

## "Walking the talk" at Rotorua conference

Papers or show-and-tell workshop ideas are welcome for the 2009 Jeanz conference at Waiariki Institute of Technology, Rotorua, scheduled for December 3-4.

The conference theme is "Walking The Talk", encouraging journalism educators, techie types, communicators and those still practising the fine art of journalism to share the latest ways in which they teach, show, demonstrate best practice to today's J students.



Online, offline, face-to-face, distance, lecture, field trips, Second Life....let's hear about it all.

Please send abstracts of up to 300 words to [Jack.Schoeman@waiariki.ac.nz](mailto:Jack.Schoeman@waiariki.ac.nz)  
Refereed and non-refereed papers are welcome.

The two-day conference will be held in Waiariki's forestry building, O block, which is well-equipped with presentation gear, Mac labs, and a glorious atrium.

On Wednesday December, 2, 2009 there will be a 10am start session for JEANZ members and representatives from our ITO, COMITO, to discuss unit standards, assessing, moderation and other operational issues, at the same venue.

Accommodation: The organisers recommend: The Heritage Hotel, or Pohutu Lodge

Both are nearby and cover most budgets. We will provide a courtesy vehicle to the conference from these two establishments each morning.

The conference dinner venue on Thursday December 3 is currently under embargo.  
Registration fee TBA but budget at around \$140.00.

Organisation: [janet.huff@waiariki.ac.nz](mailto:janet.huff@waiariki.ac.nz)  
Papers and guest speaker chaperone: [jack.schoeman@waiariki.ac.nz](mailto:jack.schoeman@waiariki.ac.nz)  
Convener: [annabel.schuler@waiariki.ac.nz](mailto:annabel.schuler@waiariki.ac.nz)

**Picture:** Waiariki's magnificent Centre of Excellence for Forestry building on its Mokoia campus will be the conference venue.

## Conference guest speaker: Prof Lizette Rabe

After a career as media practitioner which she ended as a magazine editor, Rabe joined the ranks of academia. She uses her new position to educate and inspire a new generation of journalists with her passion and approach to journalism. Rabe holds a BA and B Hons Journalism (cum laude), 1977 and 1978, from the University of Stellenbosch. The degree Master's in Journalism, also from Stellenbosch, was awarded in 1985 (cum laude). In 1994 she was awarded the DPhil, also from Stellenbosch.

She began her career in 1979 as a reporter on the Media24 publication *Die Burger* in Cape Town. She was responsible for the managing and editing of a regional newspaper – the first woman to do this. In 1982 she was promoted to



another Media24 publication, the magazine *Sarie*. She was appointed as editor in 1994 – the first woman editor of the magazine, but also the first woman to become editor of an Afrikaans publication in this media group. In January 2001 she was appointed as professor and chair of the Department of Journalism, Stellenbosch, again the first woman in this position.

As manager of a business unit she completed various media management courses in the Naspers group of companies. Her magazine also won the Niel Hammann trophy as top achiever in the Magazines Division. In her last year as head of a business unit, her unit achieved the highest profit in its history.

As media practitioner, a highlight was to attend the sixtieth jubilee of the biggest women's magazine in 1994 in Europe as representative of the biggest women's magazine on the continent of Africa. As editor, she also attended magazine conferences in America and Europe, and was invited as guest speaker at various occasions.

Rabe was author, or contributed to, seven books. She is among others council member and regional convenor of the influential South African National Editors' Forum, and member of several other journalism bodies, such as the American Association for Education in Journalism and Mass Communication. She is an invited member of the judging panel for eight media and journalism competitions. Although she defines herself as a practitioner, she has since joining academia read papers at various conferences, as well as published both academic and popular articles.

She is also an invited columnist for the biggest on-line news website in South Africa, news24.com, where she comments on media developments. She has a varied field of interests: from journalism practice, community media, media management and media history to gender and the media, as well as journalism education and training.

## Christchurch conference: Journalism under fire

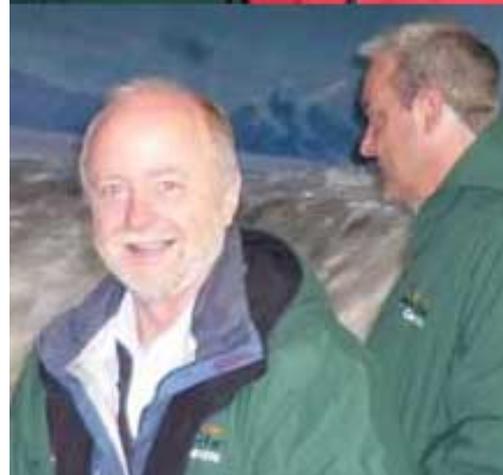
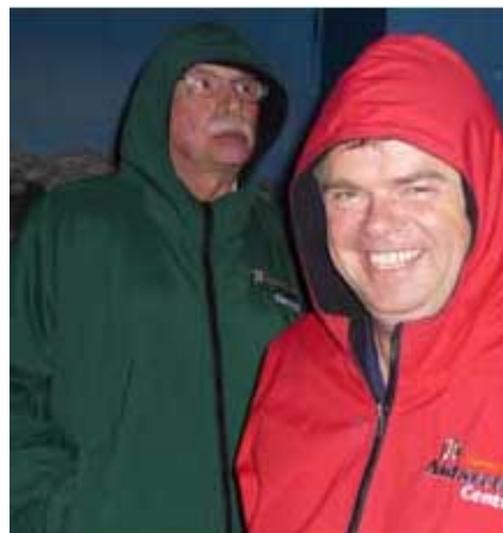
Jeanz members held a successful conference at the University of Canterbury in Christchurch last December 8-9, with 16 sessions running over two days.

Under the banner "Journalism under fire: Reputation, recruitment and retention", the conference theme was how the industry, the profession, journalism trainers and observers are responding to the sustained pressure journalism has come under in recent years.

Topics covered included blogging, attracting people into journalism, convergence, media coverage of the Chinese, Fiji, early settler journalism, online journalism in China, statistics, threats to the profession, teaching writing skills, using online teaching tools, experiential learning, science reporting, multimedia reporting and teaching TV journalism.

Delegates also enjoyed a trip to the International Antarctic Centre where they were 'exchillarated' in a sub-zero snow storm experience. This was followed by a penguin encounter and a Christmas dinner. Weathering the blizzard are the JTO's Mike Fletcher and Massey University's Grant Hannis (top), and AUT's Allan Lee and Greg Treadwell. AL

[Conference 2008 papers](#)



## Sponsorship ideas discussed at AGM

Among ideas floated at the Jeanz AGM for the incoming executive were: subsidising the cost of registration for the 2009 conference for those who have been members for a calendar year; and funding a member to attend the JEA conference in Australia this year. The meeting also adopted a recommendation to increase the charge per copy of PJR to Jeanz from \$35 to \$40 a year to cover rising production and printing costs. [AGM minutes](#)

## JTO accreditation and moderation overhaul

The JTO is considering a major shake-up of its accreditation and moderation of journalism schools. It is looking to drop the full moderation of each school every three years in favour of an annual review of every school. Each annual review would look at a small number of unit standards (or equivalent) across each school.

The JTO has contracted consultant Norma Woodhead to help it draw up the proposals over the coming months. Jeanz president Annabel Schuler and Jeanz JTO rep Grant Hannis will be part of the process. There will also be extensive consultation with the journalism schools.

Grant Hannis urged all the journalism schools to take an active part in the consultation process. "This is a major proposal and it is important we get everyone's input."

The overhaul is part of the larger revamp of the JTO. Now part of the Communications and Media ITO, the JTO will be launching a fully fledged workplace training scheme at a ceremony at Parliament in late March. Report/minutes of [JTO Sector Committee meeting](#), February 17 2009. GH

## Girling-Butcher takes on WITT role

Lance Girling-Butcher, former editor of the Taranaki *Daily News*, has taken up a position as Editor-in-Residence at the Witt School of Journalism.

The New Plymouth District councillor, who left the *Daily News* in 2006 because of failing eyesight, will mentor students, strengthen industry ties and offer guidance in areas such as media law and ethics.

"Journalism has been my lifetime passion and during my career I have taken huge pleasure in sharing this passion with young and up-and-coming journalists," he says. Girling-Butcher, 66, worked in journalism for more than 40 years – mostly in Taranaki.

"While I have lost my sight I have developed techniques using technology for writing and editing which will make it possible for me to comment on the students' work."

Journalism programme coordinator Robin Martin says having Girling-Butcher on board is a fillip for the course. "I'm really excited about Lance getting involved. He has a wealth of experience which both the students and I will be able to call upon."

The appointment follows a move to increase collaboration between the journalism programmes at Hamilton-based Wintec and Witt. The link includes the transfer of the online journalism course to Wintec, where the backend of the operation was already housed. The course had become difficult for the small team at Witt to manage. RM/North Taranaki Midweek/AL





## New text on newspaper editing & design

*Newspaper Editing and Design - a guide to production journalism.* This new book from AUT University's Allan Lee and Greg Treadwell is written as a comprehensive text for teaching sub-editing. Complete with exercises, it covers all aspects of production journalism, from copy subbing and typography to picture editing and page design.

It includes an overview of newspaper design trends by design professional Matthew Straker, who worked at *The Independent* in London and was part of the *Herald on Sunday* design team. Foreword by JTO executive director Mike Fletcher.

Available from Pearsons Education (ISBN: 978-1-4425-0313-7.) Price: \$30. AL

## Change and expansion at Whitireia

SHORTHAND: Whitireia is experimenting with a way to reduce the pressure of shorthand by offering a 15-week introductory course four months out from the beginning of the next National Diploma.

The 15 students who started the National Certificate in Journalism on January 26 began shorthand at the beginning of February; those who move up to the diploma on May 25 will have completed all the shorthand theory and be (hopefully) at 40wpm. Those enrolling in the diploma who are not doing the certificate are coming in for the shorthand as well, meaning they will start with the same advantage.

If this works as planned, the diploma students will be through shorthand by the end of their second term of the diploma, making them more capable news gatherers for the busy third term (heavy emphasis on news reporting/writing). It also means no shorthand in the final term (late January to end of March) so they can concentrate on (and enjoy) the electives (radio, video, web-editing, design, feature writing and magazine).



STAFF: Staffing has been expanded as the first diploma course has rolled out. Joining Jim Tucker and Queenie Rikihana are Terry Brown (who retired as RadioNZ's second in charge) teaching radio; Virginia McMillan (ex-Independent Biz Weekly, Sunday Star-Times subs bench, and freelance writer) teaching news writing; Bill Southworth, teaching TV and video story-telling for the web; Fay Harrison, experienced shorthand tutor; Aaron Caskey (computer engineer); and Luke Appleby (technical assistant and web expert).

Whitireia has retained the services of Dave Lee, the English journalism graduate who came out last June to teach web journalism and put together NewsWire. Dave is delivering the web editing module from his home in London. He now works as co-editor of the BBC's internet blog.

NEWSWIRE: The Whitireia news website ([www.newswire.co.nz](http://www.newswire.co.nz)) is headed towards its 500th item and since the launch last July has had nearly 100,000 hits. During the election coverage, we were getting about 2000 a day, and changing our lead up to four times a day.

Most students on the course have each written and posted between 35 and 50 stories, every one requiring a picture. Over the next month or so, the number of video stories, podcasts and features will increase as they complete their electives. Two have started an online column. Several have developed a following with their blogs.

NewsWire reporting has so far won two awards, one for election coverage and the other for best statistics journalism. Some stories have been followed up by national media - eg, the loss of Sniffers, the secret funding of a so-called independent report on climate change, a directive from the US Toastmasters HQ banning a Wellington branch from holding an election candidates meeting, a revelation by the US Ambassador's daughter that she wasn't allowed to vote for Obama, a story about recycling buyers going broke overseas and the impact on our council recycling schemes, and so on.

The benefits of having the site have become obvious to tutors. Students now post their stories and pix as soon as they're done, which has led to a change of attitude by the community papers in the region, who don't sit on student stories any more, but publish straight away. One paper is now offering payment for stories - \$100 for a page one lead and \$30 for run-of-paper.

Teaching journalism has been changed by having the site. The immediacy of publication has motivated students to a high standard of performance, which was apparent in the majority of internship reports coming back from editors. Most student copy needs little or no editing before it is posted on NewsWire now. Job hunting is also easier - students are able to provide a link that takes prospective employers to all their NewsWire stories.

Starting a site like NewsWire seems a no-brainer for journalism schools these days, and anyone wanting free advice and support from Whitireia need only ask. The only rider might be commitment to the idea of expanding the site to a national one involving all journalism schools who are interested. Why duplicate effort and cost?

FIRST DIPLOMA: The first Whitireia National Diploma in Journalism (Multimedia) will finish in late March, with about 17 students expected to graduate. Last year, 28 came through the National Certificate in Journalism (Introductory), with a number coming on to the diploma, lifting enrolments for both programmes to more than 50. JT

## **AUT journalism staff completing PhDs**

AUT University's Dr Ruth Thomas (far right) graduated last month with a PhD after a seven-year research study on New Zealand journalism education. Ruth presented a summary of her thesis - *The Making of a Journalist: The New Zealand Way* - at the Jeanz conference in Christchurch.

Allison Oosterman has meanwhile completed her doctoral thesis on Malcolm Ross, New Zealand's official war correspondent for World War I. All going to plan, Allison will be the first PhD graduate from AUT's School of Communication Studies. AL



## Beating the Aussies to the Ossies

*Te Waha Nui*, AUT University's journalism programme newspaper, picked up two awards in the 2008 Ossie Awards for Student Journalism. They were: "Best Regular Student Publication" and the "Dr Charles Stuart Prize for Best Student Publication (Any Medium)".

The Ossies, run by the Journalism Education Association of Australia, take entries from journalism schools across Australia, NZ and the Pacific.

*TWN* won the best regular publication category in 2005 and came runner up in 2007. AL



## Indian Newslink sponsors AUT scholarship

AUT University and community newspaper *Indian Newslink* have launched a journalism scholarship. *Indian Newslink* will pay the tuition fee, student services fee and student association fee for one student admitted every year into one of the university's one-year postgraduate programmes, including the Postgraduate Diploma in Communication Studies (Journalism) and the Bachelor of Communication Studies (Hons). [Scholarships](#) in the Design and Creative Technologies Faculty. PMC