

Wintec's *Third Degree* wins award for election preview



A newspaper produced by Wintec media arts students has won an award from the Electoral Commission.

Third Degree, pitched at young voters during last year's local body elections, was given a highly commended certificate in the commission's Wallace Awards. The awards recognise contributions to public understanding of elections.

Judges said the paper, sent to 20,000 Hamilton households, showed initiative and offered "interesting, contemporary content which took its objective of reaching young voters seriously."

Wintec's Venetia Sherson said more than 20 third year BMA students - including journalists, designers, photographers and artists - had worked on *Third Degree*. "The newspaper had practical information about how and where to vote. But it also tested how much candidates knew about young people and it asked the question: why should young voters care?"

Jeanz conference: practising journalism in a diverse society



The Jeanz annual conference, themed *The practice of journalism in an increasingly diverse society*, ran on 1-2 December, 2004.

The conference was hosted by the New Zealand Broadcasting School at CIPT in Christchurch.

[Conference papers](#)

Tucker picks the challenges facing the JTO

In his new role as executive director of the Journalists Training Organisation, Jim Tucker is asking some tough questions and flagging some of the challenges he faces in the job.

Among his questions are: What are our high schools doing to turn students away from journalism as a hot career choice? Where is New Zealand's Bachelor of Journalism? Or our Master of Journalism programme? And who exactly should be teaching future journalists their craft - academics under pressure to do research or teachers with newsroom experience?

He says the major journalism schools are under pressure to take more students to help meet their ever rising costs. "What impact is that and the pressure for teachers to be academics having on the quality of journalism graduates? Is there significance in the outcome of last year's Qantas Journalism Student of the Year Award, which saw first and second go to two of the smallest schools in the country? One such result may mean nothing, but let's watch for a trend."

Tucker believes more work needs to be done to ensure that journalism training continues after graduates start in the industry: "I make that judgement from the appalling standard of writing I came across at the coalface of one of our major national newspapers last year. This was work produced by graduates from various J schools. It was poorly constructed, ignored basic grammatical rules, lacked clarity, was often unreadable."

Despite this, he says his predecessor, Bill Southworth, has helped steer journalism training in New Zealand into a stable position and in some ways ahead of what journalism schools in the US and UK are achieving. "We are the only country which allows journalism students to contribute significant numbers of real news stories for publication in real news outlets, a factor that sets us apart as a trainer to be envied."

He wants to update and expand the range of journalism texts, satisfy the NZQA that "we can offer a viable in-service training qualification", and explore the training needs for areas such as online journalism, photojournalism and editorial graphic art.

Tucker will talk to employers, tutors, educational managers, the NZQA and students over the next couple of months before producing "a mild eruption of plans and visions sometime after the middle of the year".

[Letter from Jim Tucker](#)

Pacific media training 'needs greater input from New Zealand'

At the [recent launch](#) of his new book, *Mekim Nius: South Pacific Media, Politics and Education*, Dr David Robie said New Zealand needed to help raise journalism standards in the South Pacific to strengthen democracy in the region.



Dr Robie, a Senior Lecturer in Journalism at AUT, is calling for greater funding from the New Zealand Government to boost the region's media skills in reporting national development and covering conflict, coups, sedition, treason, human rights violations and corruption. He also wants to see greater support for the region's three major journalism schools at the University of Papua New Guinea, University of the South Pacific and Divine Word University in PNG.

Having led the way in journalism training in the Pacific by setting up the region's first journalism school at UPNG in 1975, New Zealand had now "been pushed into a backseat, replaced by other donors such as Australia's Ausaid, which now dominates the region's training agenda."

Dr Robie (**pictured** right with former Fiji TV political journalist Riyaz Sayed-Khaiyum) says the Pacific's media industry has become a captive of training

donor agencies. Training now is often tailored to the donor's needs rather the needs of journalists or the media industry. "What would be most beneficial for the region is more aid that supports capacity building for the homegrown journalism schools," he says.

He says low pay, poor working conditions and lack of training are threatening the independence of the Pacific region's media. He says while PNG now has a strong pool of trained reporters produced by the two journalism schools, countries like Fiji have suffered because fewer than half of their journalists are trained - "and it shows in local media standards".

Dr Robie paid tribute to the late journalist Ross Stevens and the late journalist and historian Dr Michael King for their roles in establishing the UPNG programme. He said they pioneered "a generation of trained

journalists". He also praised Murray Masterton, who founded the USP journalism programme in Fiji in 1987. Dr Masterton is now retired in Nelson.

Dr Robie headed the journalism schools in PNG and Fiji for a decade. His students won international awards with their newspapers, *Uni Tavur* (UPNG) and *Wansolwara* (USP).

Mekim Nius: South Pacific Media, Politics and Education (\$49.95) is published by AUT and the USP Book Centre and distributed by South Pacific Books, sales@southpacificbooks.co.nz

Reviews: [Pacific Islands Report](#), and [Scoop](#).

European flavour to AUT's graduate diploma programme

AUT has taken students from Germany, Norway and France onto its graduate diploma programme this year.

Sünje Paasch-Colberg (left), 23, studied journalism and communications in Berlin last year. She says the programme was very theoretical and is looking forward to the practical work experience the AUT course will provide.

Norwegian Anne Marthe (right), 26, recently finished a Bachelor of Political Science at Auckland University. Anne was planning to spend just six months in New Zealand when she got here: "I'm just about to start my third year in Kiwiland. I've been freelancing for some local newspapers in Norway. Anyway, I want to improve my English language skills so I have the opportunity to work internationally."

Sarah Kaci (front), 22, is from Paris. Sarah has a degree in history and no previous experience in journalism: "The most difficult thing for me is being able to write a news story in proper English. I have a student visa for a year but I hope I could find a job in New Zealand and get a bit

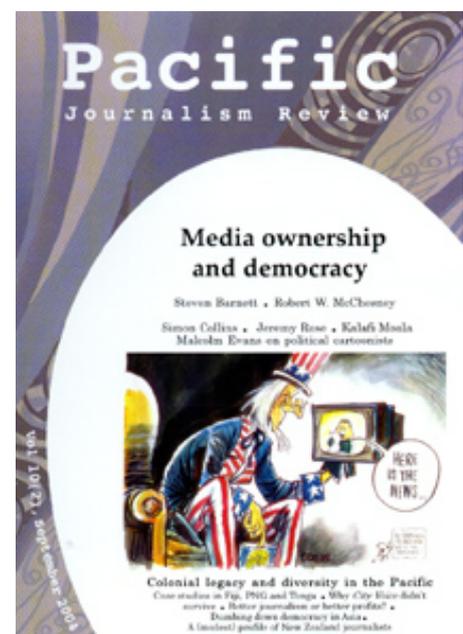
of journalism practice before I go back to France, if I ever go back there!"

PJR: Sept issue will examine media ethics and accountability

Pacific Journalism Review is seeking articles for publication in the September 2005 edition. This themed edition will examine and critique issues of ethics in journalism, the press, radio, television and online news services, and also media accountability systems (MAS), particularly in the Asia-Pacific region. See [call for papers](#)

The journal editors are also seeking articles on journalism theory and practice and journalism education outside the edition theme. Published articles are double blind peer reviewed and count for your PBRF research profile. The [international board of advisers](#) gives you an idea of the potential reviewers.

Submissions can be sent to: pjreview@aut.ac.nz. For inquiries



about reviews, contact Janet Bedggood: janet.bedggood@aut.ac.nz *PJR* fulltext articles are now available on the EBSCO subscription database **Communication and Mass Media Complete**: www.epnet.com

Some copies of the "Media ownership and democracy" edition (pictured) are still available. The "media and the indigenous public sphere" edition is due out in April.

Check out the revamped *PJR* journal website at: www.pjreview.info