

Teaching journalists to be audience specialists

Tara Ross
University of Canterbury

“As a media who do you see on the other side -- who are you on this side looking through the camera lens and who is that on the other side? ... For me, the important thing is the audience.”

Pasifika focus group member

“We live what our (audiences) live for the most part.”

Niu FM producer

Only **44%** of New Zealand-born Samoans can speak Samoan, and even fewer still are able to read it.

Only **17%** of Cook Islands Maori (overseas- and New Zealand-born) can speak Cook Islands Maori.

Statistics New Zealand

 Tagata Pasifika
November 15

Do you think learning your language and culture will improve your chances of getting a job?

Like · Comment · Share 1

45 people like this.
[View all 14 comments](#)

 Analieless Enoka Robertson Tagata Pasifika wish you were at our consultation meeting today. We discussed this very question in the context of broadening the current definition to include Pasifika world views. This included culture, language, knowledge, protocols, systems, hierarchy, values, and much more.
November 15 at 5:50pm via mobile · [Like](#)

 Analieless Enoka Robertson *definition of literacy
November 15 at 6:04pm via mobile · [Like](#)

Signing of Pacific People's Advisory Panel Terms of Reference with Auckland council



Like · Comment · Share

4 people like this.

“We know we can sing; we know can dance ... they could do a bit more to get away from the performing arts and the sports and stuff.”

“It’s a natural ability in the Pacific to perform, so when you see things like that on TV on Tagata Pasifika you think, ‘Oh tell us something that we don’t know’.... Because what you see at the moment is very sort of glossy Pacific, but it’s boring really for us because we live that all the time. We see it in our communities all the time.”

“We want gritty in-depth stuff. ... We want to hear about that, too. There’s a balance there.”

“It’s just too magaziney and always focussing on the nice good achievers, high achievers. [As opposed to?] The reality. The struggles.”

“For Pacific news, I think they do need to show more negative stuff because I think they’re trying to sugar-coat heaps of stuff ... you know our culture’s not perfect; they should show [that].”

“Online news is changing. I think it’s not just about how well a story will do ... there are lots of different measurements of it and it keeps changing. Sometimes it’s how many clicks it does. Sometimes it’s how many people left messages, and sometimes it’s how many people left a vote in a poll.”

AOL in MacGregor (2007)

In May 2010 comScore (one of the leading firms tracking Web usage) gave Washingtonpost.com an audience of 17 million “unique visitors,” while Nielsen recorded fewer than 10 million.

Their calculations of Yahoo’s audience differed by 34 million people, roughly the population of Canada.

Graves, Kelly & Gluck (2010)

Note what happens after a story:

- comments
- reactions
- repercussions
- later developments
- unique events
- related interviews
- inbound links
- social media discussion

Stray (2012)

“As a media who do you see on the other side -- who are you on this side looking through the camera lens and who is that on the other side? ... For me, the important thing is the audience.”

Pasifika focus group member