



**Creative Commons
and a Pacific
media 'hub':**

**A NEWS EDUCATION
MODEL AMID CLIMATE
AND POLITICAL CRISIS**

David Robie

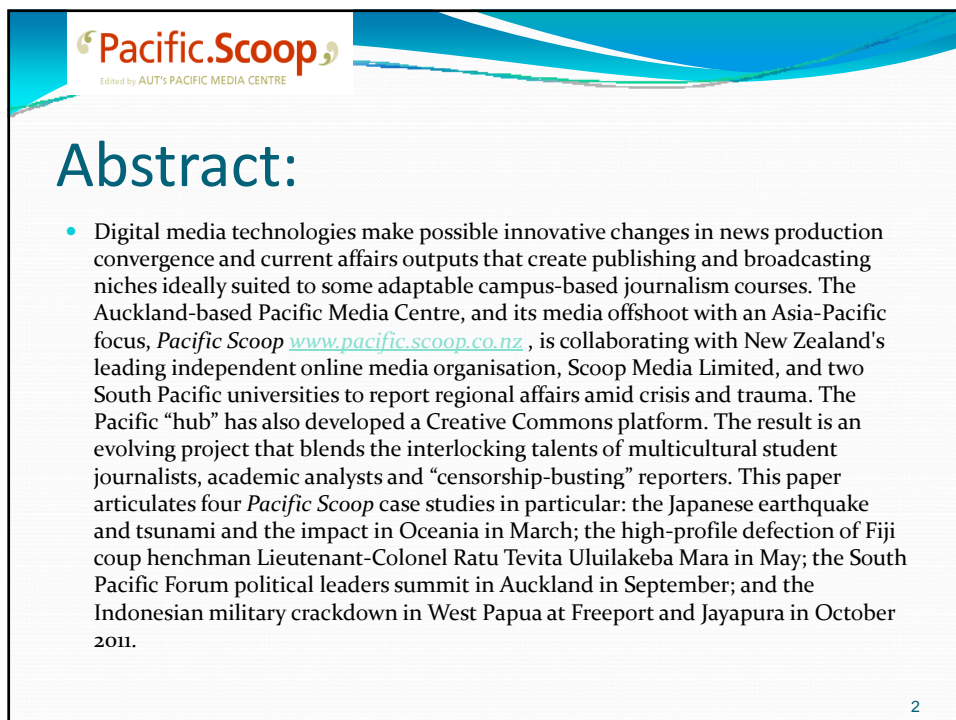
JEA A CONFERENCE 2011

AUT UNIVERSITY DESIGN+CREATIVE TECHNOLOGIES

JEANZ Conference, Wintec, Hamilton, 2 Dec 2011

creative commons

PACIFIC MEDIA CENTRE TE AMOKURA



Pacific.Scoop
Edited by AUT's PACIFIC MEDIA CENTRE

Abstract:

- Digital media technologies make possible innovative changes in news production convergence and current affairs outputs that create publishing and broadcasting niches ideally suited to some adaptable campus-based journalism courses. The Auckland-based Pacific Media Centre, and its media offshoot with an Asia-Pacific focus, *Pacific Scoop* www.pacific.scoop.co.nz, is collaborating with New Zealand's leading independent online media organisation, Scoop Media Limited, and two South Pacific universities to report regional affairs amid crisis and trauma. The Pacific "hub" has also developed a Creative Commons platform. The result is an evolving project that blends the interlocking talents of multicultural student journalists, academic analysts and "censorship-busting" reporters. This paper articulates four *Pacific Scoop* case studies in particular: the Japanese earthquake and tsunami and the impact in Oceania in March; the high-profile defection of Fiji coup henchman Lieutenant-Colonel Ratu Tevita Uluilakeba Mara in May; the South Pacific Forum political leaders summit in Auckland in September; and the Indonesian military crackdown in West Papua at Freport and Jayapura in October 2011.

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NetHui 2011
Shaping Our Future Together

- June 2011...
NetHui – attack on legal 'gatekeepers of internet'.

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NetHui 2011
Shaping Our Future Together



- June 2011...
NetHui – attack on legal 'gatekeepers of internet'.
- Prof Lessig –
'global culture war'

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- Open research – featuring Beethoven, Creative Commons repository
- *Daniel Mitchen's [Rocket Hub for research](#)*

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- Copyright troll – the Righthaven litigation factory saga
- *Professor Lawrence Lessig: [Copyright and creative commons](#)*

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- New Zealand node of [Creative Commons](#)

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PMC Online



- Umbrella website: www.pmc.aul.ac.nz

News Student work
Crises
Special reports
Backgrounders
Research
Social media
Media partners

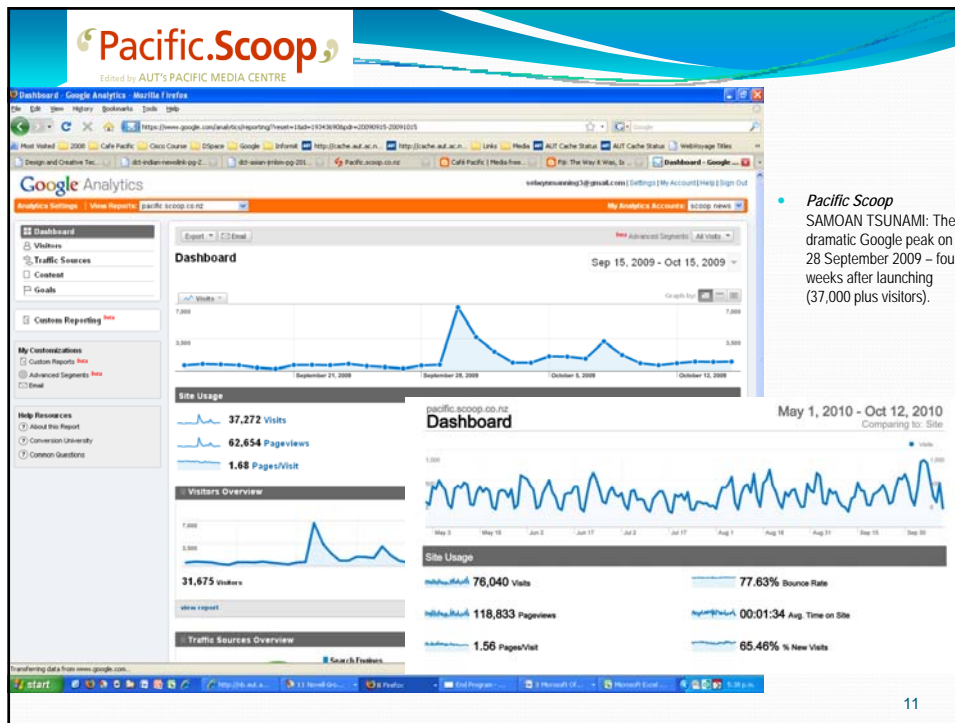
8



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Case study 1:

- **Tōhoku earthquake and tsunami, Japan**
- *11 March 2011*
 - Less than three weeks after Christchurch earthquake
 - Most powerful known earthquake in Japan, level 9
 - 15,389 deaths
 - 3642 people missing
 - 125,000 buildings damaged or destroyed
 - Nuclear accidents, 3 level 7 meltdowns at Fukushima
 - *Pacific Scoop* students and correspondents covered stories in Japan & with Pacific angle

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pacific media centre • pacific media watch • pacific journalism review • pacific scoop

PACIFIC MEDIA CENTRE
TE AMOKURA

home newsblog pmw nius projects books articles events research topics

REGION: Pacific Islands weather Japan tsunami - feel their own earthquakes

View Edit Outline Revisions Workflow

A trail of tsunami devastation along the waterfront in Kailua-Kona town on Hawaii Island. Photo: Anne Irene Wilcox

Tuesday, March 15, 2011
Item: 7334

AUCKLAND: Pacific nations and territories were all issued with a tsunami warning over the week-end.

However, the threat soon passed when it became apparent that the brunt of the tsunami was felt on the other side of the Pacific Ocean, on the west coast of the United States.

The *Fiji Times* reported that eight men from Vanua Levu, oblivious to the tsunami warning, were out on the water in a fibreglass boat and were thrown to and fro by a tidal wave.

About the authors

Alex Perrotet
PMW contributing editor

Alex Perrotet is a Masters/Postgraduate Diploma in Communication Studies student at AUT University.

Log out

Pacific.Scoop

Election 'seaport tapes' hang in High Court balance
16 days of Activism Against Gender Violence in the Pacific
Illegal Fishing Maritime Surveillance Operation
Te Tai Tonga Pull a Tohu for Maori Party
Key talks up policies on Pasifika issues for election

café pacific

East Timor's Santa Cruz massacre - reflections 20 years on
Papuan church no longer a safe haven
Kiwi media crusade against Les Bleus
Rugby World Cup: France denied by a fate that once defied New Zealand
Fighting over the corpse of Gaddafi like vultures

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HAWAI'I: Tsunami causes widespread coastal damage on 'Big Island'

View Edit Outline Revisions Workflow

Pacific Media Watch article *HAWAI'I: Tsunami causes widespread coastal damage on 'Big Island'* has been updated.

Damaged home in Napoohoo, South Kona, on Hawaii Island. Photo: Anne Irene Wilcox

Saturday, March 12, 2011
Item: 7328

Ana Currie for Pacific Media Watch

KEALAKEKUA, Hawaii: Civil Defence personnel and residents of the 'Big Island' of Hawaii were today still assessing the extent of the damage that happened during this morning's tsunami in the wake of the catastrophic earthquake off Japan, which hit the island around 4 am.


Beaches were swamped and low-lying areas flooded throughout the Hawaiian Islands.

Pacific Media Watch
PMC's media monitoring service

Pacific Media Watch is compiled for the Pacific Media Centre as a regional resource by a network of journalists, students, stringers and commentators.
(cc) Creative Commons

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Case study 2:

- **Mara's 'great escape' affair**
- *14 May 2011*
 - Lt-Col Ratu Tevita Kapawai Lutunauga Uluilakeba Mara
 - One of four top military leaders in 2006 coup
 - Youngest son of late Fiji President and founding PM, Ratu Sir Kamisese Mara
 - Born again 'pro-democracy' advocate
 - Fled from Fiji to Tonga while on sedition charges and accused of human rights violations
 - Aust and NZ granted 'selective amnesty' to enter country
 - *Pacific Scoop* broke reports of Ratu Ului's escape

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The Mara affair



- The target - Bainimarama
- Cartoon: Malcolm Evans /PJR

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Pacific.Scoop

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The Mara affair

The screenshot shows the Pacific.Scoop website interface. At the top, there is a navigation bar with categories like Scoop, Wairarapa, Campbell, Business, Pacific, Wellington, Auckland, Parliament Today, PublicAddress, Kaitiaki, and Geokzone. Below this is a banner for 'WORLD MAD THE WORLD'S FESTIVAL' and a 'Special Scoop offer' for 'WOMAD 3-day tix bt \$1 Dec + get free WOMAD CD.'. The main content area features a news article titled 'Accused Fiji colonel makes public plea against 'hateful dictatorship'' dated 13/03/11. The article includes a photo of Lieutenant Colonel Teita Uluhakiwa Mara and a video player. To the right of the article are several advertisements, including one for AVIS car hire with 'BONUS INCLUSIONS' and 'SAVE UP TO \$1500 WITH DRIVE SAVER DISCOUNTS', and another for 'REGION-WIDE NEWS'. There are also social media links for Facebook and YouTube.

- Breaking story on Mara's escape from Fiji

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Pacific.Scoop

Edited by AUT'S PACIFIC MEDIA CENTRE

The Mara affair

The screenshot shows the Pacific.Scoop website interface, similar to the one above. The main content area features an analysis article titled 'Monocles and intrigue - Ratu Mara's modern South Seas tale' dated 20/03/11. The article includes a photo of Ratu Mara and a video player. To the right of the article are several advertisements, including one for AVIS car hire with '1st DAY FREE' and 'WHEN YOU RENT 5 DAYS OR MORE', and another for 'REGION-WIDE NEWS'. There are also social media links for Facebook and YouTube.

- An analysis of the context and realities of the escape saga – the threat of conflict between Fiji and Tonga

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The screenshot shows the Pacific.Scoop website interface. At the top, there's a navigation bar with the Pacific.Scoop logo and 'Edited by AUT'S PACIFIC MEDIA CENTRE'. Below that is a large blue banner with the headline 'The Mara affair'. The main content area features a news article titled 'Fugitive Mara to embark on whirlwind "pro-democracy" tours in US, Pacific' dated 15:30 Aug 26, 2011. The article includes a photo of a man and text mentioning 'Runaway ex-colonel Falei Sile Uluvalueta Mara at the Papatoetoe Town Hall, Auckland, on Saturday night. Photo: Alan Pennington'. To the right of the article is a sidebar with a search bar, a 'PACIFIC ISLANDS FORUM' logo, a 'facebook' link, and a 'REGION-WIDE NEWS' section with a video player. At the bottom right of the page, the number '21' is visible.

- Fugitive Mara interviewed in public meeting at Papatoetoe, South Auckland

The screenshot shows the Pacific.Scoop website interface. At the top, there's a navigation bar with the Pacific.Scoop logo and 'Edited by AUT'S PACIFIC MEDIA CENTRE'. Below that is a large blue banner with the headline 'Case study 3:'. To the right of the headline is a photo of a person standing behind a metal barrier with a flag. The main content area features a list of bullet points:

- Pacific Islands Forum leaders conference
- 6-9 September 2011
 - Major international event:
 - leaders from 15, Pacific countries
 - UN Secretary-General
 - European Commission president
 - 50-strong contingents from both China and the US
 - Overshadowed by World Rugby Cup preparations in 'rugby fever' nation
 - 10 accredited AUT postgraduate student journos on APJ course provided 'outstanding' coverage for Pacific Scoop with strong focus on issues – Green MP Catherine Delahunty

 At the bottom right of the page, the number '22' is visible.

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Edited by AUT's PACIFIC MEDIA CENTRE

Pacific 'showcase' at 42nd Forum (PMC)

pacmedcentre 40 videos



0:00 / 3:35 360p

Like Add to Share 1,220

Uploaded by pacmedcentre on Sep 6, 2011

Pacific Media Centre video journalists Christopher Chang and Alexander Winkler file a colour piece on "party central" and the lead up to the Rugby World Cup and 42nd Pacific Islands Forum in Auckland, Aotearoa/New Zealand

0 likes, 0 dislikes
As Seen On:
Pacific.scoop.co.nz

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Pacific.Scoop
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Catherine Delahunty MP 

9 November 2011

The Director
Pacific Media Centre, D-63
School of Communication Studies
AUT University
Private Bag 92006
Auckland 1142

Dear Dave

I am writing to endorse the excellent work of the Pacific Media Centre and particularly the students from the Centre in the participation and coverage of the Pacific Islands Forum 2011. The coverage produced by their efforts was world class and their participation in press events was outstanding. The Pacific Media Centre has a vital role not the least because mainstream media in New Zealand has a limited commitment to covering Pacific nations stories other than with a highly westernised focus. The coverage of the Pacific Island Forum by mainstream New Zealand media was shallow and lacked the robust approach led by the students from the Pacific Media Centre.

It must be noted that these media students had a leading role in asking the pertinent questions of the United Nations Secretary General and other dignitaries and in covering the breadth of issues at the forum. Their ability to raise substantive issues was in stark contrast to the coverage focused on the "shirt parade" and other more trivial aspects of the event.

The coverage of the protests about the exclusion of West Papua and the Secretary General's comments on this issue was led by the Pacific Media Centre students.

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Pacific Islands Forum



• Ban Ki-moon waves to West Papuan protesters - photo by AUT photojournalist Karen Abplanalp

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Case study 4:



- **West Papua crisis**
- *19 October 2011*
 - US-owned Freeport-McMoRan's giant Grasberg gold and copper mine – prolonged strike
 - Two miners shot on October 10 (others later)
 - Indonesian security forces cracked down on peaceful Third Papuan People's Congress – up to six people killed, 300 arrested, six charged with treason
 - Intensive *Pacific Scoop* coverage with expert backgrounders
 - Student Karen Abplanalp's lead investigative story in *Metro*, December 2011, challenges NZ Super Fund role

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West Papua crisis

newmatilda.com SICK OF SHALLOW DEBA

Home Recent Articles Articles by Topic About Us FAQ Write for Us Fund New Matilda

MEDIA 24 Oct 2011

Papua A Media Black Spot

By Alex Perrottet and David Robie

The violence in West Papua this week has played out against a background of limited media freedom there and across the region, write the authors of a new report on media freedom in the Pacific

Cartoon: Malcolm Evans/Pacific Journalism Review

Tags: west papua vanuatu media freedom fiji east timor david robie alex perrottet

The state of Pacific media freedom is fragile in the wake of serious setbacks, notably in Fiji, with sustained pressure from a military-backed regime, and in Vanuatu, where blatant intimidation has continued with near impunity.

Apart from Fiji, which has a systemic and targeted regime of censorship, most other countries are attempting to free themselves from stifling restrictions on the press. But the Indonesian-ruled Melanesian territory of West Papua has emerged this year as the Pacific's worst place for media freedom violations.

- Cartoon and article – combination student and staff – from a research report on Pacific media freedom, *New Matilda*, Sydney, October 24 27

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West Papua crisis

Scoop, Wairarapa, Campbell, Business, Pacific, Wellington, Parliament Today, Ais, PublicAddress, Kaitiaki, Pundit, Geekzone

Special Scoop offer: buy 2 X WOMPD 3-day ritz rbt 11 Dec + get free WOMPD CD.

14-18 MARCH 2012 THE WORLD'S FESTIVAL

2011 NOW

2012 JANUARY-JANUARY MT SMART STADIUM

SEARCH

Articles & Opinions Cook Is Fiji FSM Hawaii Kiribati Marshall Is Niue New Caledonia Niue NZ Papua New Guinea Samoa Solomon Is Tahiti Timor Leste Tokelau Tonga Vanuatu West Papua

Student killed in violent crushing of Papuan independence rally, says advocate

10 Oct 2011, 10:00am

Indonesian troops advance for the crackdown against Papuan rebels taking part in the Third Papuan People's Congress. Photo: West Papua Media

Pacific Scoop Report – By Benji Ambarta in Jayapura

A student rally student died in the chaos following the violent crackdown on the Third Papua People's Congress by Indonesian security forces on Wednesday.

The student, named as Melkias Indewa, was found dead at a plantation behind the 172 PWV Military Recruit Command (Bosera) in Abepura yesterday.

REGION-WIDE NEWS

Pacific Media Centre YouTube channel's latest news

Indonesian crackdown on Papua

PACIFIC ISLANDS FORUM SCOP.COM/NEWS/2011/10/09/

facebook

West Papua crisis

Exclusive: Ni Jaztera footage of Indonesia crackdown against Papuans seeking independence – A video

Pacific Scoop's of Papua

Pacific Media Centre newsfeed

Dreadlocks - Creativity and climate change in the Pacific

Communication, Culture and Society in Papua New Guinea: 'You talk war?'

PHILIPPINE: Plastic presenter shot in southern

- Student killed as details emerge of brutal crushing of peaceful Papuan rally, October 21 28



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West Papua crisis

Special Scoop offer
buy 2 X WOMPD 3-day vic bit 11 Dec
+ get free WOMPD CD.

Fresh reports of violence in West Papua as miners shot
14:03 November 17, 2011 1 comment

See footage of the crackdown by Indonesian security forces on the Papuan People's Congress last month. Video: SBS World News

Pacific Scoop Report - by Barji Ambarta in Jayapura

A clash between Indonesian security forces and a "small armed group" in a gold mine during the weekend is believed to have left one person dead, say police. But activists claim the death toll could be as high as eight.

REGION-WIDE NEWS

- Pacific Media Centre - YouTube channel's latest videos
- PACIFIC ISLANDS FORUM
- facebook
- Pacific Media Centre newsfeed

West Papua crisis
Exclusive: New video footage of Indonesia crackdown against Papuans seeking independence - 6 killed

Pacific Scoop
West Papua crisis
Exclusive: New video footage of Indonesia crackdown against Papuans seeking independence - 6 killed

Pacific Media Centre newsfeed
Dreadlocks - Creativity and cosmetic change in the Pacific
Communication, Culture and Society in Papua New Guinea: To fish or not to fish?
PHILIPPINES: Radio presenter shot in southern

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- Fresh reports of violence – new video footage of Jayapura crackdown, November 17



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West Papua 'blind spot'

Amnesty calls for release of 14 Papuan Congress detainees

Radio New Zealand Newsline — 21 Oct 2011 : 14:15:31

Amnesty International has called for the immediate and unconditional release of 14 people detained by police in Indonesia's Papua province. They were among hundreds arrested on Wednesday for participating in the Third Papuan People's Congress, a major gathering of leaders and tribal rep Jayapura.

The Congress culminated in a declaration of an independent state of **West Papua**.

At least five of those detained have been charged with rebellion and incitement, crimes which carry sentences of up to life imprisonment.

Slip: PAPUA-AMNESTY by: jplater

© 2011 Radio New Zealand

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Amnesty calls for release of 14 Papua

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The Congress culminated in a declaration of an independent state of West Papua. At least five of those detained have been charged with rebellion and incitement, and 14 others are being held incommunicado.

Tag: PAPUA-AMNESTY By: jblakes

THE KNOWLEDGE BASKET
Pacific Islands Research Institute

Home About News Databases Support

Where in? Register Pricing

Search Results
Your search matched 14 of 245 documents. 14 are presented, ranked by relevance.

Score	Date	Source	Headline
0.77	29-10-2011	Radio New Zealand International	Freeport dispute galvanises Papuan and non-Papuan employees
0.90	29-10-2011	Radio New Zealand International	International pressure grows for solution to unrest in Papua
0.77	28-10-2011	Radio New Zealand International	US Congressman asks for humane treatment of Papuan separatist leaders
0.77	28-10-2011	Radio New Zealand International	Freeport forced to pay attention to labour and rights issues around Papua mine
0.85	27-10-2011	Radio New Zealand International	New Zealand urged to end silence amid violence in West Papua
0.77	24-10-2011	Radio New Zealand International	International lawyers remind Indonesian police of human rights obligations
0.77	24-10-2011	Radio New Zealand International	Indonesia's crackdown alarms US Congressman

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Search bar: Search Pacific.scoop.nz

Navigation: Articles & Opinions Cook Is Fiji FSM Hawaii Kiribati Marshall Is Niue NZ Papua New Guinea Samoa Solomon Is Tokelau Timor Leste Vanuatu

Search results list:

- How people voted at the Third Congress of West Papua Papua October 28th, 2011
- Economic issues put strain on media freedom - PJR report October 28th, 2011
- 'Chaos' as UNLV troops out and military storm peaceful Papua Peoples' Congress October 18th, 2011
- Indonesian military opens fire at peaceful Papua Congress October 18th, 2011
- Economic issues put strain on Pacific media freedom, says PJR report October 18th, 2011
- Indonesian intervention, threats fail to put UNLV on Papua Congress October 18th, 2011
- Third Papua Peoples' Congress opens October 18th, 2011

Advertisements: WHERE ARE THE JOBS YOU PROMISED, JOHN? Labour; PACIFIC ISLANDS FORUM; facebook

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West Papua 'blind spot'

Table 1: New Zealand media coverage of the West Papua crisis, Oct 19-Nov 2, 2011

News media organisation	Medium	Stories	Database
New Zealand Herald	Newspaper	1	Newtext
Radio NZ National	Newsweb	0	Newtext
Scoop Media	Newsweb	3	Newtext
Stuff.co.nz [Fairfax Media]	Newsweb	0	Newtext
Pacific Media Centre	Newsweb	14	Niustext
Pacific Scoop [on PMC]	Newsweb	9	Niustext
Radio NZ International	Newsweb	14	Niustext
Pacific Scoop	Newsweb	58	PS Search
Total:		99	

Note: Pacific Scoop produced 66 percent of the 99 news stories carried on main NZ news media websites about the West Papua crisis for a two-week period following the crackdown on pro-independence Papuans on 19 October 2007. By comparison, during the same period the *Sydney Morning Herald* published 5 stories, four of them by the newspaper's Jakarta correspondent Tom Allard. Two Knowledge Basket databases, Newtext (NZ media) and Niustext (Pacific media), and the Pacific Scoop internal search engine were used to compile the statistics.

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Metro magazine
Asia-Pacific Journalism assignment published as seven-page lead article in December 2011 edition of *Metro: Blood Money*, by Karen Abplanalp, pp. 38-44.

BLOOD MONEY

On October 10 this year, Indonesian police assigned to protect the world's largest gold and copper mine opened fire on striking miners, killing two. The miners were unarmed and their strike was legal. Since this incident, five more miners have been killed in suspicious circumstances.

It was the latest incident in a long line of human rights abuses, not to mention ongoing environmental devastation, associated with the mine.

The New Zealand Superannuation Fund, which is a signatory to the United Nations Principles for Responsible Investing (UNPRI) charter, has shares in the enterprise. Why?

STORY: KAREN ABPLANALP

THE BLOOD MONEY OF WEST PAPUA

THE BLOOD MONEY OF WEST PAPUA is the name of a new book by Karen Abplanalp, published by the Asia-Pacific Journalism Centre at the University of Auckland. The book is a collection of seven articles, including the one that inspired this piece, which was published in the December 2011 edition of *Metro*. The book is a collection of seven articles, including the one that inspired this piece, which was published in the December 2011 edition of *Metro*.

THE BLOOD MONEY OF WEST PAPUA

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Conclusion

- Five elements central to Fourth Estate (Schultz, 1998)
 - Political purpose and independence
 - Commercial priorities
 - Importance of public opinion
 - Diversity of information and viewpoints presented
 - Degree of accountability
- Journalism education about engaging these elements and
 - *Claiming Creative Commons and a free and independent media*
 - *Contesting legacy media 'blind spots'*
 - *Producing well-rounded graduates with critical-thinking*
- Strong exposure to business, economics, governance, history/politics, human rights and culture
- Independent university/student media benefit for democratic society

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Key links - references

- Web links:
 - Pacific Scoop: www.pacific.scoop.co.nz
 - Pacific Scoop 1491718 Asia-Pacific Journalism assignments archive: pacific.scoop.co.nz/category/asia-pacific-journalism/
 - Pacific Scoop Pacific Islands Forum coverage archive: pacific.scoop.co.nz/category/pacific-islands-forum/
 - Pacific Scoop West Papua archive: pacific.scoop.co.nz/category/westpapua/
 - Pacific Media Centre Online – news reports & archives: www.pmc.aut.ac.nz
 - Pacific Media Centre YouTube channel: www.youtube.com/pacmedcentre
- References include:
 - Dixit, K. (2010). *Dateline earth: Journalism as if the planet mattered* (2nd ed.). Bangkok: IPS Asia Pacific Foundation
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 - Robie, D. (2008a). An independent student press: Three case studies from Fiji, Papua New Guinea and Aotearoa/New Zealand. In Papoutsaki, E., and Harris, S. (eds), *South Pacific Island Communications: Regional perspectives, local issues* (pp. 235-253). Singapore: Asian Media Information and Communication Centre (AMIC).
 - Robie, D. (2008b). Media and development in the Pacific: reporting the why, how and what now. In Singh, S., and Prasad, B. (Eds.) *Media and Development: Issues and challenges in the Pacific Islands* (pp. 11-26). Suva: Institute of Applied Studies
 - Schultz, J. (1998). *Reviving the fourth estate: Democracy, accountability and the media*. Melbourne: Cambridge University Press.

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