

**Prepared by:**

Te Amokura Consultants, 23 April 2021

# **Irirangi Te Motu | New Zealand On Air: Public Interest Journalism Fund**

**Māori and Iwi Journalism Sector Recommendations**



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# 1. He kupu whakataki | Introduction

Te Amokura Consultants were engaged by New Zealand on Air (“NZOA”) to facilitate stakeholder engagements and feedback from the Māori and Iwi (inclusive of hapū and hau kāinga) Journalism Sector (“the Sector”) for the Public Interest Journalism Fund (“PIJF”), with regard to four documents, namely:

- The Public Interest Journalism Definition;
- The PIJF Eligibility Criteria;
- The PIJF Assessment Criteria; and
- The PIJF Outcomes Framework.

This paper provides recommendations and subsequent considerations to the PIJF and on the documents above, as informed by the Māori and Iwi journalism sector.

*“He ao te rangi ka uhia, mā te huruhuru te manu ka rere”  
“Although clouds may cover the sky, with feathers a bird may still soar”*

- Tamaterangi

## 2. He taura tāngata | Engagement approach

### Māori and Iwi journalism sector

Te Amokura Consultants took a two-step approach to engagement that included (when possible) kanohi ki te kanohi engagement and/or a zoom hui, and a follow-up engagement. Engagements were not restricted by time, but were fluid and wānanga based to provide the space for the Sector to share their thoughts.

The stakeholders from the Sector that were engaged in this process represented:

- Māori Journalists Aotearoa;
- Māori Television Service;
- Te Whakaruruhau o Ngā Reo Irirangi Māori;
- Waatea;
- Radio New Zealand; and
- Academic - Dr Te Atakohu Middleton.

The invitation to participate was also extended to Te Mātāwai and TVNZ representatives. While the representatives that engaged were aware of the development of the fund, most were not involved with the initial consultations for the design of the PIJF and this was their first time to contribute.

The engagement hui were based on time, wānanga and the mutual desire to ensure that the PIJF could somehow be more reflective of Te Tiriti o Waitangi, be more responsive to the needs of the Sector and promote Te Tiriti o Waitangi partnership throughout the journalism sector.

The feedback sought was in two forms. The first was feedback for the overall make up and parameters of the fund. This was the Sectors opportunity to provide strong feedback that fell outside the scope of the consultation documents.

The second was based on the following documents:

- The Public Interest Journalism Definition.
- The PIJF Eligibility Criteria.
- The PIJF Assessment Criteria; and
- The PIJF Outcomes Framework.

All the information from the engagements was then collated and used to form the basis of this report and the following recommendations.



### 3. He horopaki | Context

#### 1. What is Māori and Iwi journalism?

Feedback from the sector gave considerations for a possible definition for Māori and Iwi Journalism to include that:

*Māori and Iwi Journalism is made by Māori, told by Māori in te reo Māori and/or about Māori perspectives, issues, and interests.*

The point of differentiation between Māori and Iwi journalism (and also media) is based on the audience they service, the content they deliver, and the different skillsets required.

Māori and Iwi journalism create a space and platform to give voice and representation to Māori, Iwi, hapū and hau kāinga; Māori content, language, and perspectives on all issues deemed relevant locally, nationally, and internationally. It provides plurality of voice and balance of opinion at a political level across a range of issues to ensure te reo Māori and Māori perspectives are heard and considered.

Māori and Iwi journalism is rooted in identity and language reclamation and representation, holding the Crown to account for its active role in language and identity suppression in the past, and always seeking opportunities to create mechanisms for partnership and working together in the future.

These considerations showcase the wide spectrum of reporting that motivate Māori and Iwi Journalism. That broader Aotearoa journalism has different settings and motivations, highlights how Māori and Iwi journalism contributes to Public Interest Journalism as a whole but in a different way.

#### 2. Public Interest Journalism Fund

The Māori Journalism Sector have made it clear that the current funding pillars and draft criteria as they stand are not reflective of the Te Tiriti o Waitangi and that they are not inclusive or reflective of the needs of the Te Tiriti o Waitangi partner.

The lack of involvement through a co-design process to practice a Te Tiriti o Waitangi partnership was a missed opportunity and can be seen in the current state of the PIJF design.

The degree of realistic feedback that the Māori Journalism Sector could provide was compromised by their late involvement, the scale of design that had already been completed when they were invited to contribute, and further exacerbated by the short timeframe. To re-design the PIJF to retrofit reflecting Te Tiriti o Waitangi and a partnership was the preference, but fundamental changes would impact practically on the timeframes of the fund. The Māori Journalism Sector chose to prioritise their feedback to proactively approach the relationship and opportunity to feed into the existing substantive documents.

Although these concerns are strong, the Māori and Iwi Journalism Sector remain optimistic of the approach taken by New Zealand on Air in this process and see this as a great opportunity to reshape Te Tiriti based approaches to funding within this sector.

### 3. Engagement Observations

- Due to years of inequality, inequity and huge disparities in funding, the Māori and Iwi journalism sector is in a critical state.
  - As a result of funding disparities, the Māori and Iwi journalism sector has become fractured resulting in constant tensions within the Sector.
  - The PIJF is not responsible for resolving these issues but it can impact significantly on how the sector operates.
  - There is genuine concern by the Sector around capability for decision making of the fund and assessments on requirements such as showing commitment to Te Tiriti o Waitangi.
  - Broader Aotearoa journalism had greater revenue streams available to them before the impacts of COVID-19, where funding to the Sector was already operating at a deficit prior to COVID-19. Post COVID-19, the tailoring of funding parameters to meet the needs of the broader Aotearoa journalism sector widens the inequity between mainstream journalism and Māori and Iwi journalism.
  - Any decisions made on the make up and allocation of the recommendations for this fund require greater consultation than what was available within our timeframes. With this in mind, it is in the interest of NZOA to work closely with the Māori and Iwi journalism sector to ensure parity of need and interests within the sector.
  - The recommendations reflect areas of consensus across the Māori and Iwi journalism sector.
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## 4. Ngā tūtohinga | Recommendations

### 1. Key Recommendations

#### **Stakeholder feedback**

In the first half of the wānanga, the Māori and Iwi journalism sector were asked to give their views, aspirations, and recommendations for the PIJF and how it could best reflect the principles of Partnership, Participation and Active Protection under Te Tiriti o Waitangi, as well as add substantive change and practical solutions to the needs of the Sector.

Consistent with the context given above, the Sector provided an understanding of the systems and values that underpin Māori and Iwi journalism and separate them from their mainstream counterparts. This was important in understanding why blanket approaches to designs and definitions in an equitable and competitive funding context requires strong, effective, and efficient consultation.

The Sector were open and shared some strong views on the PIJF process to date, using it as an example of the institutional frameworks that have guided funding parameters in the sector for the past 10 years. The Sector saw these engagements as an opportunity to express their experiences of funding disparities and inequities that have had greater impact on the Sector than COVID-19, noting that the Māori and Iwi Journalism sector have been in a critical state for the past 10 years due to no increases to baseline funding or CPI adjustments. The Sector also shared common experiences had with training, developing, and retaining Māori talent as they look for better opportunities in the current economic climate.

Regardless of the grievance shared and felt, the Sector remained steadfast and positive as they identified the opportunity for substantial and sustainable change.

The Māori and Iwi journalism sector see the PIJF as an opportunity to pioneer a new Te Tiriti based approach to Partnership, Participation and Active Protection within the sector, recognising the steps taken by NZOA to remedy past consultation processes as step in the right direction.

With Te Tiriti based practices in mind, the Sector believes that ringfenced funding for Māori and Iwi journalism, managed by the Sector is the bare minimum in upholding the principles of Te Tiriti o Waitangi, but also as an opportunity to grow the journalism sector as a whole

through Te Tiriti reflective processes that showcase true partnership at every level. These processes and recommendations also include equal representation in co-design, co-decision making and co-management of the PIJF at every level, beyond the ringfenced amount.

To conclude, the Sector also made it clear that in a Te Tiriti o Waitangi approach to Partnership, equal representation means representation from the Crown (NZOA, Te Māngai Pāho, RNZ, TVNZ etc) and representation from the Māori and Iwi journalism sector (inclusive of MTS and Māori and Iwi Radio).

*\*More detail and rationale in Appendix A.*

## **Recommendations**

1. 50% of the PIJF must be ringfenced for Māori and Iwi Journalism.
2. All decision making groups for the ringfenced funding must consist of industry representatives from within the Māori Journalism Sector.
3. Under the ringfenced funding, the assumption is that the proposed amendments, considerations and recommendations from the Māori and Iwi journalism sector to the PIJF would apply.
4. Regardless of any ringfenced funding, all proposed amendments, considerations and recommendations from the Māori and Iwi journalism sector should still apply to the wider PIJF.
5. Equal representation for the Crown and the Māori and Iwi journalism sector on decision making groups and functions is required at every level of the PIJF to reflect Te Tiriti o Waitangi partnership.
6. All considerations under this fund must be iterative and allow for amendment prior to each funding round.

## **2. Public Interest Journalism Definition**

### **Stakeholder feedback**

Stakeholders were asked if the PIJF definition as it stands was inclusive of/or responsive to Te Tiriti o Waitangi and the needs of Māori and Iwi journalism. Stakeholders were then asked to provide their own definition of Māori and Iwi journalism to help shape the scope of the PIJF definition in light of Māori and Iwi journalism.

This exercise highlighted the different value systems that motivate content and inform reporting practices for Māori and Iwi journalism. Māori and Iwi journalism in its establishment, approach, practice and objectives are framed differently to its broader journalism counterparts within Aotearoa by comparison.

The Sector identified that;

- the PIJ definition must give express mention to the principles of Te Tiriti o Waitangi.
- Māori and Iwi journalism and reporting is innately political in nature. This is especially true in the context of iwi, hapū, and whānau politics as well as ensuring a plurality of voice for Māori within a national political sphere is heard.
- It is also important that tikanga, kaupapa (events/initiatives etc), and tangihanga based reporting be considered within the PIJ definition when it comes to Māori and Iwi journalism.
- Māori profile-based reporting should also be included.
- PIJ definition must also include reporting on civil emergencies.
- the PIJ definition must include reference to content that is culturally sensitive.

The series of recent Civil Defence Emergencies over the last year have highlighted the necessity of regional reporting from and for their communities as trusted voices with reliable and accurate messaging. That includes language for communicating and reach needing to reach all parts of the nation. Iwi media and journalism are a local democracy reporting, with a committed following and relied on as a trusted and established community voice.

The Sector concluded that it is important that the Public Interest Journalism definition be read in light of Māori and Iwi Journalism perspectives and focus areas.

## **Recommendations**

7. Public Interest Journalism definition must give express mention to Te Tiriti o Waitangi
  
8. Public Interest Journalism must be widened to include Māori and Iwi Journalism focuses such as;
  - Te reo Māori
  - Political matters
  - Historical accounts
  - Profile based reporting
  - Tangihanga
  - Māori interest
  - Sports (Ki O Rahi, Waka Ama, Touch Nationals etc)
  - Civil Emergencies

9. Public Interest Journalism must also be culturally competent and sensitive.

*\*More detail and rationale in Appendix B.*

### 3. PIJF Eligibility Criteria

#### Stakeholder feedback

The eligibility document provided nine (9) criterion for eligibility. Stakeholders were asked to provide feedback on;

- Whether or not the eligibility criteria was responsive to the particular needs, circumstances and/or character of the Sector.
- How the current draft eligibility criteria would effect the Sector.
- How could eligibility be more reflective and inclusive of the Sector.
- How the eligibility criteria could be more reflective of Te Tiriti o Waitangi.

In response to the questions above and the criterion within eligibility, the Sector recommends that Te Tiriti o Waitangi must be a paramount consideration when assessing the eligibility of an organisation to apply for the PIJF. They stressed that there must be a clear and obvious commitment or intent for commitment to Te Tiriti o Waitangi in line with some of the considerations outlined in **Appendix F**.

The Sector maintained that a wide interpretation of PIJ be taken to include the considerations for a definition of Māori and iwi journalism. This is to ensure Māori and Iwi journalists are not excluded by a narrow definition of PIJ.

Following from the wide interpretation of PIJ, the Sector believed that a commitment to NZ must also include a measurable commitment to te reo Māori as an official language.

Stakeholders shared their concerns that online requirements had the potential to exclude Māori and Iwi journalism providers from applying as they might not necessarily have online distribution capabilities as well as the administrative and HR requirements on Māori independent content creators who may not necessarily have those processes in place. This is important as most mainstream providers outsource Māori content creation to Māori independents.

The final discussions on this paper highlighted the Sectors concern that the limited eligibility criteria would affect the protection, revitalisation and promotion of te reo Māori through journalism and their audiences by limiting the key te reo Māori-centric stakeholders, namely Māori Television Service and Iwi radio stations (also referred to by the stakeholders as Māori, Iwi and hau kāinga radio) who all receive Crown funding for operational costs, and

programming funding through TMP to promote Māori language and culture through committing to their ZePA model<sup>1</sup>.

The Māori Journalism Sector therefore recommends that given the significant role these stakeholders play in the protection, revitalisation, and normalisation of te reo Māori as established under article 2 of Te Tiriti o Waitangi, these groups must be exempt from this requirement to ensure te reo Māori within the wider journalism sector is protected and progressed through this fund.

## **Recommendations**

10. Te Tiriti o Waitangi must be a priority consideration in assessing the eligibility of an organisation to apply for the PIJF.
11. Māori Television Services and Māori, Iwi and Hau Kāinga Radio must be exempt from the limited eligibility requirement for Crown owned and funded public media organisations.
12. Flexibility must be given for Admin and HR requirements when dealing with independent Māori journalism and/or providers.
13. “NZ commitment” needs to include a commitment to te reo Māori as an official language.

*\*More detail and rationale in Appendix C.*

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<sup>1</sup> A learning continuum for te reo Māori that comprises three major states: Zero, Passive and Active all measuring a person’s attitude toward te reo Māori.

## 4. PIJF Assessment Criteria

### Stakeholder feedback

The Sector were clear that the merits of any project, role and training and development programme must also include an assessment based on their responsiveness and commitment to Te Tiriti o Waitangi. The Sector believes that although a Te Tiriti assessment was used to determine an organisations eligibility for the fund, Te Tiriti assessments must also be used to scrutinise any project, role or training and development programme to ensure the PIJF continues to reflect Te Tiriti, but that surface level perceptions of a commitment to Te Tiriti o Waitangi are also avoided. The Sector provided assessment criteria-based considerations for Te Tiriti o Waitangi to this effect in **Appendix F**.

The Sector also shared concerns for the perspective that the assessment criteria and descriptions were written in, stating that the deficit framing of key assessment areas were deemed counter intuitive to the objective of the fund. They held that the framing was Eurocentric and did not go far enough to include wider perspectives, especially in naming key stakeholders like whānau, hapū and iwi but subjugated them into normal “target audiences”. The Sector suggested a reframing of the criteria to be more culturally inclusive, opportunity driven and encouraging.

One of the key thoughts tabled by the Sector, was on the ability to use the PIJF for existing (non-additional) roles. This was particularly important in the wider context of funding disparities and inequities within the broader media sector and how the lack of funding for the Māori and Iwi sector has severely affected them for the last 10 years.

Although the Sector agrees that it is not this funds responsibility to solve the funding disparities within the wider media sector, they still see this as an opportunity to help grow the Māori and Iwi journalism sector, guided by Te Tiriti o Waitangi to the benefit of PIJ.

### Recommendations

14. Te Tiriti o Waitangi must be a relevant consideration when assessing the merit of any project, role and training and development initiative
15. The Māori Journalism Sector should be able to support existing (non-additional) roles.

*\*More detail and rationale in Appendix D.*

## 5. PIJF Outcomes Framework

### Stakeholder feedback

The Māori and Iwi journalism sector maintained that the evaluation, objectives and measures within the PIJF Outcomes Framework need to be reflective of Te Tiriti o Waitangi and the diverse perspectives within the Sector. They furthered this by suggesting that an overall Te Tiriti o Waitangi assessment of the PIJF should be included in the review stages of the fund.

They provided feedback on things such as the protection of mātauranga Māori based content, the expectation for inclusion in the maintenance of the PIJF and provided insight into data metrics that could be more reflective of the value systems that underpin Māori and Iwi journalism. The Sector continued to express their concern for the narrow definition of PIJ and offered the suggestion for express mention of Māori as a Te Tiriti partner and not subjugated as an underserved minority group.

In response to (29.2) of the cabinet paper, the Sector expressed the legitimisation of Māori and Iwi journalism through portal fields and data inputs as well as ensuring that any targets and initiatives for Māori under the PIJF should be at the very least through co-design and co-management. The Sector concluded by maintaining that under Te Tiriti o Waitangi, half of all the proposed 250 FTE outputs must also be reflective of Te Tiriti o Waitangi.

These suggestions, albeit firm and Te Tiriti focussed showcase the increase in awareness of Te Tiriti matters and the growing opportunity to promote genuine Te Tiriti o Waitangi partnership through the PIJF.

### Recommendations

1. NZOA must make provision to ensure that any decisions on the protection and ownership of all Māori and Iwi Journalism content.

Maintenance of PIJ must be inclusive of the Māori and Iwi Journalism Sector

Data capture and measurements for Māori and Iwi journalism sector should be culturally relevant and tailored to reflect sector values and objectives.

2. The outcome framework should be read in light of the proposed considerations for a Māori and Iwi Journalism definition.

Māori should be mentioned explicitly as a Te Tiriti partner and not subjugated as an underserved area and/or community.

3. The topic areas and data input fields in the submission portal, in accordance with (29.2) of the cabinet paper must include focus areas and considerations from the Māori and Iwi journalism sector.
4. All targets and initiatives must be co-designed and co-managed with the Te Tiriti partner (Māori and Iwi journalism sector).
5. An overall Te Tiriti o Waitangi assessment of the fund should also be conducted
6. The 250 FTE outputs must be reflective of Te Tiriti o Waitangi

*\*More detail and rationale in Appendix E.*

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## 5. Māori and Iwi journalism settings

### Kia pūrangiaho

The Sector is an intricate network of expertise, representative bodies, and organisations that have been established at different points over time. As the media world evolves alongside digital technology and influencing audience-demand, the ability for Māori and Iwi journalism to adapt can be inhibited by the conditions of their establishment or the establishments they are funded by. The origins of, or points of difference of the Sector can sometimes impede how they are perceived or included within broader Aotearoa journalism.

Māori and Iwi journalism is historically rooted in language revitalisation and identity representation, through providing journalism for (or funded by) Māori Television Service, Māori and Iwi radio, and Te Māngai Pāho, all established out of Te Tiriti o Waitangi claims for Māori language and culture revitalisation and promotion.

More broadly, the Māori and Iwi journalism ecosystem includes: Te Whakaruruhau o ngā Reo Irirangi Māori, Māori and Iwi radio (21 Crown funded), Māori Journalists Aotearoa, Māori Television Service, Te Mātāwai, Te Taura Whiri i te Reo Māori, NZ on Air, TVNZ, and Radio New Zealand (**Appendix G**).

### Capability and workforce

There are long-standing challenges to attract, grow, and retain a capable workforce. Unique to Māori journalism is the traditional talent pipeline of total immersion and Māori medium education graduates employed by Māori and Iwi radio, and Māori Television Service, or private production companies. Their journalistic training is often provided on the job by existing staff and budget. The salary is not a competitive market rate and there is a trend for talent to move on to entirely different sectors, or often to TVNZ or RNZ.

### Changing audience and technology

Māori and Iwi journalism practitioners and their places of employment are subject to the rapidly changing technology, audience expectations, and continuing to operate accessibly to their audience.

There are currently no training providers to prepare the existing pipeline adequately to join the workforce with a balanced/rounded journalist skillset that aligns with the Sectors expectations. This is even more so at senior leadership levels. The Stakeholders shared that Māori and Iwi radio, and Māori Television Service operate resourcefully already. It was acknowledged that mainstream media organisations often benefit from the staff that move on to them, however they are also resourced better for, and have established training programmes for talent development from journalist to producer level.

Resolving some of these challenges can at times be limited within the legislation that established them, the funding (funding model), and inability to have both the workforce development and technology meet the need of the digital world and audience.

Some of this backdrop shared by the Sector provides the context to understand uniqueness and complex conditions that inform their contribution to the PIJF. The Sector do not expect the PIJF to resolve all the matters but know there is an opportunity to work more collaboratively across broader Aotearoa journalism, and work differently informed by their experiences.

# Appendices

## Appendix A – Key Recommendations

| # | Recommendation   | Description  | Priority |
|---|--|--|----------|
| 1 | <b>50% of the PIJF must be ringfenced for Māori and Iwi Journalism</b> | <p>50% ringfenced funding gives rise to the government’s focus for stronger commitment to, and expressions of Te Tiriti o Waitangi, and Te Tiriti based partnerships is the practical expectation to ensure improved results for both partners in a progressive Aotearoa (as per Te Arawhiti-Māori Crown Relations portfolio).</p> <p>This provides a great opportunity for NZOA and the PIJF to play an active protection role in the development and enhancement of the Māori and Iwi Journalism sector. The Māori and Iwi Journalism sector have been in a critical state for the past 10 years due to no increases to baseline funding or CPI adjustments. This makes forward planning for projects, roles and training and development extremely difficult as they are constantly trying to pay their existing staff and projects. If not addressed, the PIJF could widen journalism inequities as the Māori and Iwi journalism sector collectively identify funding as the biggest barrier to progress.</p> <p>It is believed that by increasing the state of Māori and Iwi journalism, the PIJF will also enhance public interest journalism as it will allow for the collective growth and participation of the wider sector, resulting in stronger Māori representation and greater bi-cultural collaboration within the wider journalism sector.</p> <p>Therefore, under article 3 of Te Tiriti o Waitangi, the principles of Partnership, Participation and Active Protection and the opportunity to grow the wider sector, the entire PIJF should be split equally between the Te Tiriti partners.</p> | High     |
|   |  | <p>Any decisions made on the make-up and allocation of the ringfenced fund requires greater consultation than what was available within our timeframes. It is in the interest of NZOA to work closely with the Māori journalism sector to ensure parity of need and interests within the Sector.</p>   |          |

|   |  |   |      |
|---|--|---|------|
| 2 | <p><b>All decision making groups for the ringfenced funding must consist of industry representatives from within the Māori and Iwi Journalism Sector</b></p>   | <p>Ringfenced funding for the Sector should be determined by the Sector themselves. This could include, but not limited to representatives from:</p> <ul style="list-style-type: none"> <li>• Te Mātāwai;</li> <li>• Māori and Iwi Radio;</li> <li>• MTS;</li> <li>• Māori Journalist Aotearoa;</li> </ul> <p>And other stakeholder groups informed by the Sector.</p> <p>The Māori Journalism Sector have made it clear that they do not think that Te Māngai Pāho are the appropriate body to administer this particular fund, and that NZOA should not absolve themselves of their Te Tiriti obligations by defaulting to TMP.</p> | High |
| 3 | <p><b>Under the ringfenced funding, the assumption is that the proposed amendments, considerations and recommendations from the Māori and Iwi journalism sector to the PIJF would apply.</b></p>             | <p>If funding is ringfenced for Māori, it must be more reflective of the needs of the Māori and Iwi journalism sector</p>   | High |
| 4 | <p><b>Regardless of any ringfenced funding, all proposed amendments, considerations and recommendations from the Māori and Iwi journalism sector should still apply to the wider PIJF.</b></p>               | <p>For the avoidance of doubt, the Māori and Iwi Journalism sector believe that it is to the benefit of the PIJF that a strong Te Tiriti o Waitangi presence and commitment be maintained across the fund regardless of if it is ringfenced or not.</p>   | High |
| 5 | <p><b>Equal representation for the Crown and the Māori Journalism Sector on decision making groups and functions is required at every level of the PIJF to reflect Te Tiriti o Waitangi partnership.</b></p> | <p>Co-decision making and co-management structures are integral in upholding true partnership under Te Tiriti o Waitangi. The Sector have stressed that true commitment to Te Tiriti must be a top-down and bottom-up approach.</p> <p>This could be achieved with 50/50 representation between Crown representatives and Māori and Iwi journalism representatives in all decision-making functions.</p>  | High |

|   |   |  |      |
|---|---|--|------|
|   |   | <p>It is also important to note that for the purposes of this recommendation, Te Māngai Pāho and Te Taura Whiri are deemed Crown representatives while Te Mātāwai, Māori Television Services and Māori and Iwi Radio are considered stakeholders from the Māori and Iwi journalism sector.</p> <p>Māori and Iwi journalism also note that there is a further distinction to be made between “Māori journalism” and “Iwi journalism” and deem it necessary by the Sector to have respective representation as well.</p> <p>This proposes adapting to a partnership model on how to continue working together in the future at the Ministerial, senior leadership and operational level.</p> <p>An existing model in practice to draw on is Te Whare o te Reo Mauri Ora.</p> |      |
| 6 | <p><b>All considerations under this fund must be iterative and allow for amendment prior to each funding round.</b></p> | <p>To ensure the fund remains relevant to the needs of the Sector, it is important to allow opportunity to review processes and expand/progress them when necessary.</p> <p>It is also imperative that the Māori Journalism Sector is continuously engaged with effectively, efficiently, and appropriately</p>  | High |

Appendix B – Public Interest Journalism Fund (PIJF) Definition

| # | Recommendation   | Description   | Priority |
|---|--|---|----------|
| 7 | <b>Public Interest Journalism definition must give express mention to Te Tiriti o Waitangi</b>   | Public Interest Journalism must be reflective of the cultural identity of New Zealand, for that to be realised, Te Tiriti o Waitangi must be recognised explicitly within the definition of Public Interest Journalism  | High     |
| 8 | <b>Public Interest Journalism must be widened to include Māori and Iwi Journalism focuses such as;</b> <ul style="list-style-type: none"> <li>• Te reo Māori</li> <li>• Political matters</li> <li>• Historical accounts</li> <li>• Profile based reporting</li> <li>• Tangihanga</li> <li>• Māori interest</li> <li>• Sports (Ki O Rahi, Waka Ama, Touch Nationals etc)</li> <li>• Civil Emergencies</li> </ul> | <p>Feedback from the Sector gave considerations for a possible definition for Māori Journalism that included journalism that is made by Māori, told by Māori in te reo Māori and/or about Māori perspectives, issues and interests. These considerations showcase the wide spectrum of reporting that motivate Māori and Iwi Journalism.</p> <p>Broadening the definition of PIJ is required to ensure Māori and Iwi journalism is not excluded in anyway because of the differing world views and value systems that under pin reporting focuses.</p> <p>Māori representation, profiling, and kaupapa Māori coverage can all occur through what is currently listed to be excluded in the fund definition. The addition of points to broaden the definition ensures that the content will not be misinterpreted.</p> <p>This spectrum of reporting is also integral to the protection of te ao Māori under article 2 of Te Tiriti o Waitangi.</p> <p>Any restrictions placed on Māori and Iwi Journalism focuses will be detrimental to Māori.</p> | High     |
| 9 | <b>Public Interest Journalism must also be culturally competent and sensitive</b>  | The Sector wanted to ensure the protection of the interests of ethnic and gender minorities within projects funded by the PIJF.   | Moderate |

Appendix C – PIJF Eligibility Criteria

| #  | Recommendation   | Description   | Priority |
|----|--|---|----------|
| 10 | <b>Te Tiriti o Waitangi must be a priority consideration in assessing the eligibility of an organisation to apply for the PIJF</b>   | <p>Although this is already expressed in the draft eligibility criteria, it is suggested that this screening is at an organisational level to influence transformational change within the wider media sector. This incentivises a positive organisational shift that benefits everyone.</p> <p>This is also consistent with Te Tiriti based aspirations throughout this fund.</p>  | High     |
| 11 | <b>Māori Television Services and Māori, Iwi and Hau Kāinga Radio must be exempt from the limited eligibility requirement for Crown owned and funded public media organisations</b> | <p>Although these organisations are crown funded, they are significantly different to other crown funded organisations. Established through Waitangi Tribunal claims and legislation to rectify Crown breaches in te Tiriti, their specific purpose and function is to promote, protect and revitalise te reo Māori (under article 2 of Te Tiriti o Waitangi) This is highlighted in the fact that these organisations are not funded specifically for journalism purposes, but they chose to invest in those areas due to the important role it plays in the revitalisation of te reo Māori.</p> <p>This recommendation also reflects (36) of the cabinet paper with regard to the fund being reflective of the Broadcasting Act 1989.</p> <p>By virtue of their establishment and their function these organisations must be allowed to exercise their responsibilities without limitation.</p> | High     |
| 12 | <b>Flexibility must be given for Admin and HR requirements when dealing with independent Māori and Iwi creators, journalist and/or providers.</b>                                  | <p>Outside of Māori centric media organisations like MTS and Māori/Iwi Radio, a lot of Māori journalism content is outsourced to independents as a preferred option for Māori journalism content. The Māori and Iwi journalism sector expressed concern at the exclusions this requirement may create for independents within the Sector.</p>   | Moderate |
| 13 | <b>“NZ commitment” needs to include a commitment to te reo Māori.</b>  | <p>Intrinsic to the commitment to NZ is the commitment to te reo Māori as an official language. To recognise, support and encourage a commitment was discussed to be reflected in practice, at the very least, to be accurate pronunciation on a similar standard to that of a broadcasting standard.</p>   | High     |

Appendix D – PIJF Assessment Criteria

| #  | Recommendation  | Description  | Priority |
|----|---|--|----------|
| 14 | <p><b>Te Tiriti o Waitangi must be a relevant consideration when assessing the merit of any project, role and training and development initiative</b></p> | <p>The Māori journalism sector believe that Te Tiriti o Waitangi should be a relevant consideration at every level of the PIJF. (definition, eligibility, assessment, outcomes, decision making and administration).</p> <p>With this in mind, the Sector believe it must be a requirement to show how Te Tiriti o Waitangi is expressed at a project, role and training and development level.</p> <p>This is to ensure commitment to Te Tiriti is genuine and applied to the project, roles, and training and development.</p> | High     |
| 15 | <p><b>The Māori Journalism Sector should be able to support existing (non-additional) roles</b></p>   | <p>Māori journalism, with particular regard to te reo Māori journalism is at critical threat level as Māori providers struggle to compete financially with the wider media market. This results in an inability to retain journalist. This hardship has also been exacerbated by COVID-19 making forward planning difficult as stakeholders continuously look to fill existing gaps.</p> <p>Allowing the Māori Journalism Sector to access this fund for existing roles will help significantly</p>                              | High     |

## Appendix E – PIJF Outcomes Framework

| # | Draft Objective  | Rationale   |
|---|--|---|
| 1 | <b>NZOA must make provision to ensure that any decisions on the protection and ownership of all Māori and Iwi Journalism content</b>   | IP ownership, access and protection in a te ao Māori and mātauranga Māori context is important as it involves the protection of culturally relevant and sensitive information pertaining to cultural identity. The integrity of mātauranga Māori and te ao Māori relevant content must be explored for this fund to ensure te ao Māori relevant projects and content are protected.   |
|   | <b>Maintenance of PIJ must be inclusive of the Māori and Iwi Journalism Sector</b>   | The Māori and Iwi journalism sector expressed that they should always be a priority consideration for engagement as a Te Tiriti partner. Being an afterthought is not Te Tiriti reflective.   |
|   | <b>Data capture and measurements for Māori and Iwi journalism sector should be culturally relevant and tailored to reflect sector values objectives.</b>   | The Sector shared concern that benchmark data and measures such as Nielson data etc aren't necessarily reflective of Māori focuses and value areas. They offered feedback in widening the scope for data capture to include; <ul style="list-style-type: none"> <li>• Views</li> <li>• Clicks</li> <li>• Comments from social media (where necessary)</li> <li>• Time on page</li> <li>• Minutes viewed</li> <li>• Outcomes (has there been an investigation or response as a result of a story)</li> </ul> |
| 2 | <b>The outcome framework should be read in light of the proposed considerations for a Māori and Iwi Journalism definition</b>  |   |
|   | <b>Māori should be mentioned explicitly as a Te Tiriti partner and not assumed to be included as an underserved area and/or community</b>  | Māori, as the Te Tiriti partner should not be subjugated as an underserved community  |
| 3 | <b>The topic areas and data input fields in the submission portal, in accordance with (29.2) of the cabinet paper must include focus areas and considerations from the Māori and Iwi Journalism Sector</b> | <p>The considerations given for a possible definition must be legitimised within any formal process/portal to ensure Māori and Iwi journalism is captured and valued appropriately.</p> <p>Further engagements with the Sector must be had in the development of these data fields, topic areas and subject matters to ensure accuracy and relevance.</p>   |

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| 4 | <b>All targets and initiatives must be co-designed and co-managed with the Te Tiriti partner (Māori and Iwi journalism sector)</b> | <p>NZOA should not absolve themselves of the responsibility to front foot these capability building opportunities. This should be done in collaboration with Te Māngai Pāho and the Māori and Iwi Journalism sector.</p> <p>It is important to note that there are differing needs, interests and perspectives within the Māori and Iwi Journalism sector, with this in mind – it is important that the co-design process takes a wide view of engagement to ensure all respective needs and interests are captured.</p> <p>It is also important to note here that Māori media leaders may differ from Māori and iwi Journalism leaders.</p> |
| 5 | <b>An overall Te Tiriti o Waitangi assessment of the fund should also be conducted</b>   | This is to ensure accountability and support the Te Tiriti o Waitangi aspirations for the fund.  |
| 6 | <b>The 250 FTE outputs must be reflective of Te Tiriti o Waitangi</b>  | The Māori and Iwi journalism sector believe that if this fund will support NZ media to provide the output from the equivalent of up to 250 full-time journalists, at least half of the total jobs created from this fund must be for Māori. This metric must be prioritised in the context of the Te Tiriti o Waitangi assessment mentioned above.   |

## Appendix F – Commitment to Te Tiriti o Waitangi Guidelines

The Sector provided examples of good practice of commitment to Te Tiriti o Waitangi.

| Eligibility Criteria   |  |
|--|--|
| <p>In assessing the eligibility of an organisation to apply for the PIJF, the organisation must show evidence of their commitment to Te Tiriti o Waitangi. If not, can the organisation provide a plan or strong intention to commit to Te Tiriti o Waitangi? – there must also be reporting requirements on this.</p> <p>The table below provides examples or considerations when assessing the eligibility of an organisation.</p>   |  |
| Action   | Description  |
| <p><b>Iwi and/or Māori relationship building</b></p> <p>Applicant has included how their:</p> <ul style="list-style-type: none"> <li>organisation will work with or currently works with whanau/hapū/iwi/Māori</li> <li>existing programmes and projects reflects a whanau/hapū/iwi/Māori relationship and involvement.</li> </ul> <p>How is this reflected?</p> <ul style="list-style-type: none"> <li>Does the application reflect an existing relationship or plan to meet, include, or develop a relationship with local iwi/Māori for the location or kaupapa of their project?</li> <li>Projects: planning reflects intentions to engagement with mana whenua when a project is in their region, or language or cultural expertise if required.</li> </ul> | <p>The opportunity to influence behaviour and practise was seen in this process. The Sector reflected on the standard they are held accountable to when engaging with their own communities and audiences, and how to support their journalist colleagues to have a better standard of practise, to build relationships that their organisation and/or project and iwi/Māori both grow from.</p> |
| <p><b>Commitment to te reo Māori</b></p> <p>Applicant has included how their:</p> <ul style="list-style-type: none"> <li>Organisation commits to te reo Māori</li> <li>Project reflects a commitment to te reo Māori.</li> </ul> <p>How is this reflected?</p> <ul style="list-style-type: none"> <li>The PIJF supports accurate pronunciation as a standard for language use in projects that produce material as an output</li> <li>Does the organisation have a language plan?</li> <li>Does the organisation support staff to learn te reo Māori?</li> </ul>   | <p>The stakeholders see that the funding should set a standard and expectation of good practise in commitment to te reo, and for the applicants to consider how they commit to and enhance te reo Māori.</p>   |

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|---|---|
| <ul style="list-style-type: none"> <li>The project planning identifies any language expertise required?</li> </ul>  |   |
| <p><b>A marae filming plan</b></p> <p>Will your role and/or project seek support or visit a marae?</p> <p>How have you planned for:</p> <ul style="list-style-type: none"> <li>Engagement – identified who to establish a relationship with and to approach to learn of the appropriate protocol for you/your project being at the marae?</li> <li>Reciprocity – consider how your project will support or benefit the marae that you are filming at (ie. content to those that feature in it)? How do you show commitment to how iwi/hapū work at grassroots level to get your content?</li> </ul> | <p>Stakeholders reflected on journalists/journalism and appropriate practise at the marae, and advice and/or expectations to support best practise and standards for journalists (and wider project team or filming crew). This is a form of risk mitigation for projects to respectfully anticipate and operate under marae codes of conduct.</p>  |
| <p><b>What is the organisations current make up of Te Tiriti based staff?</b></p> <ul style="list-style-type: none"> <li>How many non-Māori staff and Māori staff do they currently have?</li> <li>What level do these staff currently work at? (journalism – Executive)</li> <li>What growth opportunities are currently in place for Māori staff to climb the organisational ladder?</li> </ul>   | <p>Stakeholders believe that a stronger emphasis on employing Māori, particularly into senior roles is a good way to show strong commitment to Te Tiriti o Waitangi. This is due to most Māori within the journalism sector occupying lower level roles instead of higher, editorial or oversight roles. The Sector believes that senior Māori positions are integral to ensure that all content produced is culturally sound, safe and accurate.</p> |
| <p><b>Head of Journalism role/Māori editorial oversight</b></p>   |   |
| <p><b>Māori Newsroom editor</b></p>   |   |
| <p><b>Collaboration</b></p>   | <p>Stakeholders suggested that the willingness to collaborate is a great way to express partnership in accordance with Te Tiriti o Waitangi. This could be in the form of radical sharing of content or platforms</p>   |
| <p><b>Training and development</b></p>  | <p>Organisation desires to train and develop its staff in accordance with Te Tiriti o Waitangi shows a commitment to the education of our cultural identity</p>   |
| <p><b>Assessment Criteria</b></p>   |   |
| <p>In assessing the merits of a project, role and/or a training and development initiative, can the applicant show how that project, role and/or training and development initiative will uphold Te Tiriti o Waitangi? – There must also be reporting requirements on this.</p> <p style="text-align: center;">The table below provides examples or considerations to help with assessment.</p>   |   |
| <p><b>Action</b></p>  | <p><b>Description</b></p>   |
| <p><b>Projects</b></p> <ul style="list-style-type: none"> <li>Does the project have any Te Tiriti o Waitangi based outputs?</li> <li>Is there a te reo Māori component to this project?</li> </ul>  | <p>These questions provide considerations when assessing the merits of a project against Te Tiriti o Waitangi. Stakeholders provided these considerations as a guide but maintain that this list is not exhaustive.</p>   |

|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Does the project have engagement plans and policies for whanau/hapū/iwi/Māori?</li> <li>• Does the project contribute to the right shifting of attitudes (Māori/non-Māori) toward te reo Māori or Māori interests (as per the ZePA model)</li> <li>• Will the project help educate society on Te Tiriti matters?</li> <li>• Will the project provide balanced views?</li> <li>• Is the project culturally sensitive</li> </ul>   |  |
| <p><b>Roles</b></p> <ul style="list-style-type: none"> <li>• Does the role have a Te Tiriti o Waitangi requirement or objective</li> <li>• Is there preference given to the Te Tiriti partner in need?</li> <li>• Does the role have a te reo Māori expectation or requirement?</li> <li>• Will the role engage with whanau/hapū/iwi/Māori in the exercise of their duty?</li> <li>• Will the role receive Te Tiriti o Waitangi based training?</li> </ul>  | <p>Stakeholders provided feedback on the expectations of a Te Tiriti based role. This list is not exclusive or exhaustive but provides insight as to what a commitment to Te Tiriti o Waitangi would look like in a role-based application.</p>  |
| <p><b>Training and development</b></p> <ul style="list-style-type: none"> <li>• Will the training and development initiative have a Te Tiriti o Waitangi requirement?</li> <li>• What are the manaakitanga components of this programme?</li> <li>• How will the provider ensure the cultural safety of any participants within the programme?</li> <li>• What pastoral care requirements will be provided in this programme?</li> <li>• How will this programme be reflective of Te Tiriti o Waitangi?</li> <li>• Will this programme promote the use of te reo Māori?</li> <li>• Does this programme grow the capacity of te reo Māori and/or Māori perspective journalists?</li> </ul> | <p>Stakeholders expressed that training and development is a priority for the Māori and Iwi journalism sector. With this in mind, they shared a range of thoughts to consider when assessing the commitment of training and development programmes to Te Tiriti o Waitangi. The more considerations, the greater the commitment.</p> |

Appendix G – Government Funded Māori and Iwi Media Sector Agencies (NOT RECOMMENDATIONS)

| The Māori/Iwi media sector agencies and organisations are those funded by the government with the primary purpose of promoting te reo Māori and tikanga Māori: |   |
|--|---|
| Agency   | Description   |
| Te Māngai Pāho,  | A Crown entity that disburses funds to promote Māori language and culture through television, radio, music and new media.   |
| The Māori Television Service   | An independent statutory entity that provides a television service in te reo Māori and English in order to promote te reo Māori me ngā tikanga Māori and enrich New Zealand society               |
| Te Whakaruruhau o Ngā Reo Irirangi Māori.  | Twenty-one Crown-funded iwi radio stations, of which 20 are represented by the national representative body, Te Whakaruruhau  |
| These entities are also part of the wider Māori language sector and central to contributing to Te Ture mō te Reo Māori 2016, alongside:                        |   |
| Te Taura Whiri i te Reo Māori  | An autonomous entity that gives effect to the status of te reo Māori as an official language of New Zealand   |
| Te Mātāwai   | An independent statutory entity that acts on behalf of iwi and Māori to provide leadership in promoting the health and wellbeing of te reo Māori.   |
| Within the broader public media sector several agencies also have mandates to promote te reo Māori, Māori culture and New Zealand stories:                     |   |
| New Zealand On Air   | Has as one of its functions the promotion of Māori language and culture.  |
| Radio New Zealand  | A public service broadcaster that must give effect to its charter, including a requirement to provide services that reflect New Zealand’s cultural identity, including Māori language and culture |
| Television New Zealand   | A publicly owned broadcaster that has a commercial mandate while requiring it to reflect Māori perspectives in its content.   |