



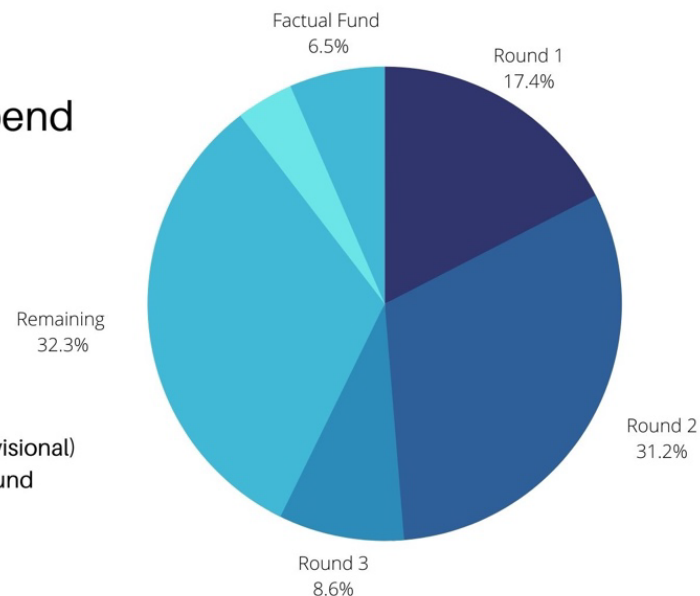
Public Interest Journalism Summit 2022

On 21 January 2022 NZ On Air hosted a summit in Auckland and via Zoom to discuss the Public Interest Journalism Fund (PIJF) with interested parties, provide a high level overview of the first three rounds of funding, and discuss sector-wide issues and opportunities across the remaining funding rounds. This document is a high-level summary of the key data and discussion points from the day.

Since it was launched in April 2021, the PIJF has processed 268 applications requesting more than \$126m. The funding has created a range of public interest journalism projects, new journalism roles and much needed training and development programmes.

PIJF Total fund spend over 3 rounds

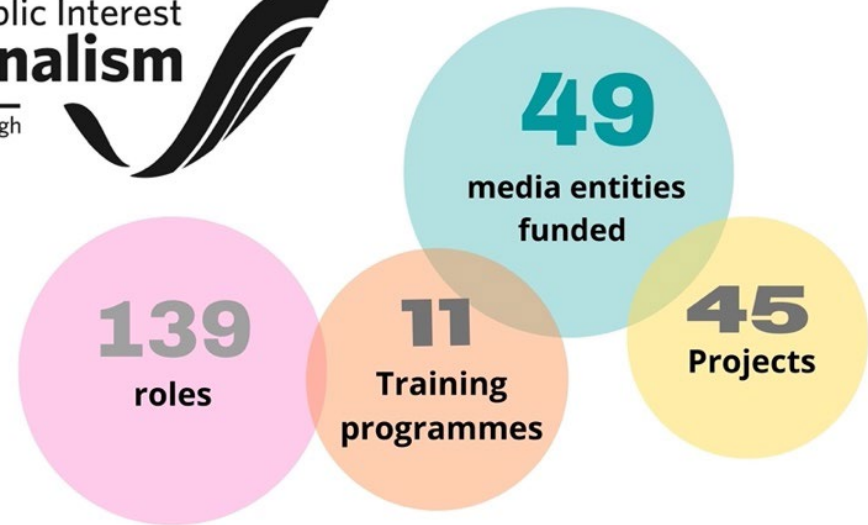
Round 1	\$10,714,367
Round 2.	\$19,185,847
Round 3.	\$5,254,433. (Provisional)
	+ \$4m Factual Fund
Remaining.	\$19,845,353
Admin	\$2,090,742



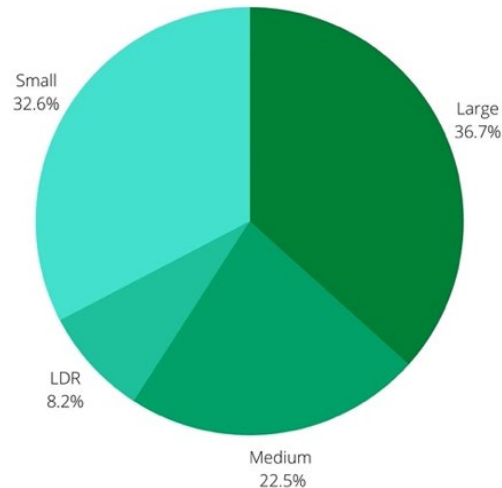
The PIJF has committed \$39,653,017 to date, which includes \$4m (on top of the \$55m) of additional pūtea from NZ On Air's baseline Factual funding to continue supporting legacy journalism programmes such as the long-running current affairs shows.

So far we've funded 139 roles, 11 training programmes and 45 projects across 49 media entities. This doesn't take into account an extra eight publications receiving assistance through the LDR.

We still have around \$19m to be allocated across an estimated four remaining funding rounds between now and end of June 2023.



Funding per size of applicant



This is how the current funding allocations look in terms of the size of applicant. This data is roughly mapped and defined in terms of both the personnel size of media organisations and the relative level of audience influence the organisation has within the media sector.

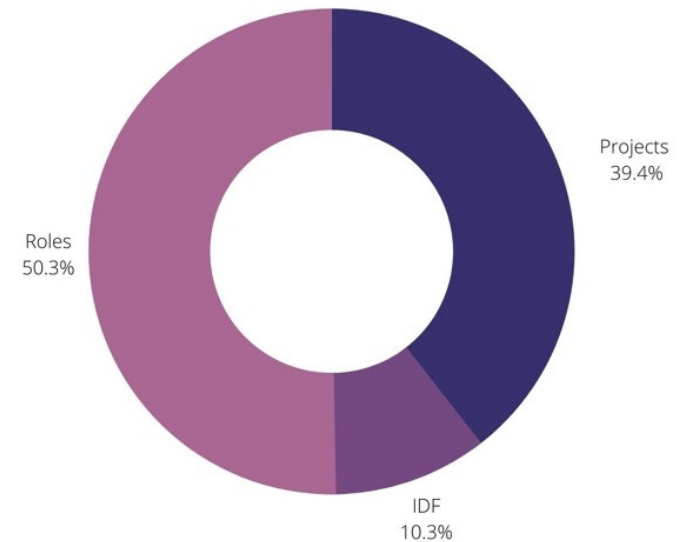
A wide variety of projects covering diverse topics and issues have been published, or will be shortly. These include:

- A longitudinal 'teenagers in NZ' feature series
- Cybersecurity in Aotearoa
- Public Sector investigation series
- Abuse in Care Inquiry - Pacific / youth perspectives
- Inside Child Poverty - 10 years on
- The realities of social media and online culture
- The imminent rupture of the Alpine faultline
- Misinformation in
- the health sector
- Issues facing rural women
- The diabetes crisis in Pacific Communities
- Climate change
- Justice issues and Court reporting
- Issues focused around our oceans
- Interactive whenua ownership database/series
- Charity Sector investigation
- Exploring Aotearoa's Chinese communities
- Southern issues / South Island reporting
- Local Government Reporting
- Bay of Plenty - regional development projects
- Student issues
- Arts reporting

Projects

IDF

Roles

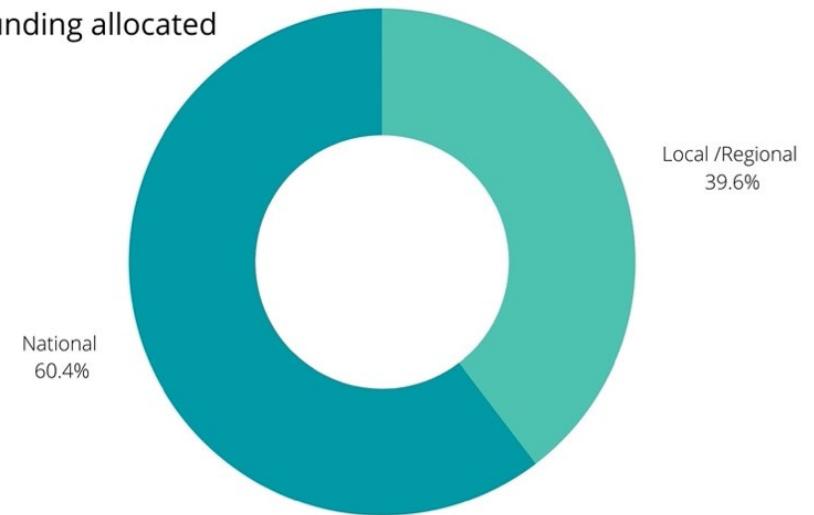


The current \$39m injection has predominantly gone on roles to address the massive drop in the journalism workforce and the fund has provided for 139 roles across all rounds (with most of these roles funded for two years).

Local and Regional journalism

As directed by the Cabinet paper that established the PIJF, we have sought to ensure growth in local and regional journalism, and we believe there is more to achieve in this area for the remainder of the PIJF.

Amount of funding allocated



Other highlights

The 15 journalists who will take part in the *Te Pātiti - Open Justice* scheme being run by NZME were welcomed with a pōwhiri on 10 January and the first story was online by the end of that week.



Local Democracy Reporting

The Local Democracy Reporting scheme has also been supported and expanded. The scheme is administered by RNZ and involves a network of 26 publishers of all shapes and sizes right around the country. The extension from 13 to 20 reporters will mean local government power will be held to account in every region of the country.

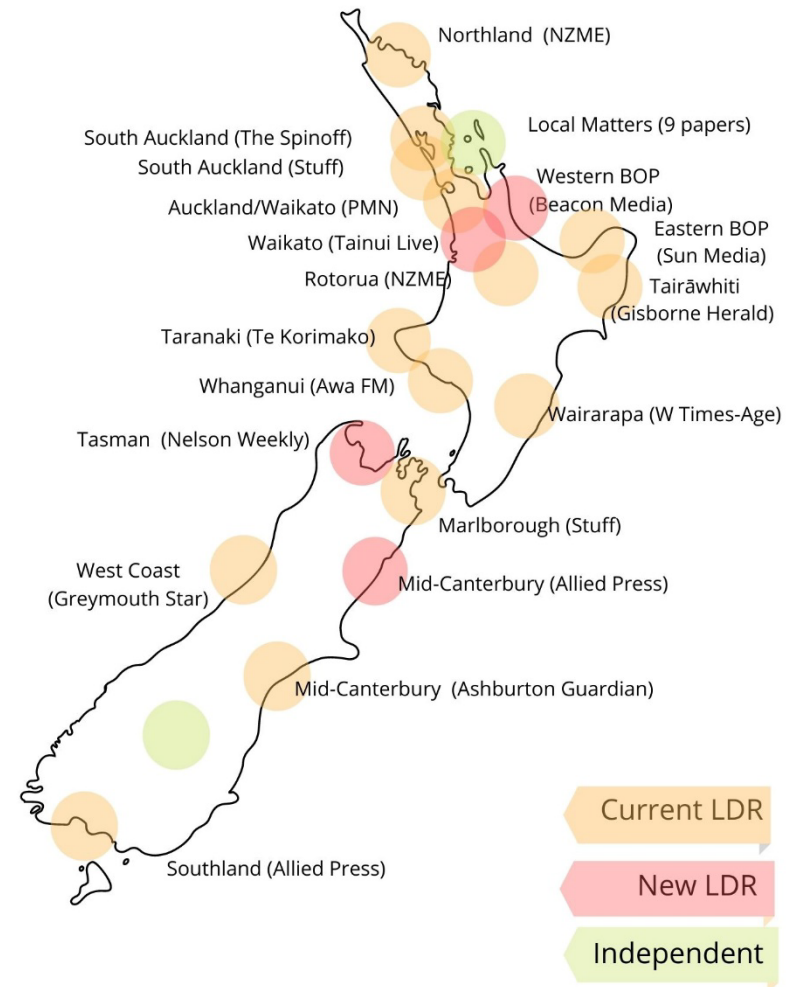
Published projects

The 'Rotorua Weekender - Kāhu ki Rotorua' bilingual supplement has been publishing weekly since October playing an important role in revitalising te reo Māori. Credit to editor Roimata Mihinui who came out of retirement to enable this project to happen.

A range of other projects have produced PIJF content including:

- The Spinoff Nē <https://thespinoff.co.nz/ne>
IRL <https://thespinoff.co.nz/irl>
- BusinessDesk Public Sector Project - <https://businessdesk.co.nz/public-sector-project>
- Techday - Cybersecurity Aoteaora <https://techday.co.nz/tag/pijf>
- The Hui Summer Series <https://www.newshub.co.nz/home/shows/thehui.html>

Local Government Reporter roles requested



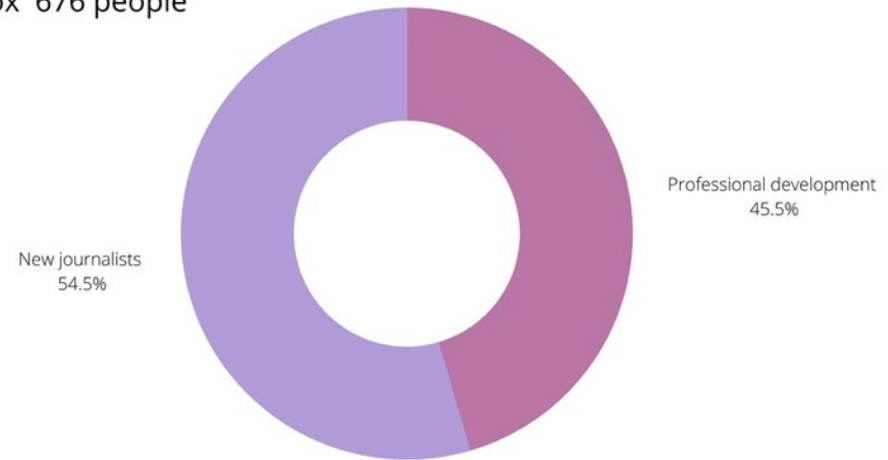
Industry Development

In terms of industry development, 11 training programmes are set to reach more than 600 people with training across a range of skills from world class photo journalism to cultural and disability awareness.

The programmes include:

- Te Rito – Māori/Diverse voices
- Coconet – Pasifika cadets
- Business Desk – Business journalism cadets
- Kōmiromiro – Online Iwi Radio journalism programme
- Attitude Pictures – Disability Roadshow
- Newsroom – Cadets
- Kōwhai Media – Photo Journalism
- The Spinoff – Mentorship programme
- Stuff – In-house multi-lens journalism training
- Allied Press – Cultural Competency and Commissioning training
- Māori Television – Miria Te Pounamu (on-the-job journalism training)

11 Training projects
approx 676 people



Six of these training programmes focus on bringing new journalists into the sector with 135 to receive training and mentoring.

Te Rito is one of the largest PIJF training schemes – administered by Māori Television, Discovery/Newshub, Pacific Media Network (PMN) and NZME – with 25 cadets due to start a one year programme in February 2022. What’s been remarkable about *Te Rito* is not only the massive effort by the four partners to create a true collaboration but also the incredible response from their recruitment campaign. *Te Rito’s* recruitment campaign saw 99 applications for the 25 positions.

Another example of collaboration is *The Next Page* mentorship programme developed by The Spinoff, Metro, The Pantograph Punch, North & South and New Zealand Geographic to develop magazine feature writers. Paid a living wage across the period, three lucky writers will get the

chance to work with acclaimed journalist Donna Chisholm, and will spend four weeks at each of the partnering publications — working across a range of forms including essays, criticism, opinion and feature-writing — and will have the opportunity at the end of the programme to pitch and then develop a final feature to one of the publications they have worked with.

How is the PIJF performing so far?

NZ On Air has developed measures (that will be reported on annually) to determine the success of the PIJF in terms of whether it is meeting key objectives outlined in the PIJF Cabinet paper. These include areas of audience engagement and sentiment towards PIJF content, and tracking of prioritised investment in underrepresented audience as outlined in the NZ Broadcasting Act.

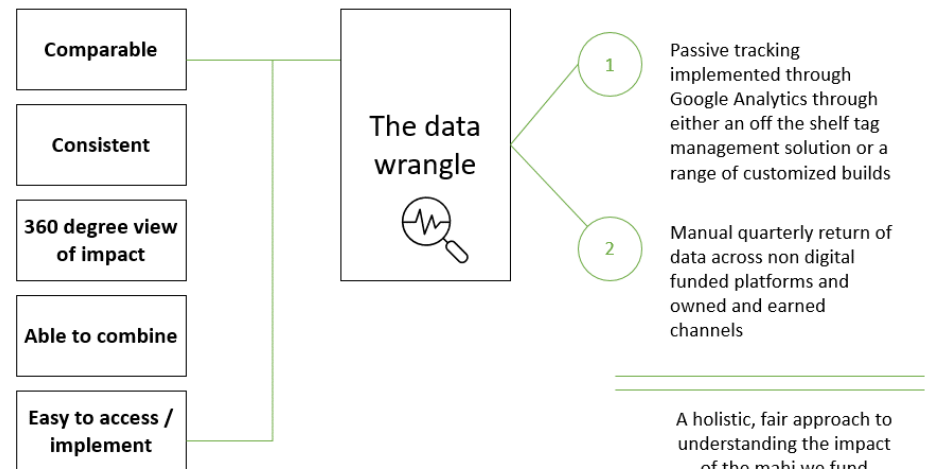
- At least 70% of funded content achieves estimated audience targets
- Average time spent viewing PIJF content online is 1 minute or greater
- Sentiment measured through our annual public awareness survey
- A minimum of 50% of PIJF funding goes towards targeted audiences

In order to measure audience engagement, the PIJF has set up a unique measurement tool to provide metrics around funded content.

So far the tool shows the PIJF is performing beyond expectations in terms of content engagement and time spent viewing content.

With only 25 publishers reporting so far, we reached one million page views of PIJF content on 19 January 2022. All publishers are expected to be engaged in the reporting in the next few months.

The quest for a uniform, fair and inclusive way to measure what we fund



To date, the PIJF has measured 719,488 unique users across more than 5,000 pieces of PIJF content. Users spent an average 4'28" on each article (far exceeding the 1 minute goal). That provides a total of 67,811 hours spent consuming PIJF content.

Role Funding

There was high demand for role funding with 31 media organisations applying for 159 roles seeking a total of \$46m. Over the three rounds, 139 role applications have been funded. To date, we have funded 108 new or incremental roles, 13 non-incremental and 18 that we are defining as targeted roles, which are roles that are designed to *support* the creation of PIJ. This has included business development and roles with a focus on creating sustainable business models for local journalism.

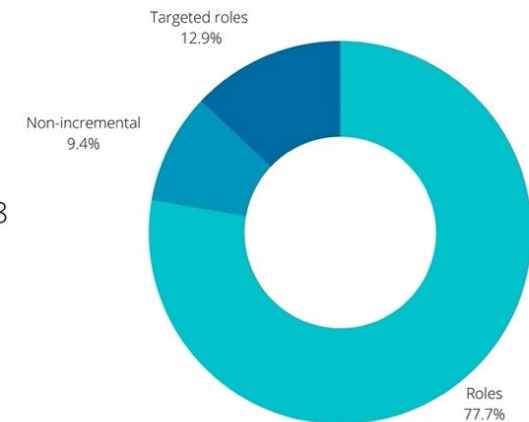
As of January 2022, 85 roles (out of the 108 new roles) have been filled. Despite indications in December 2021 that recruitment would not be possible for many of the roles, the current tracking suggests that more than 85% of the 108 incremental roles from Round 2 will likely be contracted.

In Round 2, we prioritised reporting roles that focused on at-risk and underrepresented audiences. This graph gives you a sense of the breadth of these roles and audiences they intend to serve. We have categorised content differently that is made by, for and about Māori, versus content that is made by Māori but intended for a general audience as this differentiation was identified as important and requested by the Māori journalism sector in our consultation with them in early 2021.

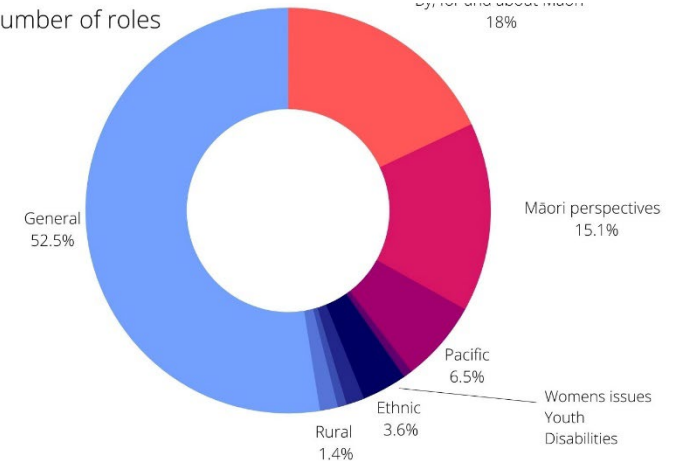
Given the extent of the challenges in recruiting reporters - and in some cases recruitment that has simply moved existing journalists from one organisation to another - the question remains as to whether

Funded Roles

Incremental	108
Non-incremental	13
Targeted.	18



Role focus areas by number of roles
All 3 rounds



the PIJF will need to prioritise the supply side of this equation before opening another significant role funding round. This is an issue that will be raised with the [PIJF Industry Advisory Panel](#). The Panel will meet on January 28 2022 to discuss this and other issues arising at the summit.

Funding Rounds for 2022

Funding Round deadlines have been published [online](#):

- Round 4 - Opens 31 March - Closes 28 April
- Round 5 - Opens 23 June - Closes 21 July
- Round 6 - Opens 1 Sept - Closes 29 Sept

A final Round 7 may be possible in Jan-April 2023.

Māori and Pacific Media

This high-level snapshot of the current investment in Māori and Pacific journalism funding across the three rounds to date demonstrates that we remain focused and committed to delivering strong outcomes for both audience groups, and we think the targeted training schemes and industry development initiatives will provide great opportunities to build upon these outcomes in future funding rounds.

Total Māori and Pacific Funding

Māori Round 1.	\$5,252,713
Māori Round 2	\$5,388,840
Māori Round 3	\$2,077,089
Pacific	\$3,223,911
All others.	\$23,421,605

