



Re-thinking the role of journalism for ethnic minority audiences

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Pacific audience focus groups

- ▶ Talk about journalism was a much stronger theme than language or culture
- ▶ Journalism was the topic on which participants volunteered most
- ▶ Journalism was defined by wider societal cultural expectations – and not by ethnic difference



Tagata Pasifika, Episode 45
Dec 5 2015

Desire for daily news and current affairs about Pasifika

- ▶ Timeliness
- ▶ Depth
- ▶ Professionalism/quality
- ▶ Technological relevance and accessibility

PACIFIC RADIO NEWS



Listen to the latest bulletin from the Pacific
Radio Newsroom



Updated at: Tue, 29 Sep 2015

www.niufm.com, 11 Dec 2015



Radio 531pi @Radio531pi · Dec 9

Prepare your taste buds for some Pacific food and enjoy some live cultural performances from all over the Pacific... fb.me/VoYbLQVy



Radio 531pi @Radio531pi · Dec 5

fb.me/3ycgmdmJM



Radio 531pi @Radio531pi · Dec 4

A big thankyou to Mark "The Super Samoan" Hunt for joining us on Pacific Breakfast, & showing Brian one of his... fb.me/4SoqMM1Cg



Radio 531pi @Radio531pi · Dec 3

Joining us LIVE on Pacific Breakfast this morning, between 07:00am - 09:00am, Mark "The Super Samoan" Hunt....
fb.me/4gTtyvltE



Radio 531pi
11 Dec 2015



Niu FM @NIUFM_OFFICIAL · 5h

Pacification going out to the De La Salle boys spreading love in the Philippines especially to... [instagram.com/p/_IGPDbry9o/](https://www.instagram.com/p/_IGPDbry9o/)



Niu FM Retweeted



AWA @Awa_1 · Dec 9

Much love! @NIUFM_OFFICIAL people are texting me from around New Zealand about hearing my new song #TillIWinYouOver



Niu FM @NIUFM_OFFICIAL · Dec 8

Checkout @mikeymayz on the #NiuDrive with @cat_calavera and lemond_daworld! We about to drop his... [instagram.com/p/_BFQdhry66/](https://www.instagram.com/p/_BFQdhry66/)



Niu FM Retweeted



Catrina Lolohea @cat_calavera · Dec 8

#Repost @tony_tz with repostapp.

...

NEVER AGAIN EP #nzmusic is hot like 🔥🔥🔥 #neveragain...

[instagram.com/p/_Ak34epgIR/](https://www.instagram.com/p/_Ak34epgIR/)



Niu FM @NIUFM_OFFICIAL · Dec 4

The very first episode of FALA TALKS will launch TODAY at 3pm! New episode every Friday here [youtube.com/playlist?list=...](https://www.youtube.com/playlist?list=...)

Niu FM, 11 Dec 2015

TWEETS
761

FOLLOWING
90

FOLLOWERS
164

LIKES
4



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Photos & videos



Pacific Radio News @PacRadioNews · Apr 14

Auckland film maker Carren Williams says YouTube and Facebook are where the younger generation turn to for information



1



Pacific Radio News @PacRadioNews · Apr 14

Auckland consultant Leilua Winston Timaloa says Pacific radio will always have a special place for island born listeners



Pacific Radio News @PacRadioNews · Apr 14

Otara-Papatoetoe Local Board member Lotu Fili wants Pacific people to join next week's public meeting at the Youthline building Papatoetoe



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Pacific Radio News
11 Dec 2015



Sharing Island love, life and laughter



Welcome to thecoconet.tv! A virtual island homeland to explore and interact with the global Pacific village. Share, chat and upload your own experiences of living the Pacific way, no matter where you stay...

RECENT



Vaka arrival in Aitutaki
in Know Your Roots



Vatuvei heads new depressi...
in Cocoblog



'Aho'eitu
in Know Your Roots



SBW lending a helping hand...
in Cocoblog



Material effects of ethno/cultural focus

- ▶ Pacific media producers often prioritise language over journalism skills
 - ▶ State funders too often prioritise cultural programming over news and current affairs
 - ▶ Building journalistic capacity remains low priority
- 

Pacific

News from:

All

Last Week

Last Month

Last Year

Video

Photo



NZ bowlers on song at Asia-Pacific championships



Pacific tuna talks end in deadlock



John Key plugs Asia-Pacific free trade area



Perfect record for Kiwi bowlers at Asia Pacific champs



New Zealand bowlers charge into Asia Pacific semi-finals



Kiwi charged after fatal Brisbane road rage incident

3News
11 Dec 2015

ONE News,
30 Oct 2015

one news now

RUGBY

Go All Blacks Go! Pacific islanders get in behind our team

Fri, Oct 30

Share

Source: **one news**



The Pacific island community is backing the All Blacks, with one older fan wanting one of the team to "come and stay in her house".

Source: ONE News

ONE News,
30 Oct 2015

one news now

NEW ZEALAND

Proud Pacific islanders celebrate their own in backing the All Blacks

Fri, Oct 30

Share

Barbara Dreaver
ONE News Pacific Correspondent



New Zealand's Pacific community are throwing their support behind the All Blacks, proud that at least seven of the squad are Pacific Islanders.



Go All Blacks Go! Pacific islanders get in behind our team

The Pacific island community is backing the All Blacks, with one older fan wanting one of the team to "come and stay in her house".
Source: ONE News

Former rugby international Junior Poluleuligaga, who runs the Papatoetoe Rugby Academy, says more than half of the teams in the World Cup have Pacific players because they possess natural power, speed and skill.

NZ Herald,
9 Dec 2015



Vaimoana Tapaleao

Vaimoana Tapaleao is the New Zealand Herald's Pacific Affairs and People reporter.

Pasifika talent recognised at Prime Minister's Pacific Youth Awards

9:59 AM Wednesday Dec 9, 2015



The winners of the Prime Minister's Pacific Youth Awards. Photo / Mark Coote



Subject	No. items in 2015	Subject	No. items in 2015
Sea level rise	28	<i>My Kitchen Rules</i>	30
		<i>The Block NZ</i>	29
Overcrowding	27	House prices	470
Tithing	2	Jonah Lomu	113
		Sol3 Mio	28
		Rose Matafeo	22

RNZ, 11 Dec 2015

Pacific News



Pacific already losers in climate change

UN rights experts say Pacific Islanders losing their homelands to encroaching seas show that human rights are already being violated by climate change.



Vanuatu reliant on donor help for 2016 snap poll

Vanuatu's electoral commission says the country will need help from donor countries to conduct its snap election in January.



Manus camp refugees look for employment in PNG

52 refugees previously detained by Australia on Papua New Guinea's Manus Island are now looking for employment, having agreed to settle in PNG.



Tahiti majority forms new RMA group

French Polynesia's president has presented his newly formed assembly majority under a new label in an apparent merger of two of the main parties.



PNG govt slammed for lack of response to police brutality

The Papua New Guinea opposition leader, Don Polye, is asking why prime minister Peter O'Neill is not speaking out about police brutality.



Tongan minister's bribery trial to continue Monday

The trial to hear an election petition filed against Tonga's Tourism Minister for illegal campaigning and corruption will continue to hear defendant witnesses on Monday.



Cook Islands LGBTI advocate receives Queen's award

A young Cook Islands leader has been awarded a 2016 Queen's Young Leaders Award for service to gay rights activism in the Cook Islands.

RNZ, *Spectrum* 13 Dec, 2015

Tapping into the Past

Updated at 12:15 pm on 13 December 2015



By [Daniela Maoate-Cox](#)

Hands in black pull the skin tight as fine bone points pierce it with ink.

A breeze rustles through the thatched roof and a rooster's crow floats over the riddims of Bob Marley and the tapping of tatau tools.

"Bob Marley, Salmonella dub or Tiki, those three. It's just got a good vibe to it," says the man under the hammer, Thomas Tarurongo Wynne.

"Bob and tatau were made for each other," tatau artist Croc chips in.

Croc moves the 'ui tatau, a comb-like chisel, up the back of Thomas' right leg, matching the markings on his left.

It's a sensitive spot and the full work, which draws upon traditional Cook Island designs, will require a few more sessions to finish.



Thomas Tarurongo Wynne says his tatau design has been a work in progress for about three years. Photo RNZ/Daniela Maoate-Cox

NZ Herald,
4 Nov 2015



Kirsty Johnston Kirsty Johnston is the NZ Herald's education reporter

Education investigation: The great divide

5:00 AM Wednesday Nov 4, 2015

Education Poverty Social Issues Youth

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Disadvantage remains a major dictator of underachievement in schools. Poor children pass at rates well below their wealthy peers, with a gulf in opportunities afforded to students at either end of the decile spectrum despite efforts to address the disparity. With poverty affecting one in four children, educators say it's time to act, before another generation are consigned to the cycle.



Papakura High School prefect Phoenix Pule'anga.