



The Journalism Education Association of New Zealand

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Conference Programme 2024

Local Matters: Journalism and Community Media

Auckland University of Technology | Te Wānanga Aronui o Tāmaki Makau Rau

December 5 & 6, 2024 | [Sir Paul Reeves Building](#), [City Campus](#) (Level 8)

THURSDAY DECEMBER 5

9am Registration opens: Sir Paul Reeves Building; Room WG809

9.30 Morning tea and hellos (Level 8)

10am Mihi whakatau

10.15am KEYNOTE ADDRESS: Professor Susan Forde | Room WG809

Susan is the director of the Griffith Centre for Social and Cultural Research, and Professor of Journalism at Griffith University. Susan Forde is the author of *Challenging the News: The Journalism of Alternative and Community Media*. Susan has authored more than 50 journal articles and book chapters on community media, audience research, alternative journalism and media policy.

11am Research presentations

Merja Myllylahti, Auckland University of Technology

Revitalising local news: A job for AI, Substack or local councils?

Dr Louise Matthews, Auckland University of Technology

The lure of using AI in journalism: experiments to replace reporters and wider concerns.

12 noon Research presentations

Tara Ross, University of Canterbury

Silencing and epistemic injustice: The representation of mātauranga Māori in Aotearoa science journalism

Carmen Parahi (Ngāti Kahungunu, Ngāti Hine, Rongowhakaata), Te Amokura; Greg Treadwell (Ngāpuhi), Auckland University of Technology

Te hokinga ki te puna taketake / The return to the original source

1pm Lunch (Level 8)

... continued.

2.30pm. Research presentations

Cate Prestidge, Waikato Institute of Technology (Wintec)

'Put it on the radio' – connecting with community media for diversity storytelling

James Hollings, Massey University

How do we report on cold cases?

3.30pm. Afternoon tea (Level 8)

4pm. JEANZ AGM | WG809

7pm DINNER - Vivace Restaurant, 85 Fort Street, Downtown Auckland

FRIDAY DECEMBER 6

9am KEYNOTE ADDRESS: Professor Juliane Lischka | Room WG809

Juliane Lischka has been a professor of digital journalism at the University of Hamburg since 2020. She has been a fellow of the Digital Society Initiative at the University of Zurich, a research fellow at the Reuters Institute for the Study of Journalism at the University of Oxford, Cardiff University and the Ludwig Maximilian University of Munich. She has also been a visiting professor at the Erasmus University Rotterdam. Her work is centred on the integrations of technology in Journalism, including news distribution, and news and social media.

10am. Minister for Media and Communications, Paul Goldsmith

Asked about the Government's plans to address community news deserts, the Minister Media and Communications has prepared a statement for consideration by the conference.

10.30am. Morning tea (Level 8)

11am. Panel: Reconnecting our communities with news

Panel members: Tara Ross, University of Canterbury; Ayden Clarkem, kaihautū o Tātou Tātou o Te Wairoa; Peter Newport, Crux.

12.30pm. Karakia and farewells

Mauri oho
Mauri tū
Mauri ora
Ki a tātou katoa
Haumi e, hui e, tāiki e!

Whakatata mai ki te ahi.

School of Communication Studies | Te Kura Whakapāho

Abstracts

James Hollings, Massey University

How do we report on cold cases?

This paper uses a case study of New Zealand's most infamous cold case, The Crewe Murders, to explore best practices for investigating and writing about historical cold cases. Drawing on the author's experience in practising and teaching investigative journalism, it discusses various verification strategies and explores how effective they can be in historical cases. It also discusses narrative approaches in writing social history and journalism. The author's most recent book, *The Crewe Murders: Inside New Zealand's Most Infamous Cold Case* (MUP 2023) (co-authored with Kirsty Johnston) has already sold more than 5000 copies in New Zealand.

Louise Matthews, Auckland University of Technology

The lure of using AI in journalism: experiments to replace reporters and wider concerns

The use of AI in newsrooms is not new but in recent years its use - and now its potential use - have increased dramatically. Positive views on its use include concepts such as freeing up journalists from mundane tasks, including generating stories from data eg stock market reports and youth sports stories, to focus their skills on "high-impact work". Elsewhere its abilities can augment the work of investigative journalists. Contrasting views include those around economising being a main driver, meaning there is a risk it will replace some human roles. There are also more immediate concerns about the plagiarism, and even cannibalising, of human-produced journalism. The idea that it can never replace journalists is frequently voiced, with varying reasons given, especially from mainstream news outlets, which adhere to ethical guidelines and are concerned about traditional values, such as retaining credibility. Some newsrooms have conducted experiments to test how well, or not, AI replaces journalists. While these organisations may hold AI needs a human in the loop (just for now), it could boost the work of bad actors focused on propaganda or misinformation masquerading as "news".

Merja Myllylahti, Auckland University of Technology

Revitalising local news: A job for AI, Substack or local councils?

In 2024, the New Zealand media space has been shrinking alarmingly with the closure of Newshub, restructuring of TVNZ, and cutbacks in the regional and local news media (Hope et al., 2024; Treadwell, 2024). In November alone, NZME was considering the closure of 14 community newspapers, leaving some regions without any local source of news (Currie, 2024). As Ellis states, "experts in local government and democracy see damage rippling through communities that lose a common understanding of what is happening and why" (2024, 36). This dire state of the media begs a question about solutions. In the United States, new public funding models of journalism are emerging as direct government cash payments to news organisations have proved controversial (Myllylahti & Meese, 2024). In the United States, journalism is now supported by tax credits for hiring journalists, credit vouchers to buy news subscriptions, and state-funded journalism fellowships (Khan, 2024; Buni, 2023). Additionally, California has partnered with tech companies to pay \$250m over five years to support local news media news and their AI programmes (California becomes first state to partner with tech firms to pay for journalism, 2024). As Wilczek et al. (2024) observe, "AI can create value by adjusting content delivery according to local audiences' needs, thereby potentially increasing audience engagement and ultimately revenues." In New Zealand, AI is utilised by some news organisations, but it is not clear what the benefits of AI tools are. Crux, publishing in Southern Lakes, has moved to Substack as it fights for viability (New subscriptions allow Crux to re-launch on Substack, 2024).

Carmen Parahi (Ngāti Kahungunu, Ngāti Hine, Rongowhakaata), Te Amokura; Greg Treadwell (Ngāpuhi), Auckland University of Technology

Te hokinga ki te puna taketake / The return to the original source

Indigenous journalism around the world, despite advances in media decolonisation, is still largely anchored in Anglo-American traditions of the Fourth Estate. Such a framework situates it as a vital defender of the democratic interests of indigenous people, but also detaches it from its audience, becoming a third-party mediator between Western constructions of the public and the powerful. In this paper, we ask why and how indigenous journalism be practised without Western news principles. In 2024, after extensive consultation with indigenous stakeholders, we developed a postgraduate course to open a space for indigenous students, scholars and journalists. The course asks, what might a wholly decolonised indigenous journalism look and sound like? Would it even be called journalism? Te hokinga ki te puna taketake is centred in kaupapa Māori, but looks outwards, too, to indigenous contexts around the world and invites teachers and students alike to take part in exploring these ideas. The course examines indigenous news practices within mainstream media and those within indigenous news organisations, before asking students to find a new path, untethered to Western journalism, for the telling of their story.

Cate Prestidge, Waikato Institute of Technology

‘Put it on the radio’ – connecting with community media for diversity storytelling

When times are tough, tertiary educators need to get creative and look for opportunities beyond the ever-decreasing resources in faculty budgets. This applied research project is a work in progress undertaken in collaboration with community partner, Free FM. It builds on ‘The New Wave’ (2015), a book of stories highlighting the growing diversity of Kirikiriroa. It was a terrific project, but nine years on, who sees it? In revisiting the original work, I consider how journalistic storytelling is moving from the page to our pockets, and whether audio platforms are the most effective way to capture and share subject-centred narratives with the wider community? I was motivated to see how this project could link to learning opportunities for students to engage with diverse communities, explore codes and conventions and create a structured media output. I also aim to strengthen existing relationships and build an archive of stories that reflect our diverse population. This work-in-progress presentation explores our past engagement with Free FM for learning opportunities and explores the wider strategic and financial benefits of this collaboration. It also outlines the project background, work in progress and where to head next.

Tara Ross, University of Canterbury

Silencing and epistemic injustice: The representation of mātauranga Māori in Aotearoa science journalism

Science research in Aotearoa New Zealand increasingly includes mātauranga Māori, the knowledge system that encompasses Māori culture, values, traditions and worldviews. This can be seen in mātauranga solutions to some of Aotearoa’s toughest problems, such as biosecurity, environmental restoration and health research (Fleming et al. 2020), and in the government’s Vision Mātauranga framework, which encourages researchers to engage with mātauranga Māori and include it in public outreach and science communication. As a science channel with widespread reach and influence – and a powerful role in agenda setting and debate-framing (Nguyen & Tran 2019, p.974) – the news media play a key role in shaping public understanding of science, including mātauranga Māori. Yet, there is very little literature addressing NZ journalists’ communication of science and even less, if any, on mātauranga Māori.

This contribution draws on empirical research to explore how New Zealand journalists report science, and whether and how they include mātauranga Māori and Māori worldviews. By drawing on a content analysis of two constructed weeks of the South Island’s largest newspaper, The Press (n=755 articles, from 2018 and 2024), and journalists’ responses to the Science Media Centre’s (SMC) 2022 survey of news media (n=154 respondents), it identifies key gaps in journalism practice and potential areas for strengthening training. Analysis of The Press’s reporting reveals its science coverage is small (17 articles comprising 2.2% of all articles), and entirely Western-centric; not one article included representation of mātauranga Māori or Māori

worldviews. When analysis was broadened to include 18 environment articles in The Press dataset, one article was found to include representation of Māori – but it did so in ways that silenced Māori voices and worldviews. In the SMC survey, 71.3% of all respondents said they lacked confidence covering stories that include mātauranga Māori.

A failure to value mātauranga Māori equally with Western science, however, has significant implications. It results in epistemic injustice (McEntee et al 2024) for the Māori knowledge experts who are silenced and the general public who miss out on knowledge acquisition, and it risks undermining the role that mātauranga Māori can play in decision-making, particularly in relation to environmental and climate issues (Environmental Protection Authority, 2020). This study argues for a reorientation of newsroom and teaching practice to better recognise and represent Māori knowledge and expertise. Science communication research suggests that science is best communicated when the science is connected to place and socio-cultural context (Ashwell, 2016; Fleming, et al., 2020). By inference, the inclusion of mātauranga Māori in science journalism would help Aotearoa news media make science more relevant to policy makers and the public, and better meet their obligations to tāngata whenua and Te Tiriti o Waitangi.
