

JEANZ CONFERENCE PROGRAMME – December 3 – 4, 2009

Thursday – December 3

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08:00 – 09:00	Registration and light refreshments – O Block, Waiariki Institute of Technology	
09:00 – 10:10 15min 10min 15min 30min	<p>Conference opening:</p> <ul style="list-style-type: none"> • Mihi – Waiariki Kaumatua, Ken Kennedy • Welcome, housekeeping (H&S, time keepers/chairs, conference support) and introduction of speaker for opening address by JEANZ president, Annabel Schuler • Opening address – John Snook, Deputy CE, Academic and Quality • Keynote speaker – Paul Cutler , Director, News and Current Affairs, SBS, Sydney, Australia 	
10:15 – 10:30	Morning Tea	
10:30 – 10:50	<p>Session 1 Dick Grant (AsiaNZ) – Asia internships for young journalists The Asia New Zealand Foundation (www.asianz.org.nz): offering three journalism internships at Asia-based news media organisations – two or three month internships for 2010 [P] Chair (time keeping) – Annabel Schuler</p>	
11:00 – 11:20	<p>Session 2 – Grant Hannis (Massey) Journalism education in a Performance-Based Research Fund (PBRF) world: Responding to the challenge of 2012</p>	<p>Chair (time keeping) – Charles Riddle Abstract <i>An increasing number of journalism programmes are taking part in the Performance-Based Research Fund (PBRF), a system that guides the allocation of millions of dollars in governmental research funds to tertiary education organisations in New Zealand each year. Journalism has performed relatively poorly in the PBRF thus far. This paper discusses the reasons why and the status of published journalism as quality research in the PBRF. Arguing that educators' journalistic skills are an excellent base upon which to grow the research strength of the discipline, the paper suggests strategies to lift journalism's performance for the next PBRF round, to be held in 2012.</i></p> <p>KEYWORDS: Performance-Based Research Fund, Excellence in Research for Australia, journalism as research</p>

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11:30 – 11:50	<p>Session 3 – Jim Tully & Naomi Arnold (Cant) Embedded in the Ice: The framing of New Zealand media coverage of Antarctica</p>	<p>Chair (time keeping) – Julie Starr Abstract <i>This study analysed coverage of Antarctica in New Zealand newspapers and magazines between 2006 and 2008 to identify what makes news and the role of Antarctica New Zealand (AntNZ) in influencing the nature of the coverage. Media professionals who have visited Scott Base under the aegis of Antarctica NZ were interviewed together with scientists and others with a professional interest in Antarctica. It is argued that journalists visiting Scott Base operate under similar constraints to embedded reporters in war zones and Antarctica New Zealand is able to significantly shape the coverage published or broadcast in New Zealand media.</i></p>
12:00 – 12:20	<p>Session 4 – E.W. (Ed) Mason (Unitec) Can New Zealand sports media ever be saved?</p>	<p>Chair (time keeping) – Martin Hirst Abstract – <i>The 2008 Beijing Olympics media coverage brought unprecedented negative public reaction and re-opened the issue of the quality of New Zealand's coverage and reporting of sports news. The public and print media were relentlessly negative but there was surprisingly little analysis of why things have gotten so bad across a range of media. This paper proposes to review relevant literature concerning the declining quality of news generally and sports news in particular since the beginning of the neo-liberal economic reforms of the 1980s and 1990s. It will propose that marketing, focus groups, talkback radio formats and personalities have combined to reflect celebrity at the expense of traditional news values. The result has been a seriously 'dumbed down' sports news product and an attitude by sports media generally that the audience is as dumb as the product it is given. We will investigate a case study of media coverage of a 'minor' spot, New Zealand ice hockey, to illustrate the damaging and dismissive coverage provided particularly by the state broadcaster, TVNZ but also by the print media. The ice hockey case demonstrates the overwhelming of traditional news values by celebrity, chit chat and lack of research in presenting 'stories' which are no such thing. Finally we may reach some conclusions about the future direction of New Zealand's sports media in order to validate the audience as people who want to engage intelligently with the news product. There have been recent developments in sports news coverage in the print and electronic media which indicate there may be hope for an improved product and attitude.</i></p>
12:30 – 13:00	<p>Lunch For those interested: showing of DVD, provided by Prof David Robie, AUT: Flavorz 09 with among others <i>The Makings of a Kaitiaki</i>, by Sophie Johnson who won the year three prize of \$350 for this 12 minute documentary – a short biopic about kuia Nganeko Minhinnick, a kaitiaki of the Manukau http://pacific.scoop.co.nz/2009/11/budding-maori-pasifika-film-makers-now-have-sights-on-media-industry/</p>	

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<p>13:00 – 13:20</p>	<p>Session 5 – Alan Samson Plagiarism and fabrication: dishonesty in the newsroom [P]</p>	<p>Chair (time keeping) – Allison Oosterman Abstract <i>This first comprehensive study of New Zealand news media plagiarism proceeds from the author's earlier published observation that plagiarism, if not demonstrably increasing, is more common than many practitioners would care to believe. This subsequent research affirms that, contrary to conventional opinion, plagiarism cannot be understood or dismissed simply or entirely as the product of dishonest or lazy journalists. Its findings support indications of an underlying culture of copying within news media organisations—a professional ideology encouraging copying and often discouraging clear author attribution. Journalism's imperative to "match" others' news brings many grey areas. The findings emanate from responses to a survey distributed to all New Zealand's journalists, followed by interviews with five journalists identified as having personal experience with aspects of the practice, and a sixth with a journalist against whom a complaint of plagiarism was upheld by watchdog body, the NZ Press Council. The research further analysed the just four complaints related to plagiarism brought before the Press Council since its 1972 inception, as well as another five much-publicised examples written about in the news media. Because much run-of-the-mill plagiarism is likely to have gone unrecorded and unnoticed beyond the newsroom involved, the true extent of any sort of plagiarism here could not be judged. That it is widespread, however, can be discerned from the extent of affirmative responses to the survey question, "have you been plagiarised". That there are in journalism abundant grey areas to the practice, and clear evidence of newsroom causation, is highlighted from the interview responses as well as the international literature. The study recommends a reassessment of newsroom attitudes and processes.</i></p>
<p>13:30 – 13:50</p>	<p>Session 6 – Greg Treadwell (AUT) Analysis on student response to the practical field trip</p>	<p>Chair (time keeping) – George Lusty Abstract <i>New Zealand journalism education, since it became a matter of interest for the academy, has had to straddle the requirements of maintaining and enhancing an ever-growing body of theory and scholarship and providing a vocational, practical training which, anecdotally, the industry is famed for demanding of graduates. While creating reflective practitioners may well be the stated aim, universities must ensure they are indeed creating enabled practitioners and not journalists hamstrung by theory. AUT University's journalism programme grew out of the very practical polytechnic courses of Auckland Institute of Technology and, even before that, from the progenitor that was the Auckland Technical Institute. When the change to university status happened in 2000, AUT set off on a course that would elevate its journalism training into the realms of the academy but retain its practical focus as well, a precious balance maintained by subsequent curriculum leaders. This research, nearly 10 years later, looks at one of the core practical experiences students taking a journalism major or graduate diploma course experience – the annual five-day field trip to a newspaper newsroom somewhere the North Island that has taken place for more than 30 years. As we attempt to develop journalists who are more reflective of their practice we increasingly ask students to reflect on their learning and the field trip is no different. As a first initiative for this research I have analysed the content of 25 reflective essays to assess the impact this now-age-old tradition has on students in the 21st century.</i></p>

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14:00 – 14:20	<p>Session 7 – Catherine Strong (Zayed University) Convergence Journalism Arabic Style << live link from Taiwan >></p>	<p>Chair (time keeping) – Annabel Schuler Abstract <i>The United Arab Emirates is a nation of expensive extremes, including many “world firsts”, such as the tallest building, the first 7-star hotel, and the most lavish residential island. In technology fields it has the luxury of being able to afford and attract new facilities, equipment and multi-platform providers. This was recently demonstrated with Dubai being the only city in the world allowed by Microsoft to sell its new Windows7 operating system before the official release. The new technology advances, plus affluent population, makes the UAE a logical leader in convergence journalism, and many of its 100 universities offer courses in it. Currently some cultural and historical milieu limit the country’s ability to excel in journalism, and it consistently rates low on the Press Freedom Map and also on the Reporters Without Borders rating sheet. However, the government recently has banned the jailing of journalists and has funded new television companies, and a new British-style daily newspaper to an effort to provide an environment for modern journalism. Despite the limitations in journalism, the strengths in convergence are underscored by Dubai’s Sheikh-led government’s awareness of the platforms that work well with its citizens. Its unique use of multi-platform communication for community involvement gives it another “world first” in its effective use of e-government and m-government.</i></p>
14:30 – 14:50	<p>Session 8 – Julie Starr (Wintec) Workshop/Forum – – ‘TradeMe for news features’ – web service (TradeMe) for news features</p>	<p>Chair (time keeping) – Jeremy Smith Abstract <i>As journalism and the news experience evolves in the digital era we’re going to need new infrastructure and ways of working that will enable journalists to innovate. Julie Starr has launched an online marketplace for news content that she hopes will form part of that new infrastructure. Essentially a TradeMe for news, the site - http://allaboutthestory.com - aims to make it easier for writers to sell stories (without having to spend weeks sending pitches to one editor at a time, one email at a time) and to test the market for new kinds of storytelling. If we’re going to teach journalism students how to use multimedia in storytelling and encourage them to innovate, let’s give them somewhere they can show off their work and figure out where the market lies for it. All About The Story also aims to make it easier for editors to find new talent and tap into the long tail of writers to find general and niche content. Julie will lead a discussion about how the news ecosystem is changing, the challenges we face in working as journalists and training journalists for the future, and where innovations like All About The Story might fit into the big picture.</i></p>
15:00 – 15:15	<p>Afternoon Tea</p>	
15:20 – 15:40	<p>Session 9 – George Lusty (Wintec) New Zealand Cultural Identity and the Media</p>	<p>Chair (time keeping) – Robin Martin Abstract <i>An exploration of the delivery of Unit Standards 23118 Produce News Stories With a Bi-cultural Perspective and 23119 Produce Stories About Diversity in New Zealand’s Population. The intention of this paper is to examine some of the issues involved in teaching the understanding and writing of stories representing various diverse groups in Aotearoa New Zealand. One issue is that a move towards bi-culturalism and textual analyses of representation in the media could distance students from a study of the Treaty itself. It needs to be kept in mind that any thorough textual analysis of representation would need to be based on a detailed understanding of the actual Treaty document. The unit standard on diversity includes religion and orientation – doing justice to both these areas could include conflict. How should these topics best be managed? The unit also includes ethnic diversity, mental and physical disability. Is there a danger that these areas of diversity could be conflated as “disability”. If so, what would be the best way of handling this? Finally there could be a temptation for tutors to focus on the cognitive domain; ie by comparing, contrasting, analysing, discussing</i></p>

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		<i>and evaluating. This would be logical after all. However on examination of the wording of the unit standards, an equally strong case could be made for the affective domain, ie; Receiving (listening attentively), Responding (actively engaging), Valuing (respecting others values and experiences), Organising (building a coherent system of values), Value Complex (a fully integrated focus on the interests of all affected parties). My argument is that understanding and practice of both the cognitive and the affective domains are essential to the profession of Journalism and that the integration of both of these domains will go a long way to the effective delivery of the above unit standards and to a resolution of the related issues and questions.</i>	
	Session 10 – Panel discussion	Performance-Based Research Fund – Panel: Martin Hirst, Grant Hannis and Charles Riddle	Chair (time keeping) – Jack Schoeman
For those interested: showing of DVD, provided by Prof David Robie, AUT: Flavorz 09 with among others <i>The Makings of a Kaitiaki</i> , by Sophie Johnson who won the year three prize of \$350 for this 12 minute documentary – a short biopic about kuia Nganeko Minhinnick, a kaitiaki of the Manukau http://pacific.scoop.co.nz/2009/11/budding-maori-pasifika-film-makers-now-have-sights-on-media-industry/			
18:30	Dinner Transport provided to delegates – please leave details (name & hotel) with Janet Huff, who will confirm pick up time. (Alternatively we provide a pick up roster with a sensible hotel route)		

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Friday – December 04

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08:30 – 09:00	Light refreshments in the foyer	
09:00 – 09:20	Session 11 – Charles Riddle and Julie Starr (Wintec) Fieldays Exhibitor – Experiential Learning in the Field	Chair (time keeping) – Ed Mason Abstract <i>The Fieldays Exhibitor newspaper has been produced successfully for six years, going in that time from 4 pages to an average of 12 in full-colour satin stock. A daily newspaper, albeit for four days each year, the Exhibitor is a proven experiential field trip complete with mobile classroom, satellite links, very tight deadlines and genuine mud puddles. With the mobile classroom parked amongst the 1,000 exhibitors and stands that set up each year at the National Agricultural Fieldays, there's no shortage of story ideas and interview opportunities. This is real journalism, live each day. Involving journalism, design and photography majors from across Wintec's School of Media Arts, preparation for production starts well in advance so that an amateur crew freshly recruited each year is able to meet the huge demands of daily newspaper production. The newspaper has won the Fieldays Society award for Outstanding Contribution to the Success of Fieldays, a CEO award for teaching, and contributed to Wintec becoming an official sponsor of the event, which is the biggest agricultural show in the southern hemisphere. We're keen to share what we've learned along the way and how we pull this minor miracle off. We propose offering a brief presentation backed by a Q&A and a salon-style exhibition of the production process, from early drafts of pages, through pictures of students at work to the final, glorious product. We think our presentation will build on Susan Boyd Bell's discussion of experiential learning at last year's conference, and will fit very well with this year's theme of "Walking the Talk".</i>
	(Note to convener: We may want to do a small PowerPoint at the beginning of our presentation. We'll also need some wall space to mount a small, salon-style exhibition. Any room in that lovely atrium?)	
09:30 – 09:50	Session 12 – Janine Little (Deakin University, Victoria, Australia) Re-framing the riot: Journalism creative non-fiction and telling the story of Australia's black history [P]	Chair (time keeping) – Lyn Barnes Abstract <i>On 19 November 2004, an Aboriginal man was arrested on Palm Island, off the coast of Townsville in northern Queensland. He was taken to the local watch house on a drunk and disorderly charge. An hour later, he lay dead on a cell floor. His liver, an autopsy showed, had been split in half and his spleen ruptured. But when that autopsy report also found that Cameron Doomadgee's severe injuries were not caused by force, the Palm Island Indigenous community, enraged and grief-stricken, went looking for payback. The Palm Island riots ensured that this Aboriginal death in custody made international news headlines where others barely got a mention, if at all (Hollinsworth, 2005). The ensuing Coronial Inquest and criminal prosecution of the arresting Queensland police officer, Chris Hurley, also were covered consistently by the news media. Senior Sergeant Hurley has, however, so far escaped punishment and the Queensland media's most recent report of the case was to tell how the Qld Police Union now funds a legal bid to clear his name. Meanwhile, little is heard in the news media of the Doomadgee family, the Palm Island community, or other deaths in custody occurring steadily through the 18 years since the Royal Commission that was supposed to implement a raft of preventative recommendations. While the news media's framing of these issues has most often followed historically predictable and ultimately racist lines, a work of creative non-fiction tells the story with warranted complexity and power. Chloe Hooper's <i>The Tall Man: Death and Life on Palm Island</i> documents Cameron Doomadgee's death, the riots, and the ensuing legal farce from the front row. Hooper, in the tradition of Truman Capote or Dominic Dunne, arrived at Palm Island as a white writer from a big city. But by "walking the talk" – being with the Doomadgee family and their community through the hearings and after, Hooper was given extraordinary access to community, history, and significant cultural nuance barely identified by, let alone understood by non-Indigenous readers. By focussing on Hooper's experience with sources and court reporting, compared with some print media coverage, this paper will consider the comparative roles of journalism and creative non-fiction in re-framing the Palm Island riots. It will suggest that Hooper's work subvert some dominant (and racist) news media representations of Australian Indigenous peoples through its use of source relationships in an extended narrative structure.</i>
10:00 – 10:15	Morning Tea	
10:15 – 11:15	AGM	Chair/President – Annabel Schuler

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	<p>Session 13 – Charles Riddle & Julie Starr (Wintec) Online delivery of the National Diploma in Journalism (multi-media)</p>	<p>Chair (time keeping) – Allison Oosterman Abstract <i>Wintec has taken on the online delivery version of the National Diploma which was launched several years ago by Jim Tucker at WITT. Our job is to freshen it up, bring it up to date with new and modified unit standards, and take full advantage of the teaching opportunities afforded by the internet and particularly web 2.0 capabilities. A big task, as it turns out. This project is sizeable. We are taking 17 unit standards and with each one assessing, modifying, transforming and creating new content. We are presenting the programme in four semester-long blocks over a two-year teaching period. Students will study part-time, committing an estimated 15-20 hours a week. A number of challenges have arisen including how to teach shorthand, typing and photography, which more usually take place in a classroom setting. This presentation will give an overview of the project, the main challenges, the solutions we have found so far, and show off some of the content. We would very much like to open this session up into a workshop format, as we would appreciate feedback and we imagine others will be interested in what we've come up with. Again, we think this speaks very well to the conference theme of "Walking the Talk".</i></p>
11:15 – 11:35	<p>Session 14 – Allison Oosterman (AUT) The extraordinary life and deaths of William Freeman Kitchen</p>	<p>Chair (time keeping) – Jim Tully Abstract <i>Scandalous behaviour by notable people has always garnered media attention whether it occurred yesterday or hundreds of years ago. Media people who shock the public are just as likely to attract notice as anyone else, maybe more so as they are meant to be significant pillars of society. In the mid 1800s the editor of one of the country's early newspapers set New Zealand alight with his notorious escapades. Readers from around the country were titillated, amused and shocked in equal measure at the antics of a young man who initially held a prestigious position in one of the south's daily newspapers and then embarked on a course of self destruction that ended in his death by suicide at the age of 34. William Freeman Kitchen became the first editor of Dunedin's Globe newspaper in 1890. He resigned his editorship under a cloud in 1891 and departed New Zealand to find work in Australia. He left a wife and two children behind. The day his death in Tasmania was published in a New Zealand newspaper in 1893 Kitchen was recognised under an assumed name in Dunedin in the company of a young female clairvoyant. Thus began a hue and cry around the southern towns as he was pursued by the police for desertion and bigamy. Caught and conveyed to Wellington for trial, Kitchen was discharged and instead his wife sued him for divorce. Kitchen then fled New Zealand a second time. He next came to the attention of the Australasian public when he accused the editor of Australia's Truth for libel calling him a wife deserter and bigamist. It was not long after that that the unfortunate journalist took his own life.</i></p>
12:15	<p>Lunch and farewells</p>	