Assessors felt the addition of the podcast should beef up their news offerings, increasing and improving their output for their local audiences.
156. Some previous PIJF applications for podcasts have been turned down because they don't have additional platforms (other than podcast platforms like Spotify) to promote them and deliver an audience. This proposal shows a clear support structure from the four apps, and an established audience.
157. [REDACTED] the budget is reasonable, and staff was not concerned by those costs. There is a platform contribution of [REDACTED]
158. These outlets are already producing quality hyper-local content for their audiences, and the addition of this podcast should bring even more local news and information to those audiences. **Funding is recommended up to \$165,246 for one role for two years,** [REDACTED]

Social Media Editor

The National Pacific Radio Trust

\$92,561

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

Synopsis

159. The Social Media Editor targeted role will turn written news pieces into video content that is suitable for sharing across all Pacific Media Network (PMN) social platforms channels, including TikTok and Instagram.

General Assessment

160. PMN, one of the largest Pasifika news providers in Aotearoa, is looking to strengthen its digital news offering via a dedicated Social Media Editor.
161. Pacific audiences are large consumers of news on social media platforms and the proposal cites the NZ On Air 'Where the Audiences Are' 2020 report as supplementary proof.
162. PMN states that it has built a reputation for quality journalism by speaking to Pasifika communities from a Pasifika perspective and has been able to build a consistent audience base, which deserves news content that meets them where they are.
163. PMN claims that misinformation has become a problem amongst Pasifika communities and that it has become necessary to counter the issue by distributing fact-checked, culturally relevant news, via the same social media channels that such misinformation spreads.
164. The application argues that the role's output will also create two-way engagement with PMN's existing audience and help to attract additional news consumers.

Staff Opinion

167. Staff felt that this application made a good case that social media news delivery will enable PMN to better serve important Pasifika audiences, which is a goal of the PIJF.

- 168. Staff also noted that the role will “strengthen PMN’s ability to maximise already-funded content” by amplifying content created by other PIJF roles within the newsroom thus enhancing the quality and reach of PIJF news. Further to this, staff felt that the role would have the additional benefit of helping PMN’s long-term sustainability, which would strengthen the Pasifika journalism sector as a whole.
- 169. Staff believes it is important to provide Pasifika audiences with a plurality of news sources and that this role would provide complimentary PIJ to the Tikilounge Digital News Producer, which is also recommended for funding in this round. **Funding is recommended up to \$92,561** [REDACTED]

Journalist

Radio Ngāti Porou

\$158,093

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

Synopsis

170. Radio Ngāti Porou is applying for funding for a Te Rito graduate to work as a reporter for two years.

General Assessment

- 171. Radio Ngāti Porou is based in Ruatoria and broadcasts to an area with a population of almost 44,000 people, about 20,000 of whom are Māori. It sees its priorities as promoting te reo Māori and providing up-to-date essential information for its community.
- 172. The radio station is a mix of music and talk, focused on local issues. Radio Ngāti Porou describes itself as a key source, and sometimes the only source, of local information for its iwi community, and sees this information as important public interest journalism for a niche audience. The organisation also appears to be involved in many local projects like encouraging te reo classes and it is currently running a series of ‘meet the candidate hui’ ahead of the local elections.
- 173. Ngāti Porou Charitable Trust has been broadcasting since 1987 and now also has a website and social media channels. The radio service receives Te Māngai Pāho funding, but this role would be incremental to this funding.
- 174. The radio station runs a two-hour daily news and current affairs programme (to be renamed Nga Kopara from 2023), with a focus on issues that affect the people of Ngāti Porou. Over recent years the focus on using social media to reach the audience has increased. [REDACTED]
- 175. As part of its move to strengthen the online side of its output, Radio Ngāti Porou applied for and was approved funding for two roles in the last round of the PIJF, whose focus will be on repurposing radio content from the news and current affairs programme for the website and social media channels.
- 176. The current application is for Te Rito [REDACTED] to work as a reporter across Radio Ngāti Porou’s radio and online platforms.
- 177. While Te Rito graduates were specifically mentioned in the PIJF Round 6 criteria, this was essentially to clarify that Te Rito partners would be given priority in funding for the graduates, and that the cap of only two roles applications would not apply to funding for Te Rito graduates. Neither of these requirements apply to Radio Ngāti Porou and therefore this is a regular content-creation role application. Subsequently, it does not have to adhere to the one-year time limit for funding, or the budget cap.
- 178. The proposal gives clear detailed content outputs – every week a minimum of three articles for the website, a minimum of 3 x 2’ news bulletins for radio, a minimum of five interviews for radio, and a minimum of two audio/visual interviews for social media.

Staff Opinion

179. Assessors unanimously supported funding this role, seeing the benefits for the audience, the continued professional development of a Te Rito graduate, and the increased capability of Radio Ngāti Porou.
180. One assessor said, *“Ngāti Porou Radio Station is a trusted voice for its people of Te Tairāwhiti. The people of Ngāti Porou love their local news and NPR play a pivotal role in delivering the latest iwi, hapū and Tairāwhiti region updates. The investment into iwi radio is healthy for journalism, often opening opportunities for young Māori into larger Māori media networks.”*
181. Funding roles for Te Rito graduates is a top priority in this round of the PIJF. Ngāti Porou was not a Te Rito partner but as there are enough graduates to go around, it’s great to see one of them move into paid positions elsewhere, particularly in the regions. Having a candidate already identified for the role is also a plus.

- [REDACTED]
184. There was one concern raised about the budget for this role which was the inclusion of [REDACTED]. [REDACTED] While staff is recommending funding up to the requested amount, we plan to discuss this with the applicant in the hope of revisiting this cost and revising the budget to remove or reduce this fee in line with eligible PIJF overheads. The rest of the budget is reasonable, with a salary in line with what we had recommended for Te Rito graduates. [REDACTED]

185. There will be huge benefits from this role for the individual graduate, for Radio Ngāti Porou, and for local audiences. **Funding is recommended up to \$158,093 for one role for two years,** [REDACTED]

ANNEX A: PIJF ROLES APPLICATIONS SUBMITTED IN THIS ROUND

| Company | Application Name | \$ Requested | \$ Recomm | Result |
|----------------------------------|--|--------------|------------|--|
| Three - Local Production | Newshub Te Rito graduates | 240,000 | 240,000 | Approved – Panel recommends funding approval |
| The National Pacific Radio Trust | PIJF Te Rito cadets | 120,000 | 120,000 | Approved – Panel recommends funding approval |
| NZME | NZME roles | 242,600 | 240,000 | Approved – Panel recommends funding approval |
| Tikilounge Productions | Coconet Digital News Producer | 75,000 | 75,000 | Approved – Panel recommends funding approval |
| The Pantograph Punch | Social Media Design Specialist | 50,058 | 50,058 | Approved – Panel recommends funding approval |
| The Spinoff | Sub-editor role extension | 111,000 | 111,000 | Approved – Panel recommends funding approval |
| Kowhai Media | Kaiwhakatika Hourua 2 | 58,520 | 58,520 | Approved – Panel recommends funding approval |
| Ashburton Guardian | Ashburton Specialist Dual Round Journalist | 163,840 | 163,840 | Approved – Panel recommends funding approval |
| Radio Bay Of Plenty | Content creation role | 185,924 | 185,924 | Approved – Panel recommends funding approval |
| The Pantograph Punch | Editor - Kaupapa Māori | 64,074 | 64,074 | Approved – Panel recommends funding approval |
| Valley Media | Valley Media | 58,355 | 58,355 | Approved – Panel recommends funding approval |
| Schistrockmedia | The Outlet podcast | 165,246 | 165,246 | Approved – Panel recommends funding approval |
| The National Pacific Radio Trust | PIJF R6 Social Media Editor | 92,561 | 92,561 | Approved – Panel recommends funding approval |
| Journalist | Radio Ngāti Porou | 158,093 | 158,093 | Approved – Panel recommends funding approval |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED] |