

## Call for contributors for new journalism textbook

A new journalism textbook is being prepared for use in NZ journalism schools from 2014. It will be published by the NZ Journalists' Training Organisation. Edited by Massey Journalism head Dr Grant Hannis, supported by an editorial committee drawn from the university and polytechnic journalism schools, the textbook will be a practical, how-to guide for aspiring journalists. Call for contributors

## Master of Journalism degree launched at Massey

Massey is now the first university in New Zealand offering a Master of Journalism degree. Its first crop of 27 Master students start their studies this month.

"This development brings Massey into line with top overseas journalism schools such as those at Cardiff University and Columbia University, which also offer vocational journalism programmes as a Master's degree," Journalism head Dr Grant Hannis said.

Massey's Graduate Diploma in Journalism has become a Postgraduate Diploma in Journalism and also the first year of the Master of Journalism. Students can complete the diploma year - a full-time, practical, on-campus course - and enter the journalism industry.



Students wishing to complete the Master of Journalism then undertake an extended, in-depth piece of journalism suitable for publication, with an additional academic component. This work can be completed on campus or by distance, full-time or part-time.

"Our Master of Journalism programme is a professional postgraduate qualification, combining industry skills with academic study," Dr Hannis said. "Our students will continue to receive thorough training in practical journalism skills – news gathering, news writing, shorthand and so on. We are also making a significant investment in new technology to enhance the web-based reporting part of our course.

"But we'll be encouraging our students to think more about journalism. How can it be improved? How can they improve their own journalistic practice over time? We want to produce working journalists who can think!" GH

Pictured: Massey journalism lecturers (from left) Alan Samson, Dr Cathy Strong, Dr Grant Hannis and Dr James Hollings

## JEANZ CONFERENCE AT WHITIREIA POLYTECHNIC

Theme: Fast, Accurate Net in journalism education

This year's Jeanz conference is scheduled for Thursday and Friday, November 29-30, at Whitireia Polytechnic's Media Training Centre campus in Dixon St, Wellington (pictured). The AGM will be held on Friday and a JTO/Jeanz workshop day will be held on Wednesday, November 28.

The conference will have as a major focus “Fast Accurate Net in journalism education”. Graduates, newsrooms and consumers of news are being impacted by these changes in multiple ways. How can journalism education contribute to graduates operating quickly and accurately in the internet-driven newsrooms which demand a new type of journalist. What are the practical and theoretical ways journalism schools, teachers and academics can address the challenges of the Fast Accurate Net environment.



Conference programme (pdf)

Convenor – Bernie Whelan (bernie.whelan@whitireia.ac.nz)

Abstracts – Jim Tully (jim.tully@canterbury.ac.nz)

Conference registration form (docx)

Conference registration form (pdf)

## Gaps in journalism training identified at JTO planning workshop

An industry strategy workshop held by the JTO last month sought industry and provider feedback on training requirements for the next three years for newspapers and associated web sites. The topics included: core journalism needs and values; exceeding newspaper readers and online readers' expectations; the role of J-schools; and JTO workplace training. Tertiary sector representatives were Bernie Whelan, James Hollings, Robin Martin and Jim Tucker.

Participants identified the following the gaps in journalism training:

1 – Web skills required: Editing, subbing and writing for the web; basic “technical skills” including the use of templates; publishing stories to the web; especially how the stories look on mobile devices; live coverage to the web; headlines and tags to achieve readership online; selecting the news; developing content over time; attribution of sources; image management, handling stills, video and audio; links; comment moderation; Knowledge of analytics

2 – Training to close the gaps: Students should come to class with five story ideas; to give them confidence; to understand what “story ideas” are; to prepare them for work experience; to show them “ideas” can include ordinary events and big events.

3 – Understanding the industry and the world (with a good general knowledge): Use of guest speakers; work experience, so they learn about the industry; talking about readers; basic business skills.

4 – Need seen for ongoing professional development of journalists: Revival of gatekeepers (Chief reporters, news editors etc) training conferences discussed; NZJTO support on a cross-industry basis offered; thesis being done on training of newsroom leaders.

[Full report](#) on the workshop from Bernie Whelan.

## Trauma journalism in the spotlight

The effects of trauma on journalists is finally being addressed in New Zealand. Dart Centre Asia Pacific

held its first journalists' retreat in Wellington in August. The outcome was unanimously positive for the media professionals who took part, all willing to support any future initiatives. It also led to a dedicated programme of Mediawatch on October 14. (Mediawatch podcast)

AUT University lecturer Lyn Barnes (right) was mentioned at the end. Lyn won a Dart fellowship to the Dart Centre at Columbia University in June, the only Australasian among the 14 fellows accepted from around the world this year.



Since returning, Lyn has implemented initiatives to take students out of their comfort zones and improve their trauma literacy, including writing about the history of Auckland suburbs for the tourism department at AUT and having professional actors in to the journalism school to role-play being victims.

[www.dartcentre.org](http://www.dartcentre.org)

## **Bruce Jesson award for investigative journalism**

Congratulations to Karen Abplanalp who was last week presented with the \$1000 Emerging Investigative Journalist Award by Professor Jane Kelsey at the Bruce Jesson annual lecture at the Maidment Theatre in Auckland.

She won the award for her investigative article 'Blood Money', developed as an assignment on the Asia-Pacific Journalism paper at AUT last year and published in Metro Magazine last December.

The story runs on the the Pacific Media Centre site.

Information about the award: <http://www.brucejesson.com/>



## **First graduates from applied journalism programme - JTO meeting**

Highlights from the last month's JTO sector committee meeting:

- 27 journalists have graduated with the National Diploma in Applied Journalism, marking the completion of the first intake, from 40 who originally enrolled. Currently 31 are in the 21-month course.
- The E-learning section on the NZJTO website contains 18 papers on core journalism topics including

gathering and writing, interviewing, contempt, defamation, court reporting and media law.

- Moderation plans are advanced for local government and court reporting in November. This year's topics for the JTO-JEANZ workshop on November 28 in Wellington are moderation results, findings of the JTO-industry workshop, a presentation by the Statistics NZ on polls and surveys based on one run the the NZ Herald recently.

- The Level 4 New Zealand Certificate in Journalism is still held up somewhere in the NZQA system, with the issue understood to be related to NZQA wanting to set standards historically the domain of the industry.

- Canterbury University has appointed Tara Ross to the post of senior lecturer in journalism.

- Verica Rupar from Cardiff School of Journalism takes over as head of AUT's journalism curriculum in February.

Full report from the JTO meeting

## **Taranaki journalism scholarship**

Applicants are being sought for the Mary and James (Snr ) Garcia Taranaki Journalism Scholarship, which celebrates the Garcia family's long-standing relationship with the Taranaki Daily News. It is worth up to \$4000 a year, and open to New Plymouth district residents studying at any approved journalism training course in New Zealand.

Application forms for the 2013 scholarship, which close on November 30, are available via Witt journalism coordinator Robin Martin (r.martin@witt.ac.nz, ph 06 758 2092) or the New Plymouth Public Trust office in Currie St.

## **Canterbury school open for business**

Canterbury University's journalism degree is being offered again in 2013, after a year in hiatus due to the retirement of Jim Tully as lecturer and the post-quake disruption. The university is in the midst of appointing a lecturer to run the Graduate Diploma in Journalism and to lead the programme as journalism and the media industry rapidly evolve.

Applications are now open for the 2013 intake (deadline: 15 November). Fairfax New Zealand's journalism interns will be able to study at Canterbury. International students who meet language and academic criteria are also invited to apply. DM

Further information: Jim.tully@canterbury.ac.nz 03 364 2881

## **JMComm conference in Singapore**

JMComm's Annual International Conference on Journalism and Mass Communications will be held in Singapore on 3-4 December, 2012. The conference theme is: "At the Crossroads of Communication, Journalism, Media, Corporate and Social Responsibility".

“The media industry, in many respects, is at a crossroads as it seeks to come to terms with developments in technology that simultaneously allow new heights of journalistic excellence, as well as the emergence of more worrying trends such as “fake” journalism. In this digital age, communication ethics - the codes, moral standards and values followed by media organizations and in human communication, are more significant than ever before. Therefore, we need to explore how media can be socially responsible and provide true, accurate, comprehensive and objective information, and try to resolve the conflict between communication freedom, public interest and social impact.”



For more information visit JMComm  
For General Enquiries: [info@jmcomm.org](mailto:info@jmcomm.org)  
For Registration, Accommodation or Visa Assistance: [secretariat@jmcomm.org](mailto:secretariat@jmcomm.org)

## PJR calls for debate on diversity, ethics, accountability

News media need to raise the accountability, diversity and ethics debate to the level of regulation to recover from the News of the World phone hacking “debacle”, say the editors of the latest edition of Pacific Journalism Review.

“Too often the debate stops with regulation and does not address the aim of regulation/accountability,” said Dr Johan Lidberg of Monash University, guest editor of the October edition.

“The industry has now been put on notice it needs to show that it can regulate itself.

“The News of the World debacle is a watershed moment for journalism globally.”

Professor David Robie, director of the Pacific Media Centre and managing editor of the journal, said the edition took a broad look at media inquiries and reviews and attempted to remove the polarised biases that had emerged in public debate. He also said the edition was another strong publication focused on media diversity and plurality in New Zealand and the Pacific with articles about Fiji’s “coup culture”, Kenyan media ethics, Pacific climate change and creativity, Kanak independence in New Caledonia and an “innovative direction” in academic journalism research. - JL

Pacific Media Centre: [www.pmc.aut.ac.nz](http://www.pmc.aut.ac.nz)  
Pacific Journalism Review: [www.pjreview.info](http://www.pjreview.info)

The latest edition of PJR is available as full text on the Informit database.

