

# **PUBLIC INTEREST JOURNALISM FUND STYLE AND ACCREDITATION REQUIREMENTS**

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Irirangi Te Motu  
**NZ On Air**



# NZ ON AIR

## PUBLIC INTEREST JOURNALISM FUND STYLE AND ACCREDITATION GUIDELINES

Established in February 2021 with a \$55m government allocation to NZ On Air, the Public Interest Journalism Fund (PIJF) aims to support at-risk public interest journalism, meeting local, regional and national audience needs.

It is important New Zealanders know what their taxpayer dollars have funded – especially in the fourth estate. Consistent and correct accreditation helps reinforce the cultural value of this funding to Aotearoa and form part of the contract for funding.

This document guides the use of the PIJF brand assets and how to acknowledge funding on or around funded content, wherever it appears.

The general accreditation requirements under the NZ Media Fund do not apply to journalism funded through the PIJF. (In particular the logo used here is specific to the PIJF.)

We have created a logo and taglines in English and te reo Māori – you may use whichever is appropriate to the content, initiative or platform.

Any circumstances not anticipated by this document should be negotiated with a NZ On Air Communications team member well before your content is published or broadcast.

For these matters and any other queries relating to this guide or the PIJ brand assets, please contact: [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz)

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# EXPLAINING THE PIJ LOGO

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## PUBLIC INTEREST JOURNALISM LOGO AND WATERMARK

Our logo comes in a horizontal orientation, in either black or white, for use on light or dark backgrounds.

A watermark is also available, but is only to be used in specific circumstances set out in this document.

**Please note:** We have not created an animated version of the PIJF logo (for video content) in order to keep costs low so that more of the funding is available for content. In all cases the static logo and watermark are to be used.

### TE REO TRANSLATIONS

Public Interest Journalism Fund  
**Te Puna Whakatongarewa**

Public Interest Journalism  
funded through NZ On Air  
**Te Puna Whakatongarewa**  
kua Utua e Irirangi Te Motu



## CLEAR SPACE AND MINIMUM SIZE

When you're using the PIJ logo with other graphic elements, please ensure you give it enough clear space.

The clear space (X) is built into the logo file, and is equivalent to the distance from the top of the first line of the logo, to the beginning of the second line.

**Note:** the minimum size isn't the preferred size – this size should only be used when space is limited.

### CORRECT USE

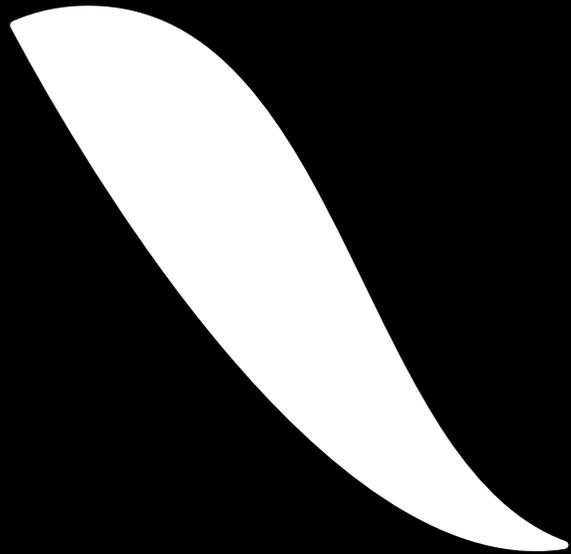
Please do not:

- Alter, rotate, or modify the logo
- Animate the static logo
- Surround the logo with other versions or sizes of the logo
- Accessorise the logo with extra elements



# **APPLYING THE PIJ LOGO**

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## PROJECT FUNDING

This section applies to content funded under the PIJ Projects pillar e.g tightly defined projects delivered to a deadline, similar to those funded via the NZ Media Fund Factual stream.

PIJ projects can include but are not limited to:

- Video content for free-to-air television and online platforms
- Broadcast news bulletins
- Live crosses, live streams
- Text-based content for print and online
- Audio content for radio and podcasts
- Photojournalism

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### VIDEO-BASED CONTENT

The best opportunity to inform viewers they are watching a PIJ funded piece of content is at the beginning.

We expect that your opening title sequence should include the phrase “Public Interest Journalism funded through NZ On Air.” This text should be stylistically consistent with the rest of the title sequence.

If your content does not have an opening title sequence, the PIJ logo must appear in the top left corner of the content within the first 20 seconds of the content, and remain on screen for at least 4 seconds.

Regardless of whether there is a title sequence or not, the PIJ logo must appear after commercial breaks at least **twice** in a **half hour programme** and at least **three** times in a **full hour** programme. If your content is longer than an hour please contact [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz)

PIJ should be acknowledged in the end credit sequence – either as a written acknowledgement of PIJ funding (e.g. Public Interest Journalism funded through NZ On Air) or the inclusion of the static PIJ logo.

The PIJ logo must also be applied on all secondary or additional distribution platforms for funded content. If the secondary or additional platforms differ in media type e.g. podcasts or text-based content, they must adhere to the accreditation requirements specified for those platforms as well.

All funded content must adhere to our publicity and accreditation requirements, and our social media requirements on page 10.

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### BROADCAST NEWS BULLETINS

For video broadcast news bulletins, the PIJ logo must appear in the top left corner of the funded content within the first 20 seconds of the content, and remain on screen for at least 4 seconds.

When the video content is uploaded online it must also contain the following text credit: "Public Interest Journalism funded through NZ On Air."

For radio broadcast news bulletins, for a live or pre-recorded voice report, the reporter should include a verbal credit of "Public Interest Journalism funded through NZ On Air." When shared online, the story must include a text credit.

If the funded story is too short to contain a verbal credit, NZ On Air requires a text credit when the story is shared online.

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## **LIVE CROSSES AND LIVE STREAMS**

Where PIJ funded content is a live cross or live stream, the static PIJ watermark must appear on the content in the top left corner for the entire duration.

The journalist may also or instead be identified in the Key applied to the bottom of the screen as:

Jane Doe reporting from Auckland (or whatever your style is), Public Interest Journalism funded through NZ On Air.

If content is repurposed to be shared as video-based content for either free-to-air or online platforms, the accreditation requirements applied above must remain on the video file.

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## **TEXT-BASED PRINT AND ONLINE CONTENT**

This section applies to Public Interest Journalism funded text-based content, for print and online distribution.

The phrase “Public Interest Journalism funded through NZ On Air” must appear above the first or beneath the last paragraph of the content.

Where space allows, the PIJ static logo should also appear at the top or bottom of the text.

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## **RADIO AND PODCASTS**

This section applies to Public Interest Journalism radio content and podcasts.

All funded content must include the phrase “Public Interest Journalism funded through NZ On Air.” This phrase is a verbal credit that can either be pre-recorded or delivered live.

This phrase should be spoken twice, once at the beginning of the content, and once at the end.

All on-air trailers or promotions for the content must mention it is “Public Interest Journalism funded through NZ On Air.”

Any webpages, platforms or social media pages that host this content must feature the words “Public Interest Journalism funded through NZ On Air” and/or the Public Interest Journalism static logo on the relevant page or post.

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## **PHOTOJOURNALISM**

All photojournalism funded by PIJ should include accreditation in the photo credit in the format of “Credit: First Name, Last Name. Public Interest Journalism funded through NZ On Air.”

If the content is a series hosted on a webpage, platform or social media page accreditation can be in the form of a written acknowledgement in the text and must adhere to our text-based and online content accreditation requirements.

## ROLE-BASED FUNDING

### This section applies to individual roles where the salary is funded by the Public Interest Journalism Fund.

All content created by the funded journalist/s should be credited in the by-line as "First Name, Last Name. Public Interest Journalism Funded through NZ On Air".

#### Byline credit example:

By John Doe, Public Interest Journalism funded by NZ On Air

All written, video, audio or multimedia content that is created by an individual funded by the Public Interest Journalism Fund must be accredited in the same way as content produced under Project funding – see earlier section.

## BROADCAST NEWS BULLETINS

For video broadcast news bulletins, the PIJ logo must appear in the top left corner of the funded content within the first 20 seconds of the content, and remain on screen for at least 4 seconds.

When the video content is uploaded online it must also contain the following text credit: "Public Interest Journalism funded through NZ On Air."

For radio broadcast news bulletins, for a live or pre-recorded voice report, the reporter should include a verbal credit of "Public Interest Journalism funded through NZ On Air." When shared online, the story must include a text credit.

If the funded story is too short to contain a verbal credit, NZ On Air requires a text credit when the story is shared online.

## INDUSTRY DEVELOPMENT FUNDING

### This section applies to funded Industry development initiatives.

This can include but is not limited to:

- Training and development initiatives e.g. Cadetships, journalism bursaries and internships
- Funded workshops, lectures and events e.g. sector collaboration and discussion, Te Tiriti workshops, upskilling events

## TRAINING AND DEVELOPMENT INITIATIVES

All written, video, audio or multimedia content created by an individual or group participating in training or development funded by the Public Interest Journalism Fund must adhere to the Project guidelines set out above.

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## FUNDED WORKSHOPS, LECTURES AND/OR EVENTS

Participants should be informed that the event is funded by the PIJF.

The phrase "Supported by the Public Interest Journalism Fund through NZ On Air" and/or the PIJ static logo should be included on all promotional material for the event – including banners, ads, leaflets etc.

NZ On Air should be notified of the event and given the opportunity to provide PIJ branding and logos as necessary.

Recorded funded workshops, lectures and/or events that are repurposed into video content must be accredited in the same way as content produced under **Project funding** – see earlier section.

## PUBLICITY AND MARKETING

All promos, trailers, teasers or additional video content created to promote PIJ funded content must include the PIJ static logo in the top left corner of the content within the first 10 seconds, remaining on screen for at least 4 seconds.

Paid advertising for PIJ funded content (such as billboards, bus ads, print and online ads) must include the PIJ logo. Please contact [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz) if there are any issues with spacing/crowding.

Content creators and platforms should provide any PIJ publicity materials/EPKs to NZ On Air ideally two weeks ahead of their launch date. Behind the scenes images and additional assets are also welcome as NZ On Air aims to help promote the content we fund. Please send these through to [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz)

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### WRITTEN MATERIAL

All media releases or publicity materials provided to media, advertisers and agencies about funded content must mention PIJ funding in the preferred style. They may also include the static PIJ logo.

Industry newsletters, highlights and communications that feature funded PIJ content should include the phrase “Public Interest Journalism funded through NZ On Air.”

**Please note:** In writing, PIJ should always be referred to as Public Interest Journalism, not abbreviated to PIJ. NZ On Air is never abbreviated to NZOA.

## NZ ON AIR SOCIAL MEDIA REQUIREMENTS

NZ On Air has a presence on most major social media platforms.

All posts about funded content must tag the NZ On Air social media accounts.

All social media pages created to promote funded content must acknowledge PIJ funding. This could include tagging NZ On Air and including the phrase “Public Interest Journalism funded through NZ On Air” in posts, in page bios/about sections, including the PIJ logo on the cover image etc.

### Facebook

[@nzonair](https://www.facebook.com/nzonair)

### Twitter

[@nzonair](https://twitter.com/nzonair)

### Instagram

[@nzonair](https://www.instagram.com/nzonair)