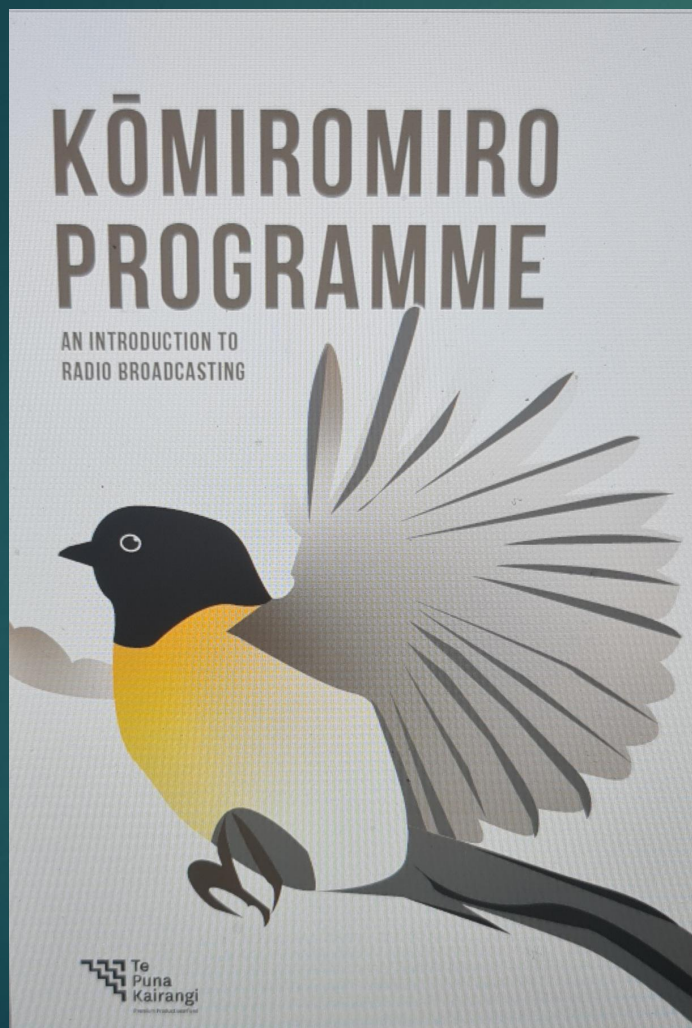


# KŌMIROMIRO MĀORI JOURNALISM TRAINING



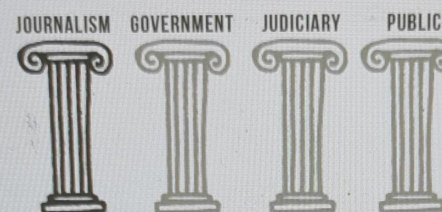
A TRAINING PROGRAMME CREATED FOR MĀORI JOURNALISTS BY MĀORI  
JOURNALISTS, CREATED BY AOTEAROA MEDIA COLLECTIVE FOR THE IWI  
RADIO NETWORK

# Kōmiromiro Māori Journalism Handbook



## WHAT IS JOURNALISM?

Journalism is the gathering of information and views, analysing and assessing it to be truthful and accurate, and presenting it in a simple way which they can understand. Journalism is a founding pillar of any democratic society known as the fourth estate.




The fourth estate sits alongside government, the judiciary and public.

Despite the growing presence of social media, traditional journalism continues to wield significant power in its ability to inform citizens and hold those in positions of authority to account.

## THE PRINCIPLES OF JOURNALISM

Truth and accuracy are the two main tenets of journalism. As a reporter you hold influence over a public who are looking to you to provide them with an informed view as members of society. Therefore, be truthful in all aspects of your work and ensure it is accurate. As a journalist your credibility will be one of your strongest attributes and even minor mistakes can damage a reputation.

IT TAKES 20 YEARS TO ESTABLISH A REPUTATION AND FIVE MINUTES TO ERASE IT.

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- As of the date of this report 19<sup>th</sup> January 2022 we have hosted more than **58** Iwi Radio staff who have in turn attended **177** workshops sessions.
    - We have two full days yet to complete and we expect another 20 staff from the two remaining stations.
    - We hope to have trained over 70 kaimahi by the end of our programme, many will have completed multiple training workshops.



## WHO WORKS FOR THE 21 IWI RADIO STATIONS:

- More than 100 staff most proficient in te reo me ōna tikanga
- Ahikā - they keep the homefires burning
- Iwi historians - they know their iwi history
- Whanaungatanga - they are well connected
- Community people - they are happy living in the regions

## WHAT WE LEARNT:

- Kaimahi are super excited to learn journalism
- Very few have ever received training
- Iwi Radio staff are best suited to tell Māori stories in their regions
- Kaimahi feel excluded by mainstream outlets in their towns
- We need to look at different ways of bringing diversity to our newsrooms ie partnerships, content sharing



## What we think:

With more support and a willingness to collaborate, iwi radio could offer a continuous stream of diverse, regional content from a Māori perspective for other mainstream outlets.

# Building cultural capacity in broadcasting with Partnership Editors



A CONCEPT CREATED BY AOTEAROA MEDIA COLLECTIVE FOR NZOA









Kanohi kitea - Known, trusted in te ao Māori

Mōhiotanga – skilled, balanced, yet seeking what is not always seen

Whanaungatanga – maintain connections, navigate connections

Tirohanga Māori –  
Māori viewpoint, Māori 'feel'

Te reo Māori – and/or ability to translate for non speakers

# METHODOLOGY

REPORTS AND ASSOCIATED RECOMMENDATIONS WERE DEVELOPED FROM BOTH PRIMARY AND SECONDARY RESEARCH SOURCES.

THIS INCLUDES:

MEETINGS WITH EXECUTIVE TEAM

AN ONLINE DIVERSITY SURVEY OF STAFF

ONE-ON-ONE INTERVIEWS WITH A CROSS SECTION OF STAFF

ANALYSIS OF CONTENT

THE INFORMATION FROM SURVEY AND INTERVIEWS ARE SUMMARISED AND ANONYMISED TO PROTECT THE PRIVACY OF ALL PARTICIPANTS.



## FINDINGS – TE TAI TIMU – examples of strengths

- Willingness to engage
- Te tiriti o Waitangi presence and adherence in organization
- Rautaki Māori strategy
- Māori roles, results in content
- Te reo Māori strengths and growth
- Diversity of content
- Staff growing, learning, feeling proud and sure in their workplace culture



## FINDINGS – TE TAI PARI – Examples of areas to work on

- Lack of capacity in reo and tikanga Māori
- Absence of Tiriti policy
- Daily adherence to Rautaki Maōri, clarity of approach
- Difficulty in filling Māori roles
- Historical resistance
- Value not placed on Māori worldview and skills



## **RECOMMENDATIONS**

- **Once assured that a Partnership Editor would be welcomed and supported we made recommendations to NZOA**
- **Our reports formed the basis of proposals then sent to NZOA**