

## **NATIONAL SURVEY OF JOURNALISTS 2006**

The "median" Kiwi journalist who emerges from the JTO's recent national survey is:

- Female
- of European descent
- aged 30 something
- the holder of a bachelor's degree and a journalism qualification
- working fulltime
- for a newspaper
- as a reporter/writer
- earning \$40,000 a year
- with less than five years' journalism experience
- prepared to stay in the career if there is personal satisfaction
- and may have French for a second language.

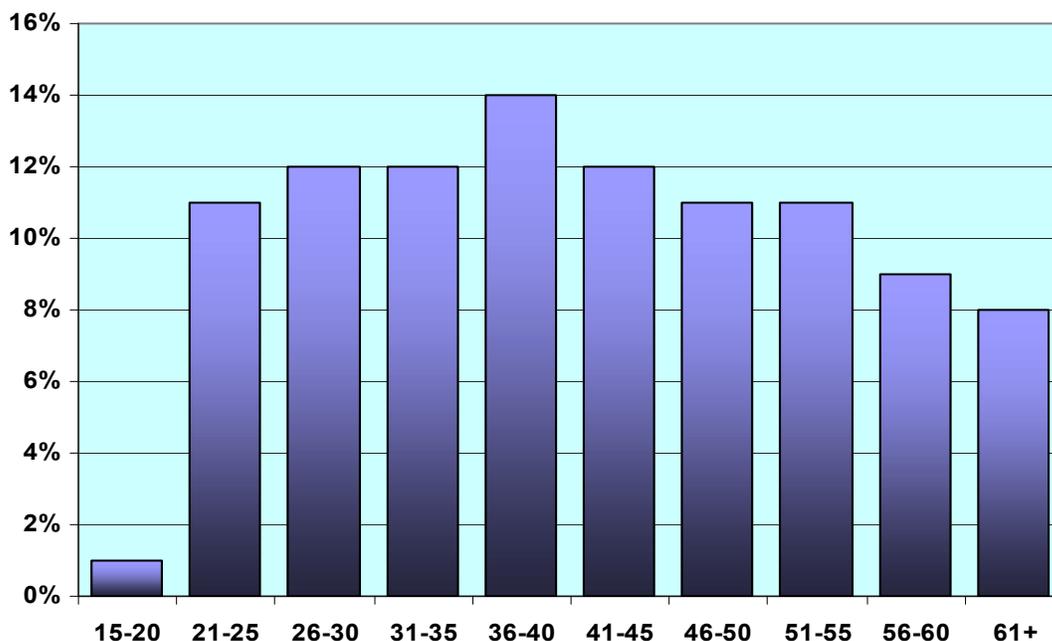
These are median results from the various demographic questions included in the survey in May. The sample of 1216 represents a significant cross section of New Zealand journalists, according to the company which analysed and collated the results for the JTO, Shattock Communications. The response rate may be between 30% and 40%.

The 2001 census statistics list 5361 reporters, editors, subeditors, photographers and proof-readers, but this appears to be misleading given that only half that number is estimated to be working fulltime in the media industry (the JTO has 1860 members who mostly work for about half a dozen large media groups). Latest census figures are due in December.

### **DEMOGRAPHICS**

#### **Age**

While the biggest group is aged 36 to 40 (14%), ages range fairly evenly between 20 and 60 – 23% in their 20s, 26% in their 30s, 23% in their 40s and 20% in the 50s, with 8% of the sample aged above 60.

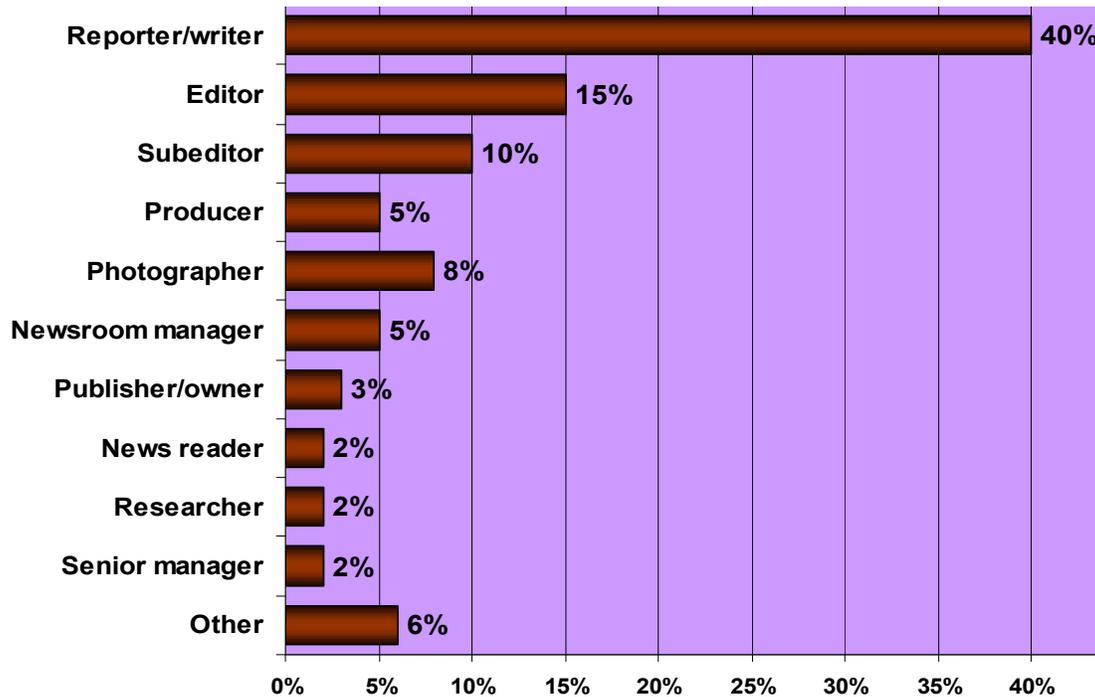


## Job type

Three-quarters of respondents have fulltime jobs, with 15% freelancing, 10% working part-time and 1% job-sharing.

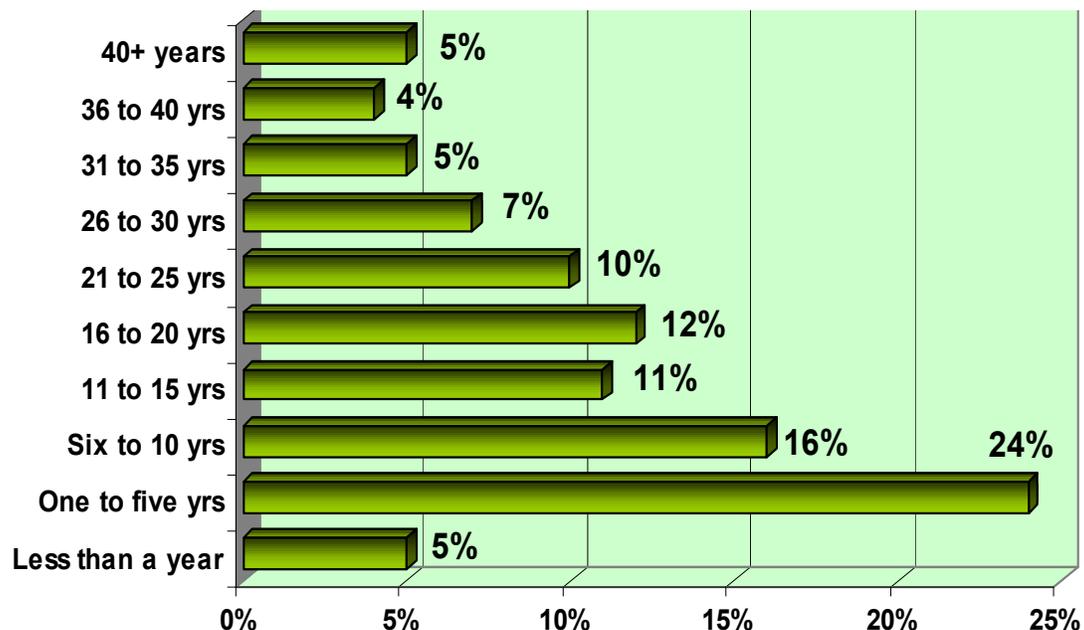
## Area of work

Two in five respondents list their area of work as reporter or writer, with the next biggest groups editors (15%), subeditors (10%), photographers (8%), producers (5%), newsroom managers (5%) and publisher/owners (3%), with 6% having "other" jobs.



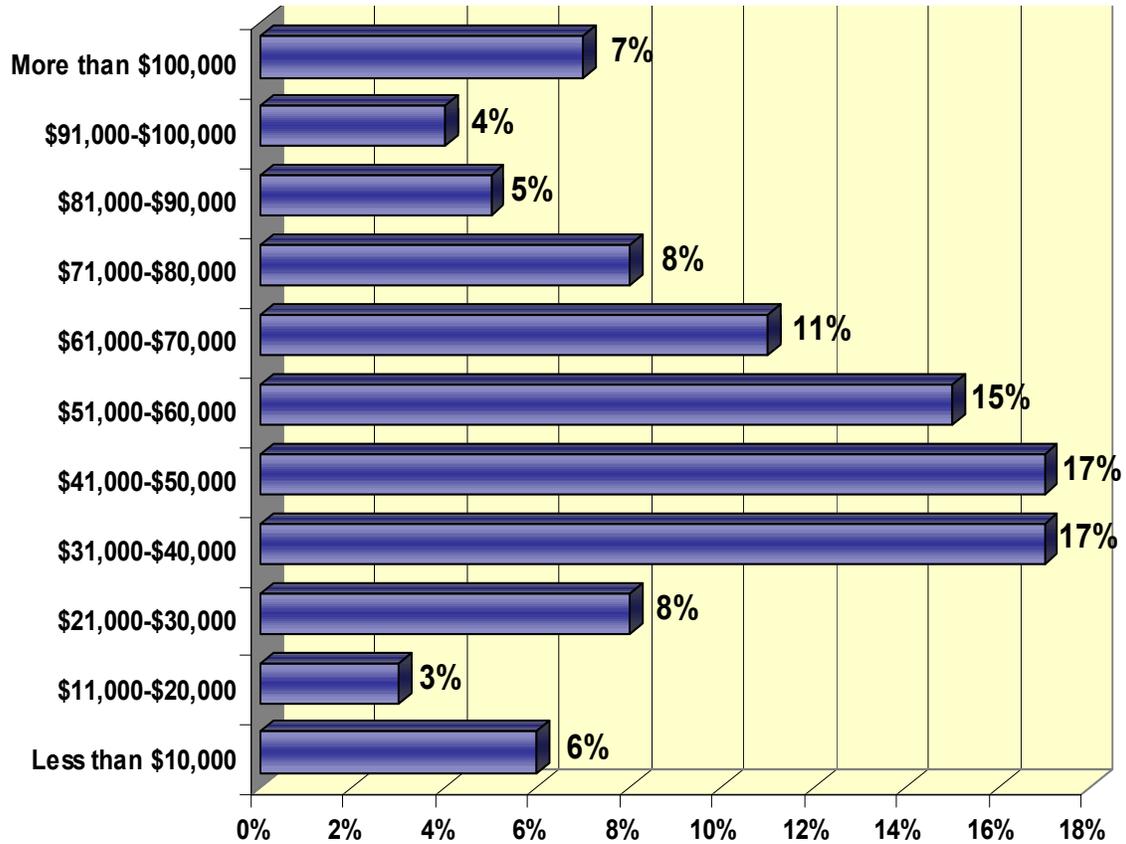
## Time in journalism

Nearly half have been journalists for less than 10 years, with the biggest single category (29%) in the "less-than-five-years" bracket. A third have been in the occupation between 10 and 25 years, with another one in five longer than that. Some 5% have been journalists for more than 40 years.



## Income

The median salary across all respondents is within the \$41,000 to \$50,000 band, with 615 respondents in salary bands below \$50,999 and 596 in bands above this. The chart below shows the spread of annual income. Detailed analysis has yet to be done, but it is assumed that low income bands (below \$20,000) are influenced by freelancers and part-time workers. See **Gender** for a breakdown and comparison of male and female incomes, and **Maori and Maori/Pakeha** for a chart on earnings by that sub-sample..



## Type of media that journalists work for

Most responding journalists (87%) work for the mainstream media, with 4% working for Maori media (TV, radio and print). A breakdown of the latter is given in a later section of this report.

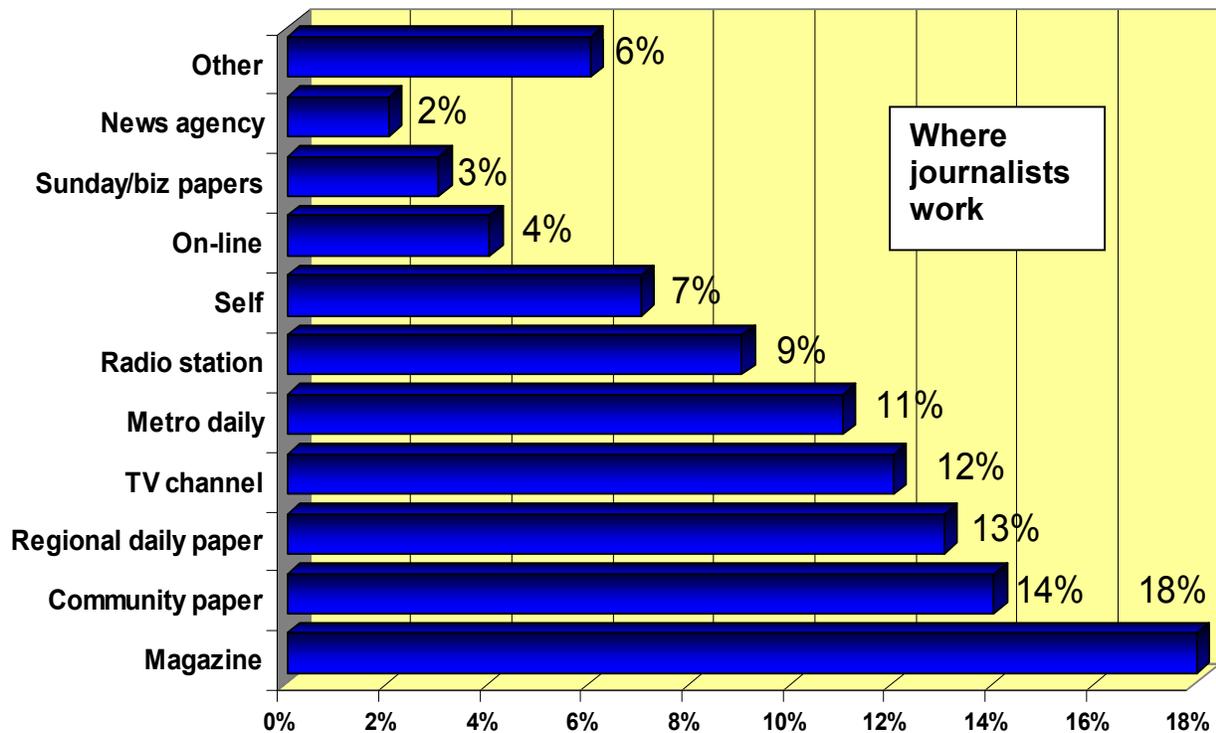
Print media employ 59% of all journalists, with the biggest print sector the country's newspapers (41%). Community newspapers employ 14%, regional dailies 13% and the metropolitans 11%, with weeklies (Sunday, business) making up another 3%.

Magazines have another 18% of the employed journalists.

Some 12% of responding journalists work in TV, 9% in radio, 4% for web-based news sites and 2% for news agencies.

Another 7% are self-employed, while 6% list other kinds of media.

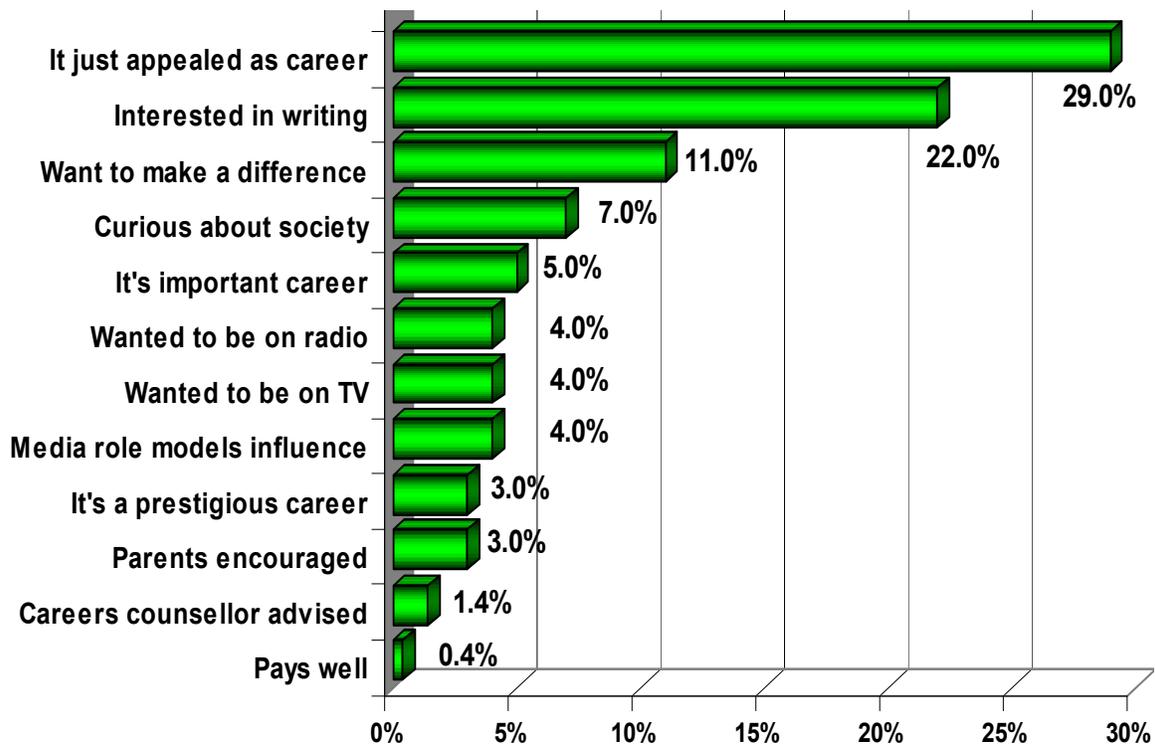
The "others" include a wide range of print, broadcasting and website outlets, with a few listing journalism education, book publishing, university magazines, religious newspapers, charity magazines, TV production companies, corporate PR, government agencies, unions, photo libraries, industry training organisations, non-government organisations, "head office", and a "self-regulated complaints resolution organisation".



## JOURNALISM EDUCATION

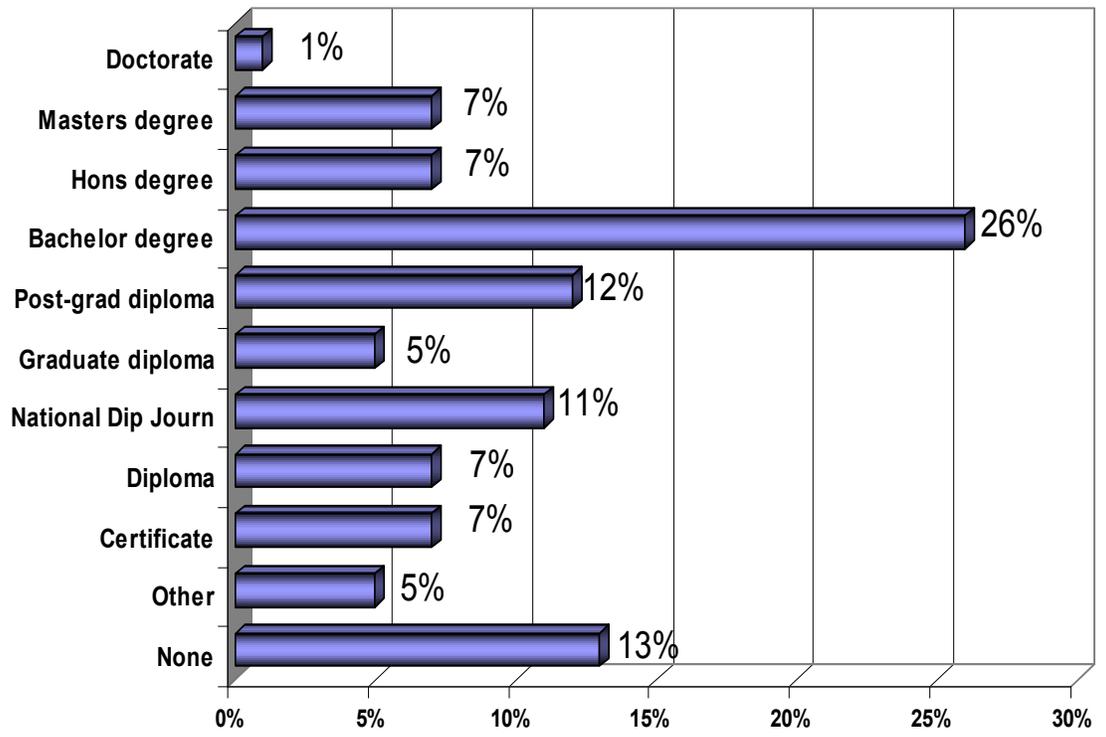
### Why choose journalism?

Respondents were also asked why they chose journalism as a career. By far the most popular reason – 860 out of 1141 mentioned it – was "my own decision because it appealed". Pay was mentioned by .4%, while school careers counsellors influenced only 1.4%.



## Qualifications

Two in every five journalists (41%) in the survey hold a degree, with more than a quarter (26%) a bachelor's degree. Of the degree-holders, 14% hold an honours degree or a masters, while 1% have a doctorate. Those in another big group have a diploma (35%), either a graduate/post graduate diploma (17%) or the National Diploma in Journalism (11%). Some 13% have no tertiary qualifications.



## Pre-entry training

Those with no pre-entry journalism training formed the biggest group in the survey – a third (33%). Further analysis would probably show, however, that more than half of those have a degree (see chart above).

The most common pre-entry track into the media industry is the JTO's National Diploma in Journalism, with 20% taking that path.

After "other" (17%), the next biggest group is the 15% who graduated with a post-graduate (8%) or graduate diploma (7%).

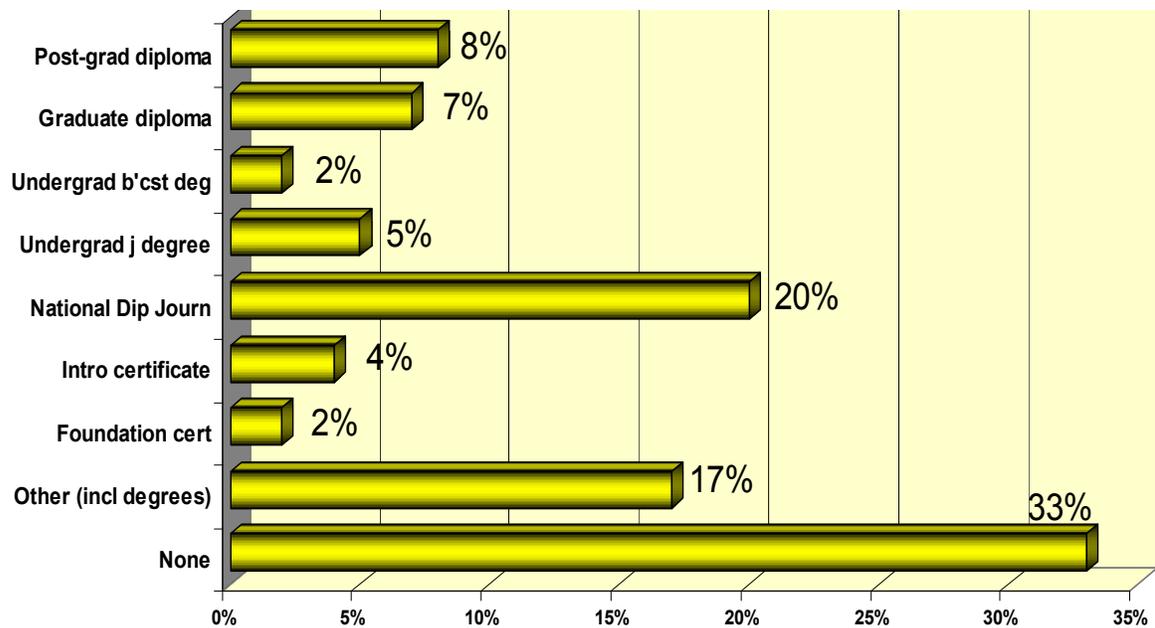
One in 20 (5%) holds an undergraduate degree with a journalism major, while another 2% have an undergraduate degree in broadcasting.

About 4% have an introductory certificate and 2% have done a foundation course.

Among the 219 respondents who elaborated on their answer, 24 said they did a cadetship (mostly at newspapers), five a correspondence/extra-mural course, and 12 were trained overseas, several of them through the UK's National Council for Journalism Training.

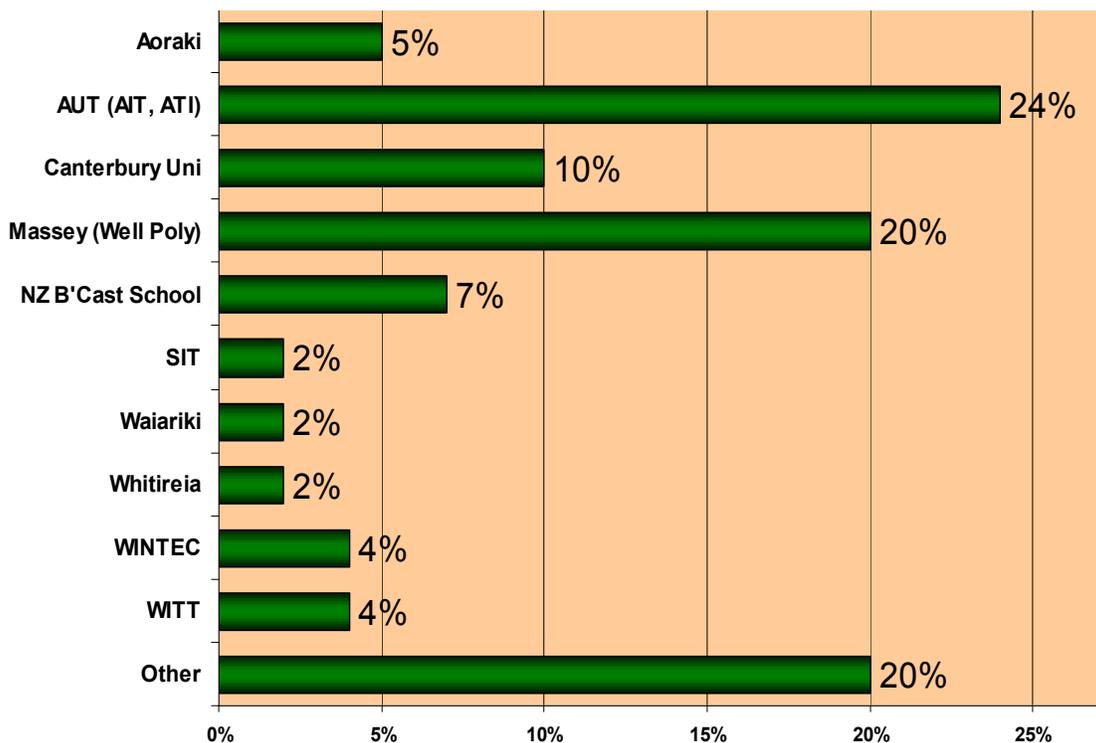
A few said they learned by experience because there were no journalism training programmes when they entered the industry.

### Pre-entry training done by journalists



### Training institutions attended

More than half the respondents with pre-entry journalism education (54%) have been through the longest-established schools, Auckland University of Technology (or AIT, ATI) (24%), Massey (Wellington Polytechnic) (20%) or Canterbury University (10%). "Others" accounted for 20%, naming a wide range of universities and programmes around the world. Three mentioned the NZ Institute of Business Studies, which is not accredited by the JTO.

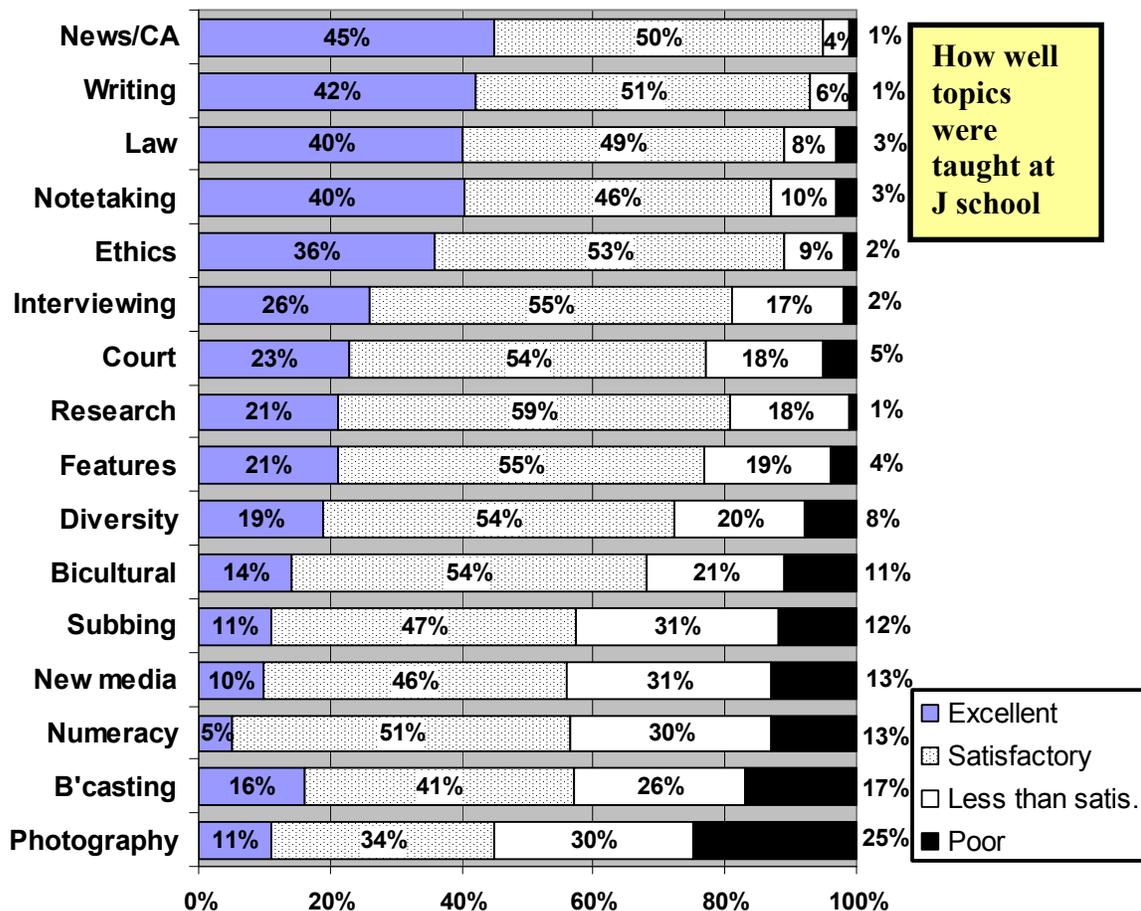


## Experience at NZ journalism school

The country's 10 JTO-accredited tertiary journalism schools rated well with the 724 people who responded to the question: "How well did the (J school) programme prepare you for a career in journalism?"

Nearly 90% thought they were "very well prepared" (36.3%) or "quite well-prepared" (52.3%) by the experience. Only 7.2% (52 people) gave a "not well prepared" rating, with 14 people (1.9%) saying their programme did a poor job.

The respondents were asked to rate the programmes on how well they delivered on various subject areas. The highest ranking topics were news and current affairs (45% said "excellent"), writing (40%), media law, note-taking (40%), media ethics (36%), interviewing (26%), court reporting (23%), researching, features (21%), and diversity (19%).



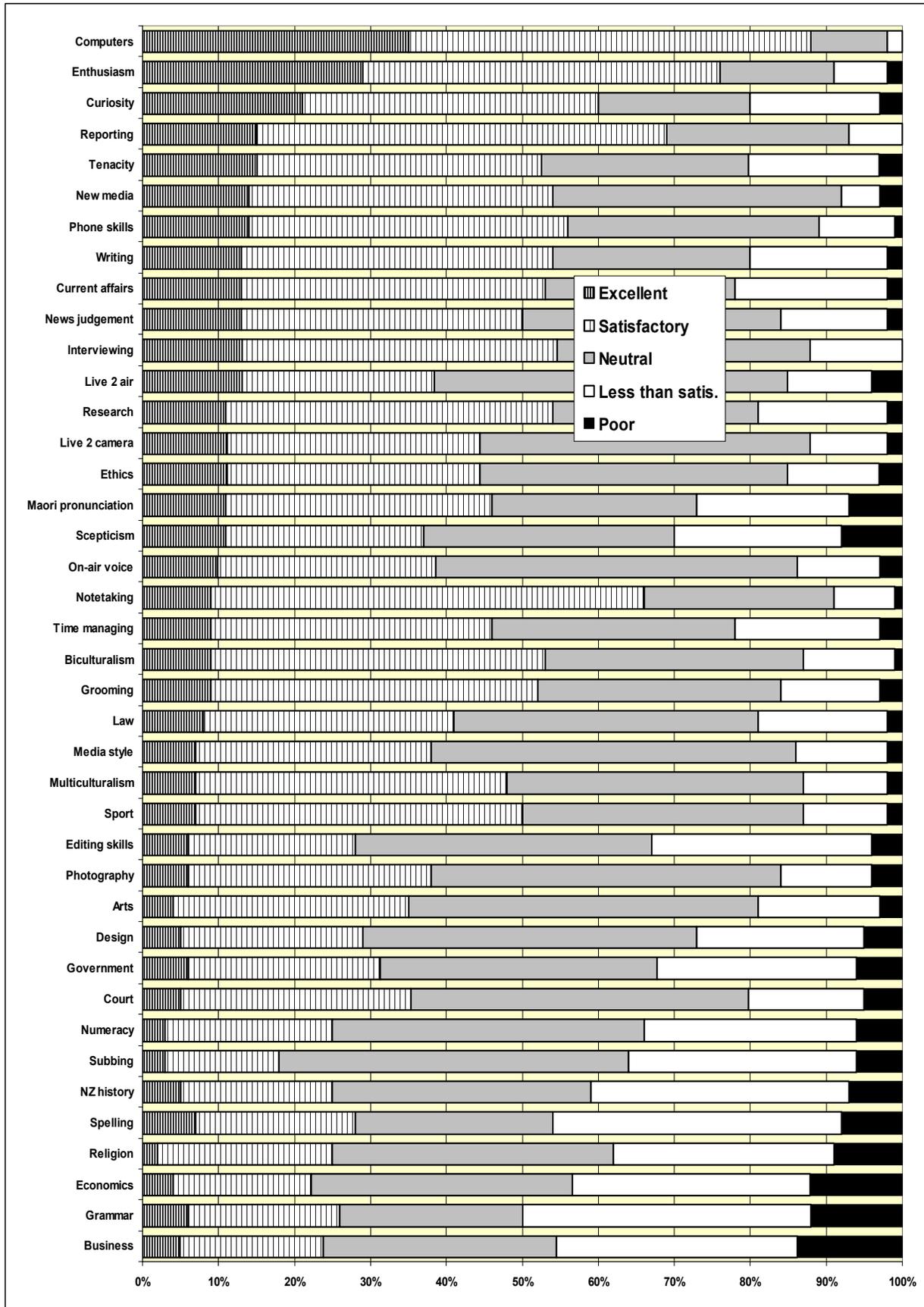
The lowest ranking were photography (25% ranked this as "poor"), broadcasting (17%), new media (13%), numeracy (13%), subediting (12%), and bicultural reporting (11%).

## What employers think of the attributes of NZ journalism graduates

Respondents who hire journalists or contribute to that decision rate graduates best in computer skills (35% said "excellent"), enthusiasm (29%), curiosity (21%), reporting skills, tenacity (15%), new media skills, phone skills (14%), writing, news judgement, current affairs knowledge, interviewing, live-to-air skills (13%), and scepticism, research, live-to-camera skills, media ethics, pronunciation of Maori and other languages (11%).

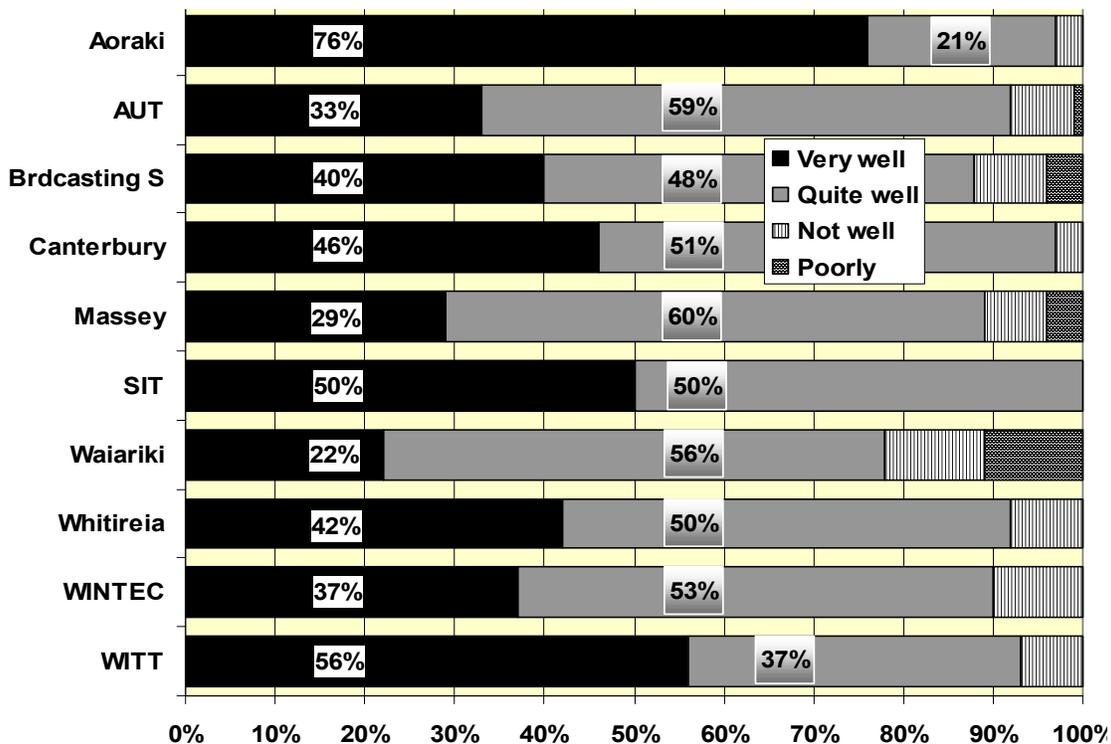
Employers think there are weaknesses in knowledge of business (14% said "poor"), grammar, knowledge of the economy (12%), knowledge of diverse religions (9%), spelling, scepticism (8%), NZ history, pronunciation of Maori and other languages (7%), numeracy, subediting, knowledge of government (6%), and court reporting, and design (5%).

## Journalism graduates' strengths and weaknesses

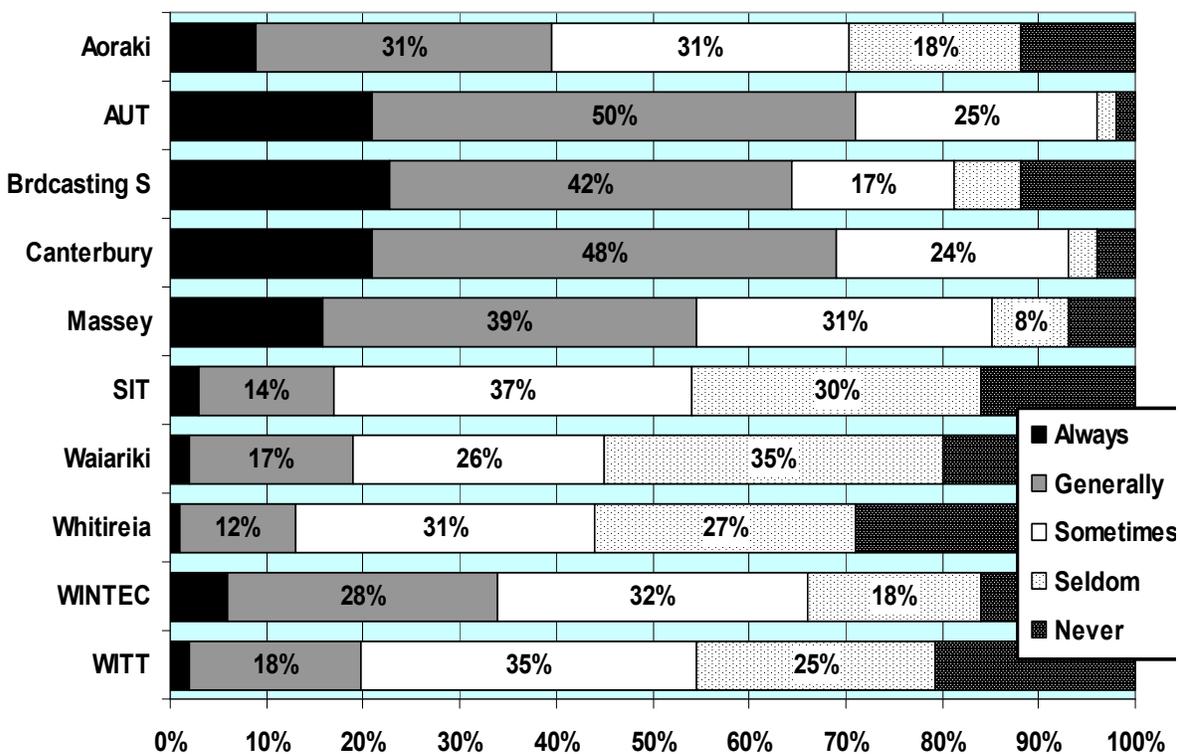


### Feedback about the journalism schools

Both graduates and employers were asked to comment about the NZ journalism schools. The first chart shows how well 724 graduates thought their school prepared them (some opinions may extend back to earlier eras, eg, when Massey's school was at Wellington Polytechnic).

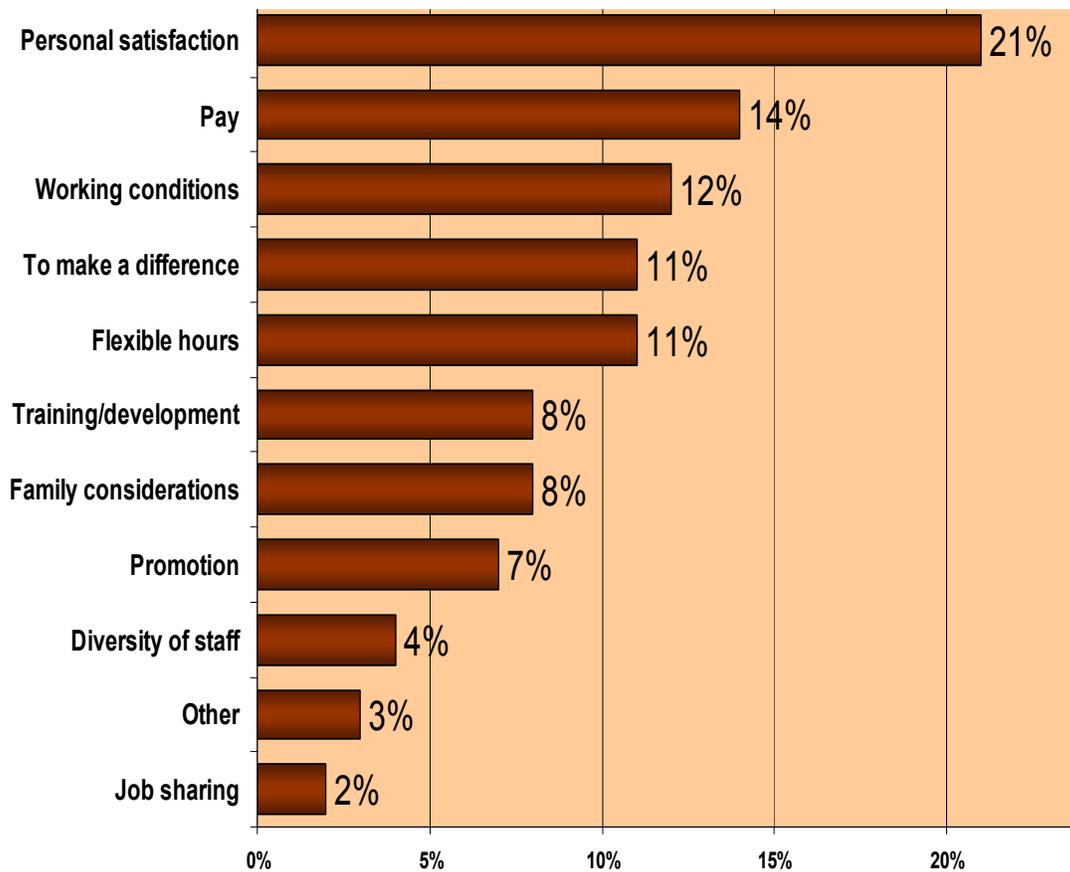


The chart below shows responses from 358 respondents (involved in hiring) about which schools they recruit from.



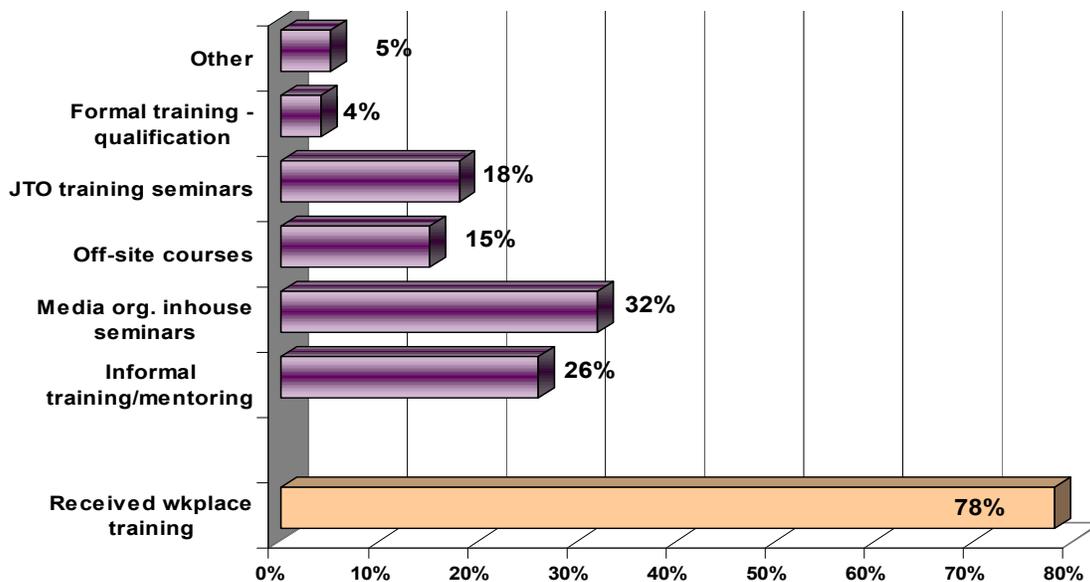
### What factors will influence journalists to stay in journalism

Seven out of 10 (72%) see journalism as a long-term career, 18% are unsure and 10% don't think it's something they'll do long term. Most are happy with the medium in which they work and intend to stay (79%). The chart below shows what will influence those decisions.

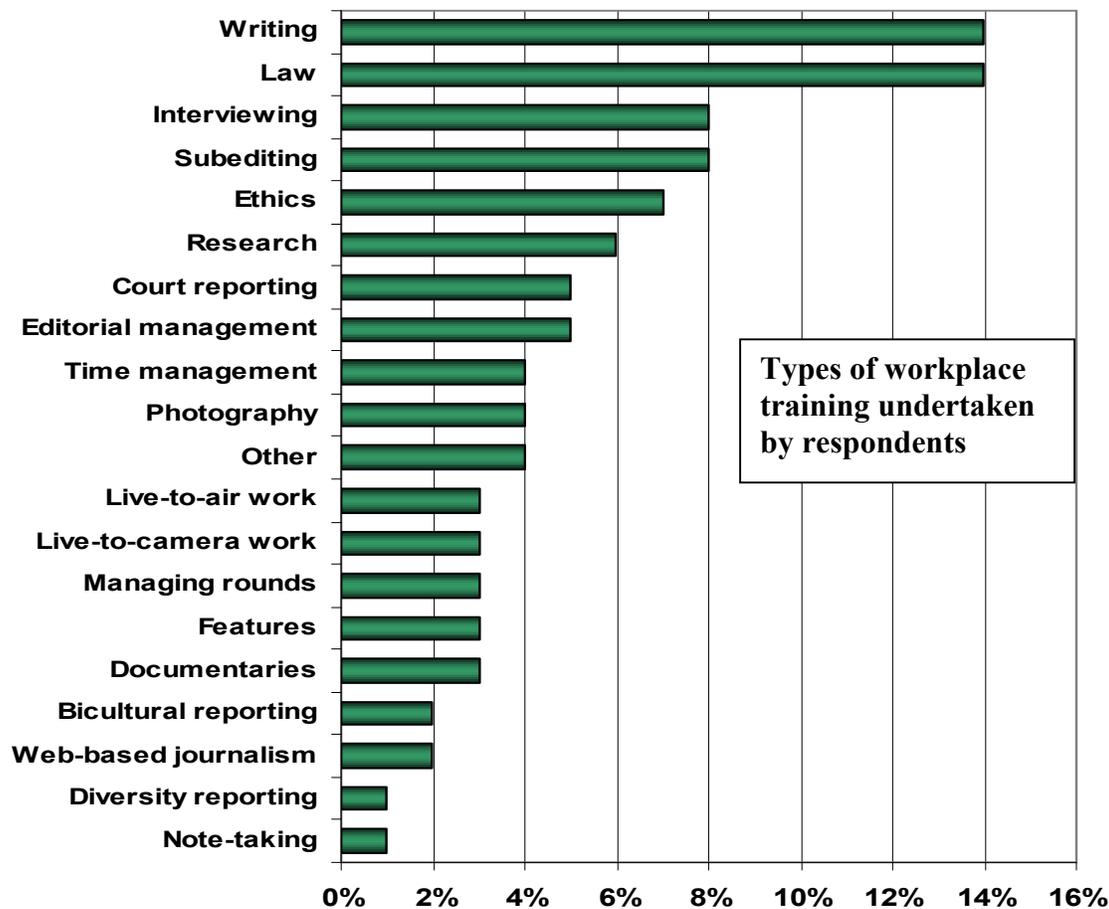


## WORKPLACE TRAINING

Most respondents (78%) have had some form of workplace training, either in-house seminars staged by an employer (32% of those who have had training), informal training/mentoring (26%), JTO training seminars (18%), or other kinds of off-site courses (15%). Just 4% have undertaken formal training that led to a qualification.

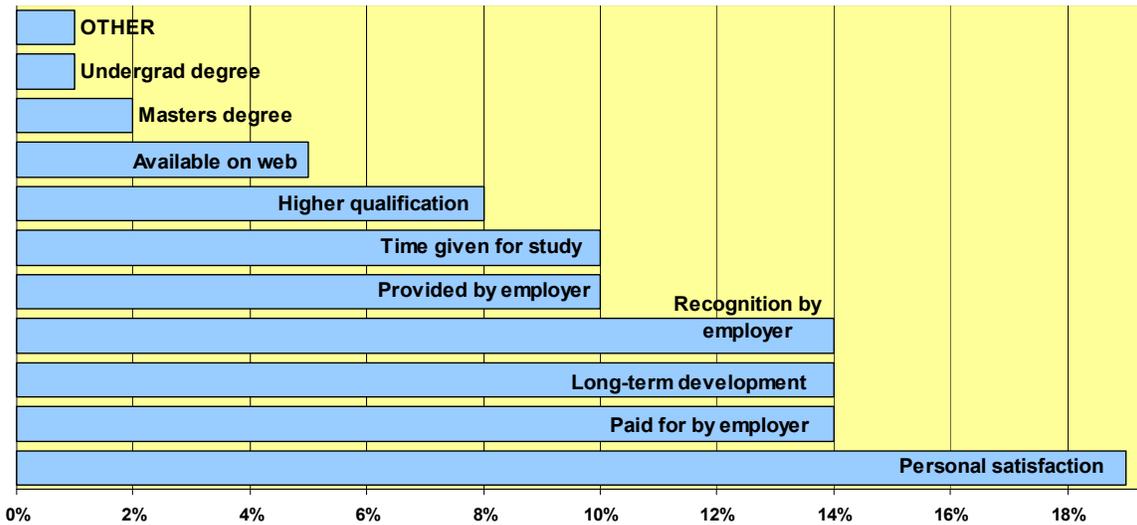


Writing and media law (both 14%) were the most common forms of workplace training.



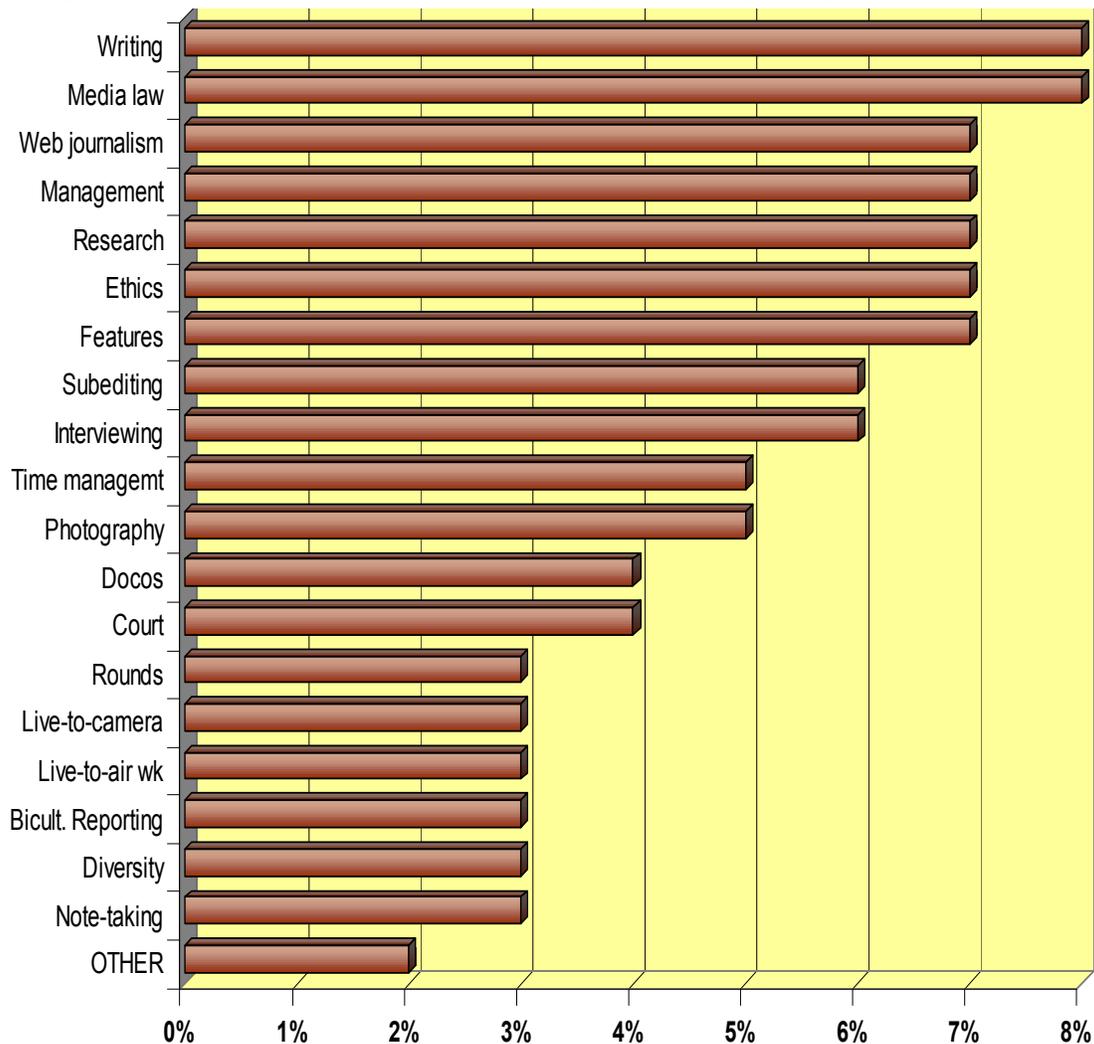
### More training - motivations

Four out of five respondents (79%) are interested in further workplace journalism training, motivated by the following factors:



### What they want training in

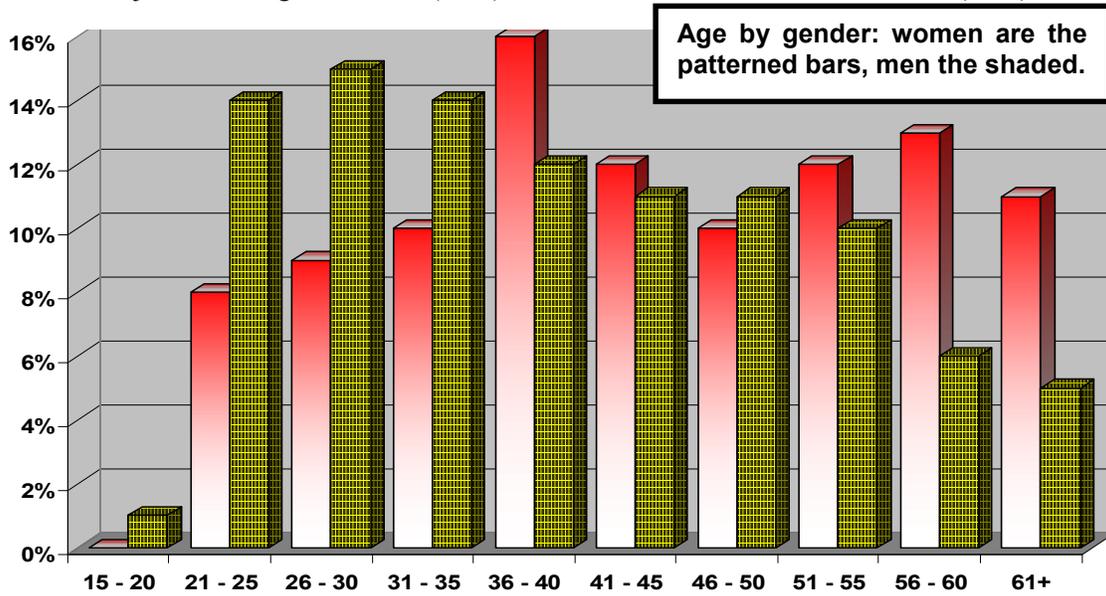
Training preferences show the same topics as those already undertaken, but some priorities change: web-based journalism and editorial management both gain higher rankings.



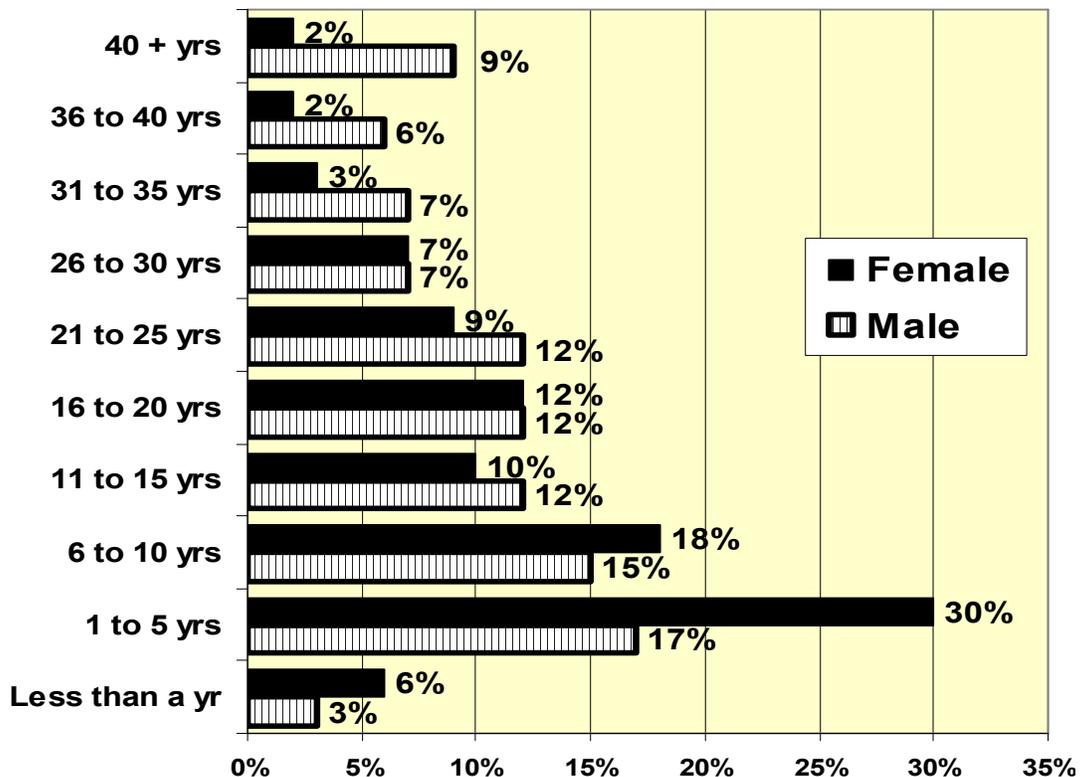
## GENDER

**Gender split:** Women are ahead overall, with 54% of respondents female to 46% male.

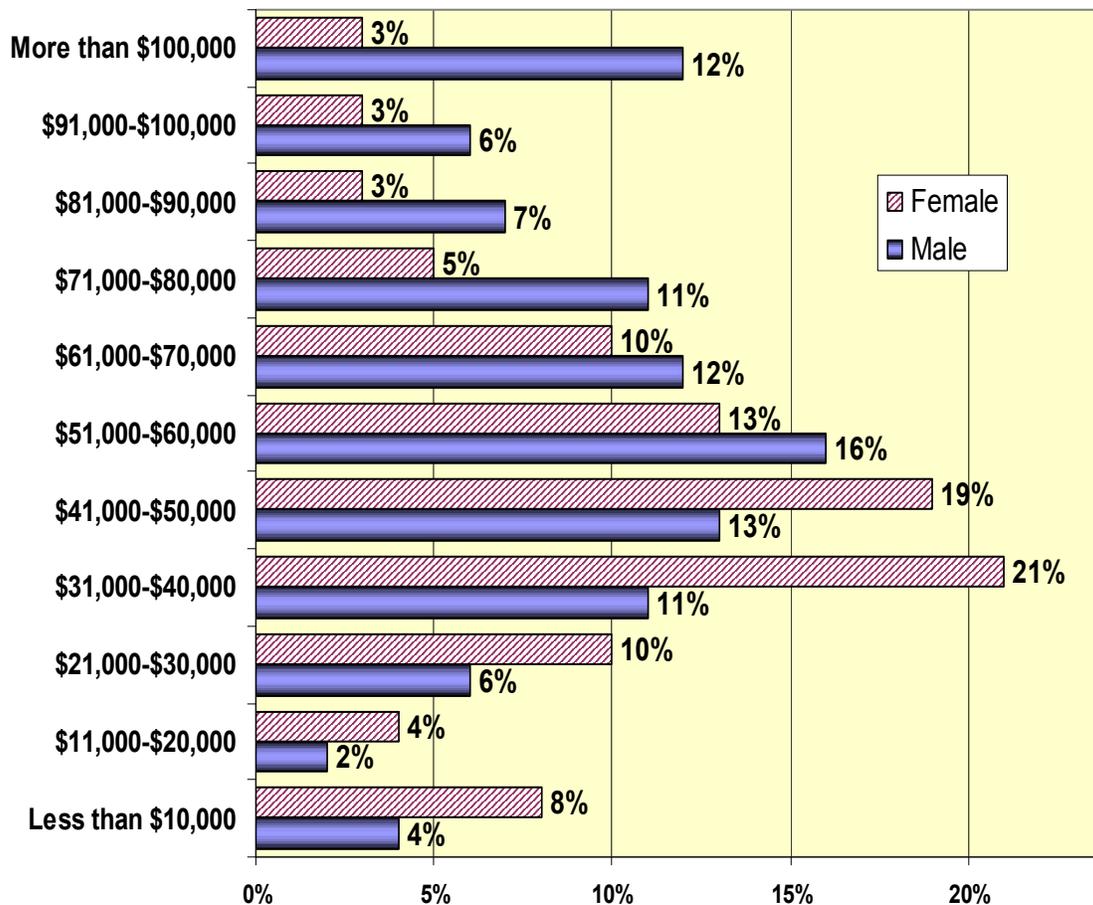
**Age:** The males tend to be older, with the biggest group (16%) in the 36-40 age range, compared with females, whose biggest group (15%) is in the 26-30 range. More men than women are in the baby-boomer group, with 36% aged over 50, compared with 21% of women. Some 29% of women are in their 20s, while only 17% of men are. There is a cluster of women journalists aged 20 to 40 (55%), while the cluster for men is above 30 (83%).



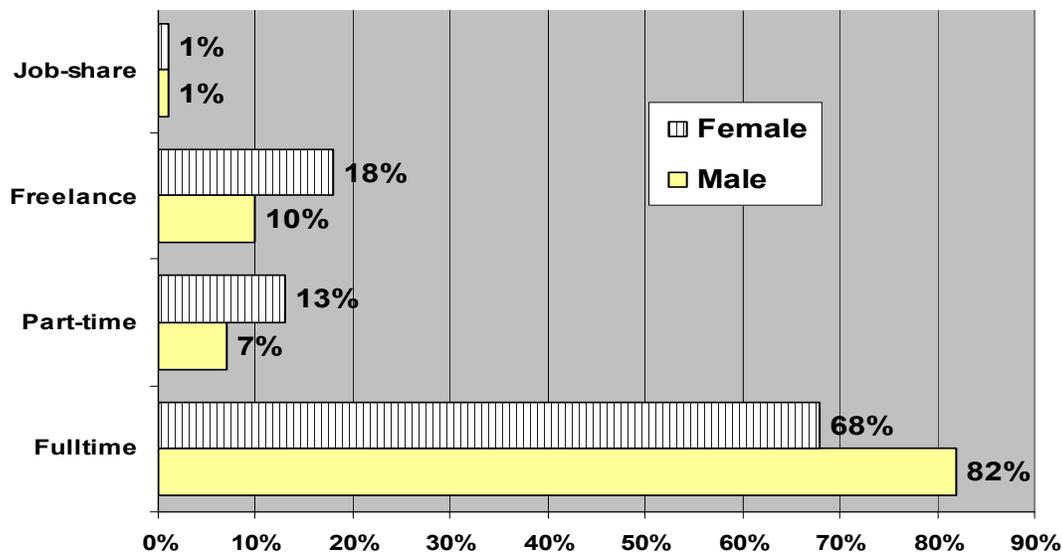
**Time in journalism by gender** shows a similar pattern as for age, with a heavy cluster of women in the one to five years group (30%), compared with men, who are more evenly spread over the groups. At the very experienced end of the scale, men outnumber women markedly in the 30years-to-40+ years-in-journalism category (22% compared with 7%).



**Income by gender** shows a similar result to the previous category, with more men appearing in the higher paid brackets than women. At the top end of the scale, 36% of male journalists earn more than \$70,000 a year compared with 14% of females, while at the bottom end, 22% of women earn less than \$30,000, compared with 12% of men.

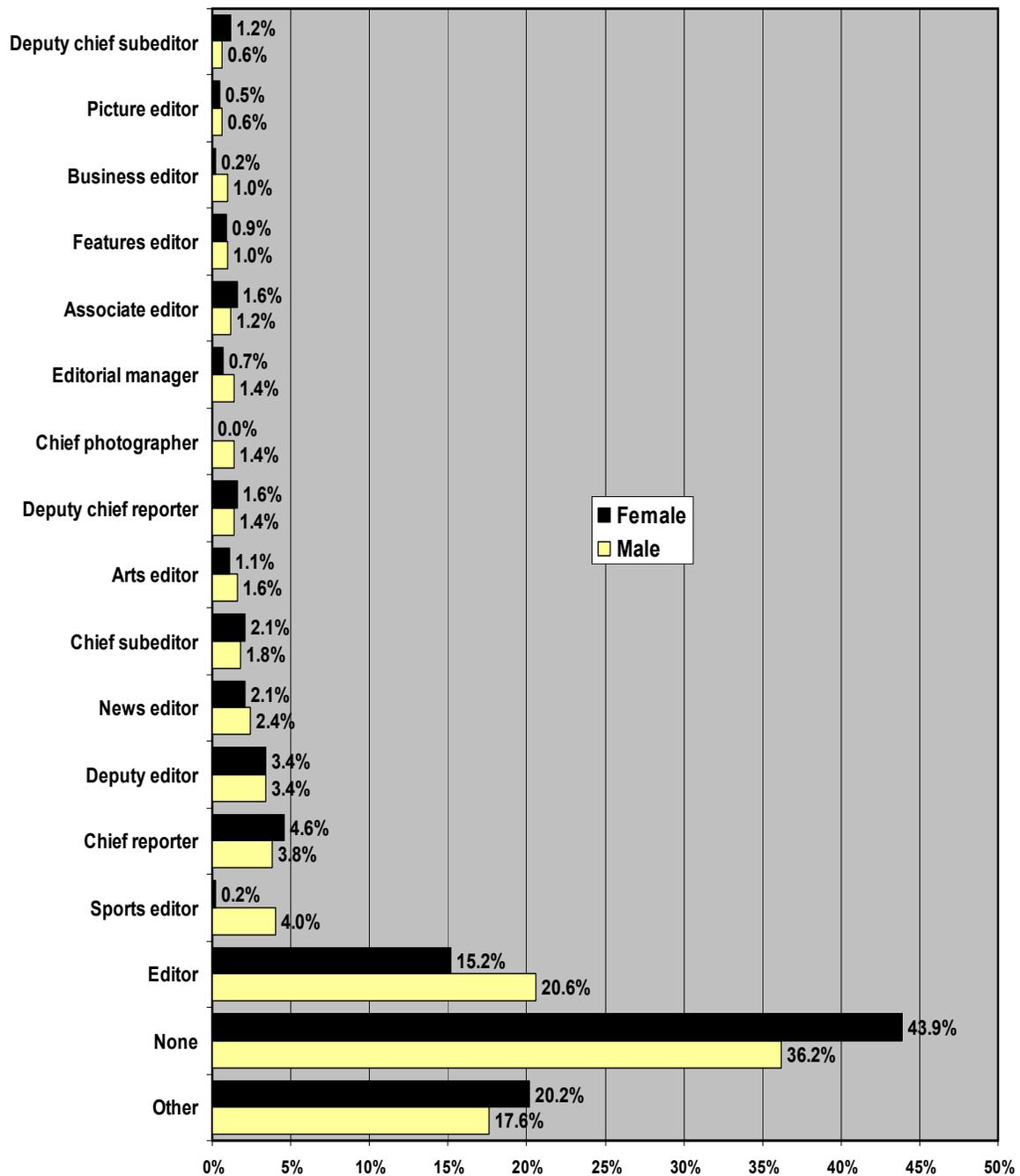


**Job type** shows that both genders prefer fulltime work, but women are almost twice as likely as men to have part-time or freelance jobs.



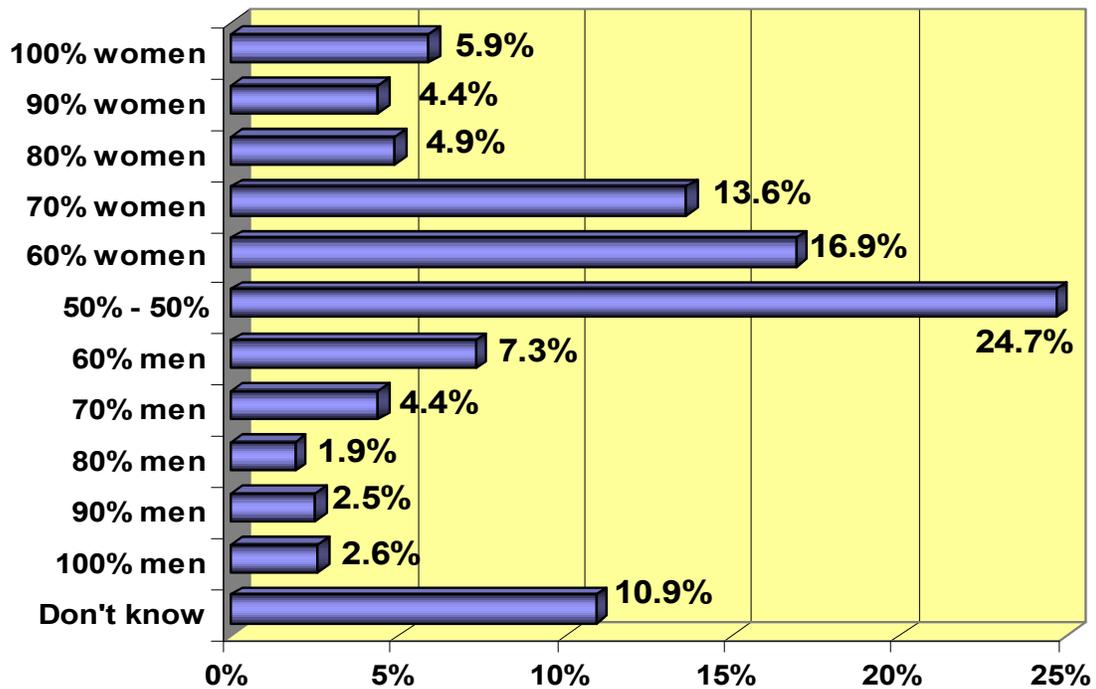
## Positions of responsibility held, by gender

Fewer respondents (560) responded to the query about how many of them hold positions of responsibility in their newsroom. The chart below shows the results.



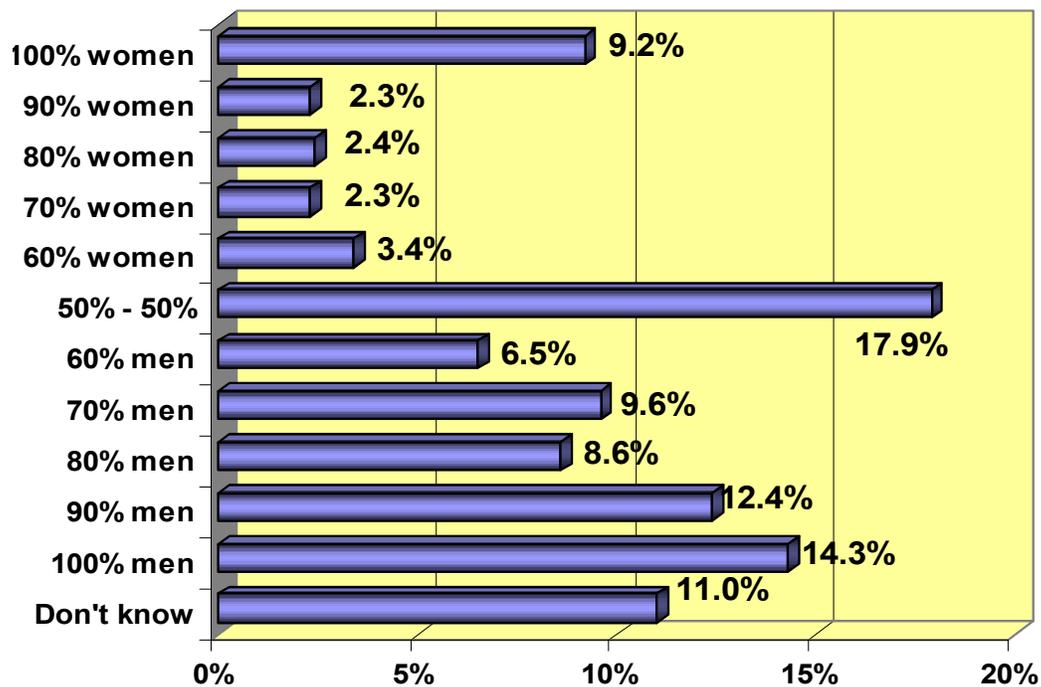
### Gender makeup of media workers

The following shows gender makeup of "rank and file" media workers in different newsrooms (from 1089 responses):



### Gender makeup of media managers

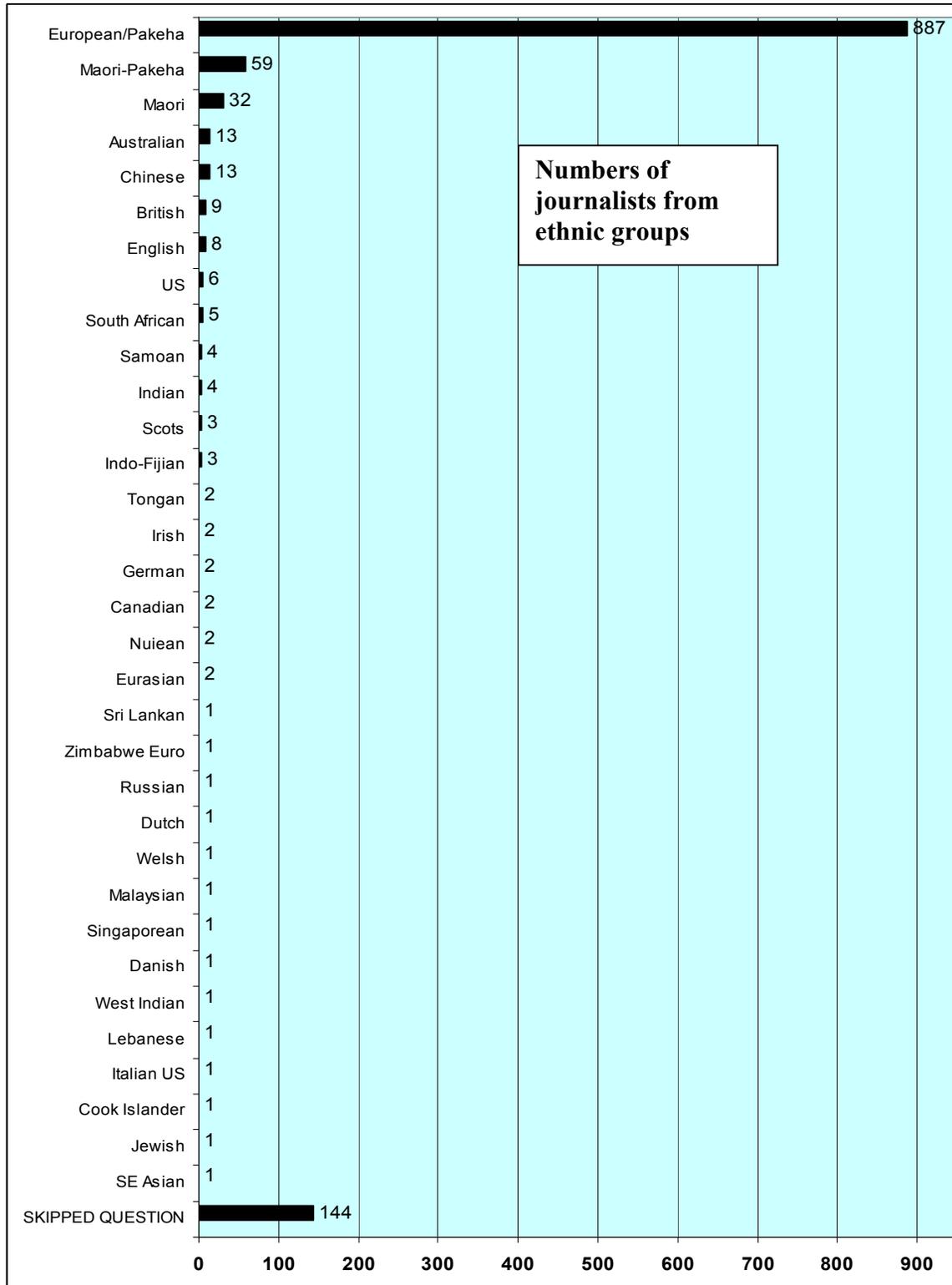
The following shows gender makeup of managers and editors in different newsrooms (from 1089 responses):



## ETHNIC DIVERSITY

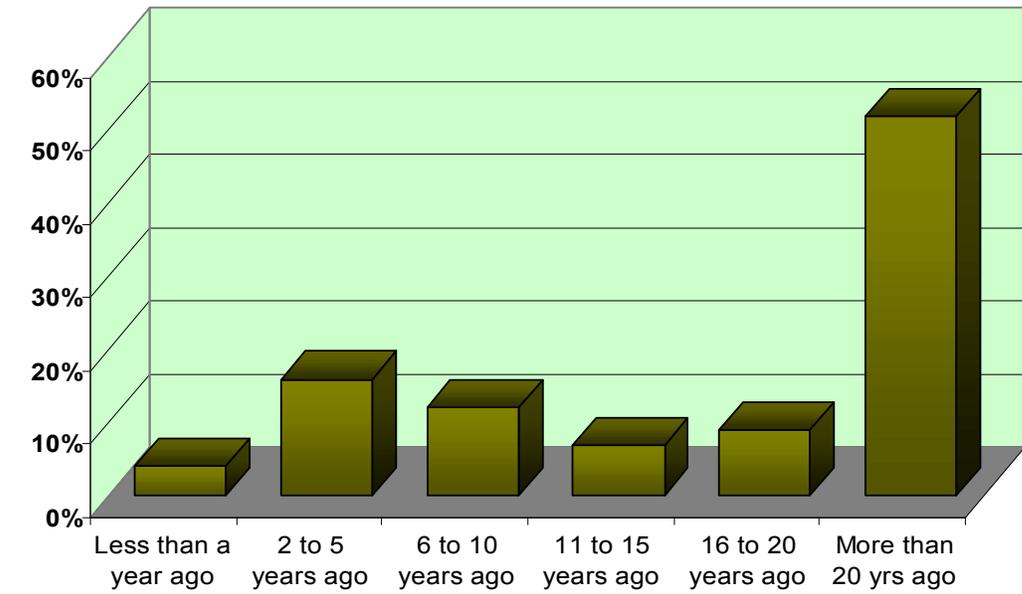
### Journalists' ethnicity

Four out of five respondents (887 or 83%) are European/Pakeha-European, with another 91 (8.5%) recording themselves as Maori (3%) or Maori-Pakeha (5.5%). The only other groups to register above 1% are Chinese (1.2%) and Australians (1.2%), while 6% said their ethnicity was something other than the options listed in the question.



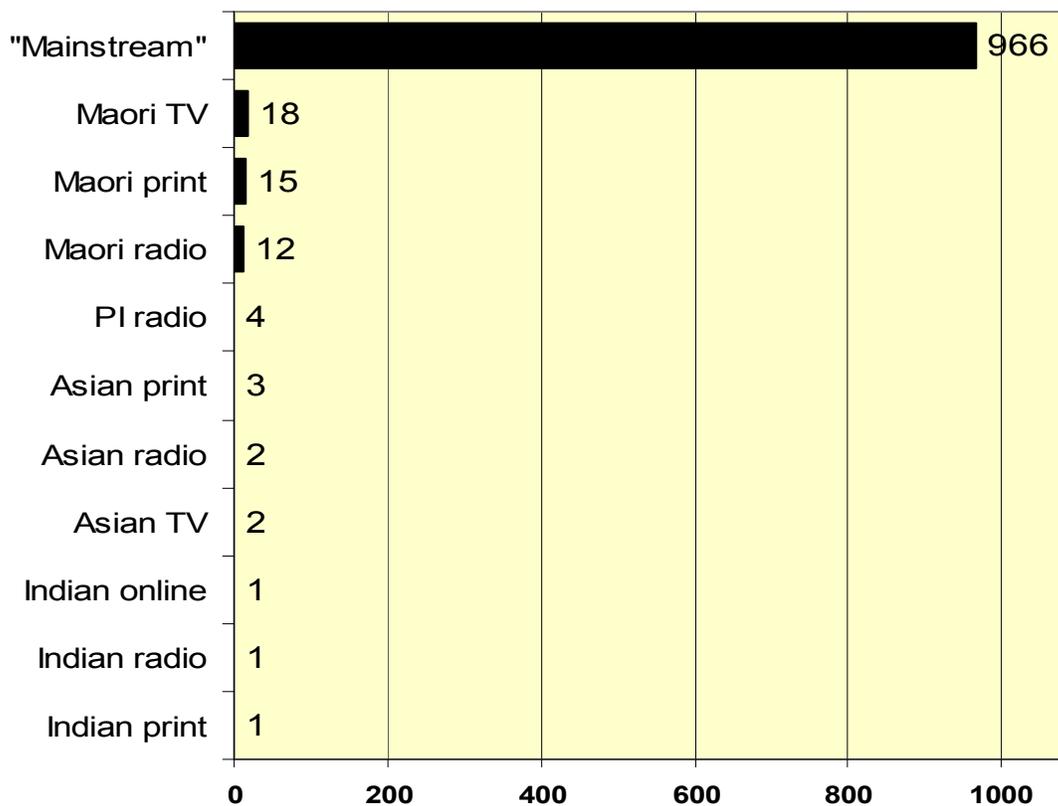
### Place of birth

Four in five (79%) were born in New Zealand. Of the **21% born overseas**, more than half have been here for 20 years or more. **Arrival in NZ** is shown in the chart below:



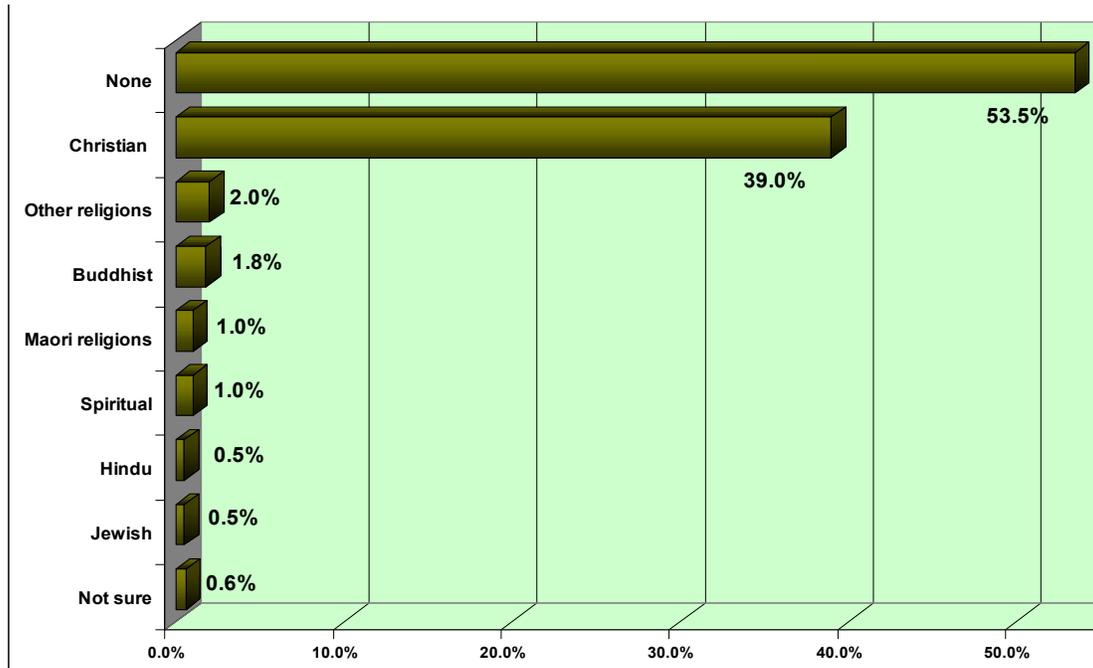
### Where respondents work

Results here should be treated with caution, since there was some confusion about what the question "What 'branch' of the news media do you do most of your work for" meant. The question was skipped by 127 respondents and 64 gave answers not related to ethnicity.



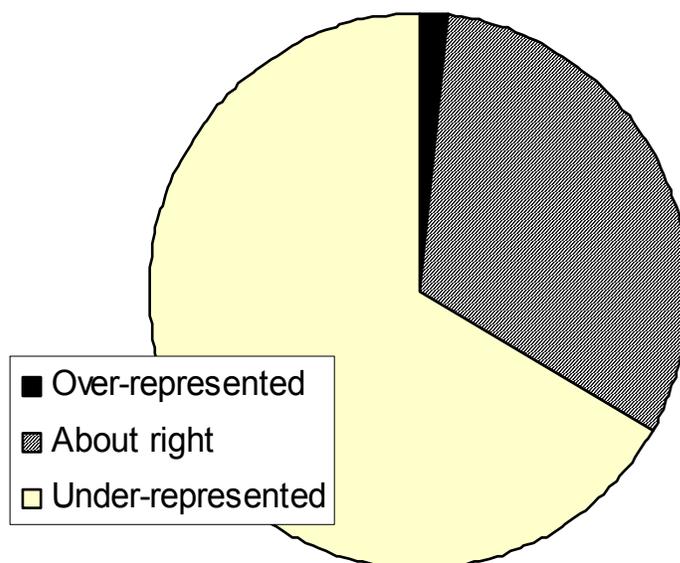
## Religious beliefs

More than 1000 respondents (1075) gave an answer to the question "What is your religious belief?", while 11.6% of the total sample skipped it or (in the case of 14) told us it was none of our business. Two in five (39%) of those responding said they are Christians, while slightly more than half the sample (53.5%) said they have no religious beliefs. Some 11 people said they hold to Maori beliefs that include Ringatu, Pai Marire and Ratana.



## Ethnicity in the newsroom

Respondents were asked for their impression about the number of ethnic minority journalists in NZ newsrooms – are they over-represented, under-represented, or are numbers "about right"? A choice was made by 984 respondents (81%), as shown in this chart (below left).

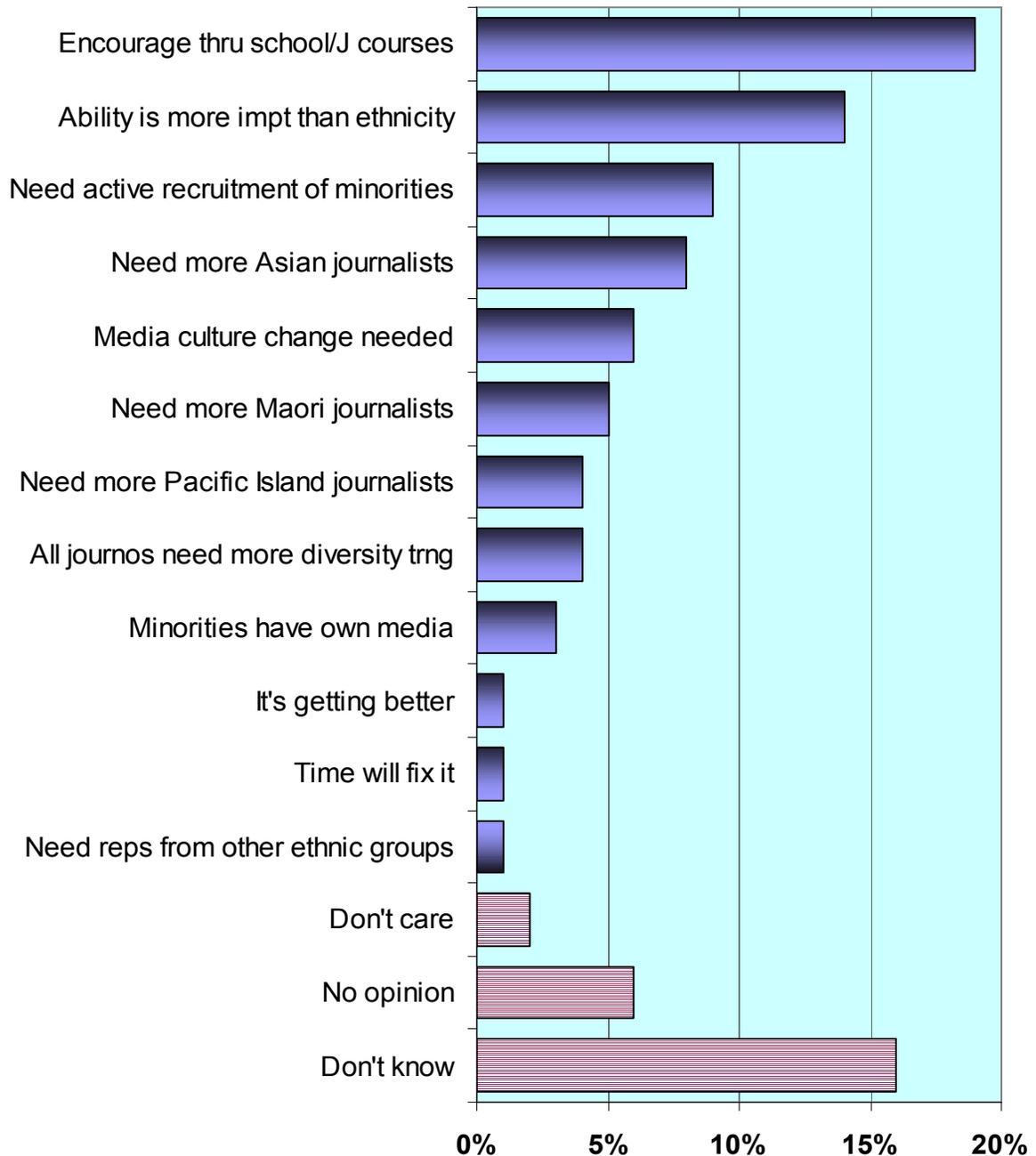


This question in the survey drew the largest number of comments: 30% (345) of the total sample of 1216 offered their thoughts about what should or should not be done.

The biggest number (19%) think an educational/training approach – encourage minorities to train as journalists – is the best option, while 14% say ability to do the job is all that counts and token quotas are unacceptable.

See **Appendix 1** for a selection of the comments. Some 127 people (10.4%) skipped this question.

**Comments about ethnicity in the newsroom from 345 respondents.**



**Language and oral skills**

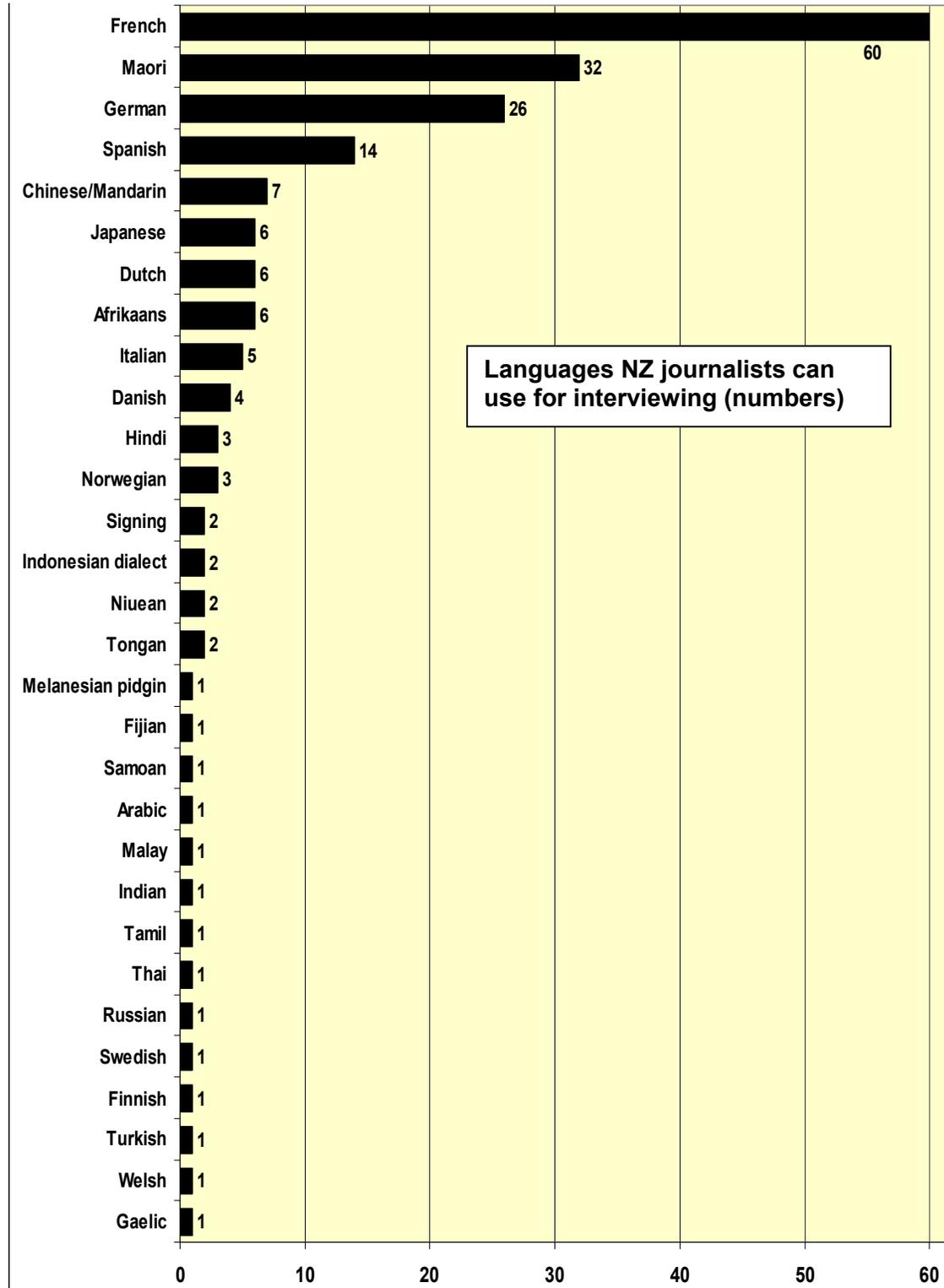
Asked if their journalism work entailed significant use of a language other than English, 93.1% of those responding said no (this question was skipped by 140 or 11.5%).

Of the 71 (6.6% of those answering) who said "yes", 51 said they use Maori, five use Pacific Island languages, one has nine languages, another five and one uses four. One person mentioned "finance and ICT".

Asked if they could conduct an interview in a language other than English, 60 (6%) said French, 32 (3%) said Maori, 26 (2.4%) said German and seven named a Pacific Island language or Chinese.

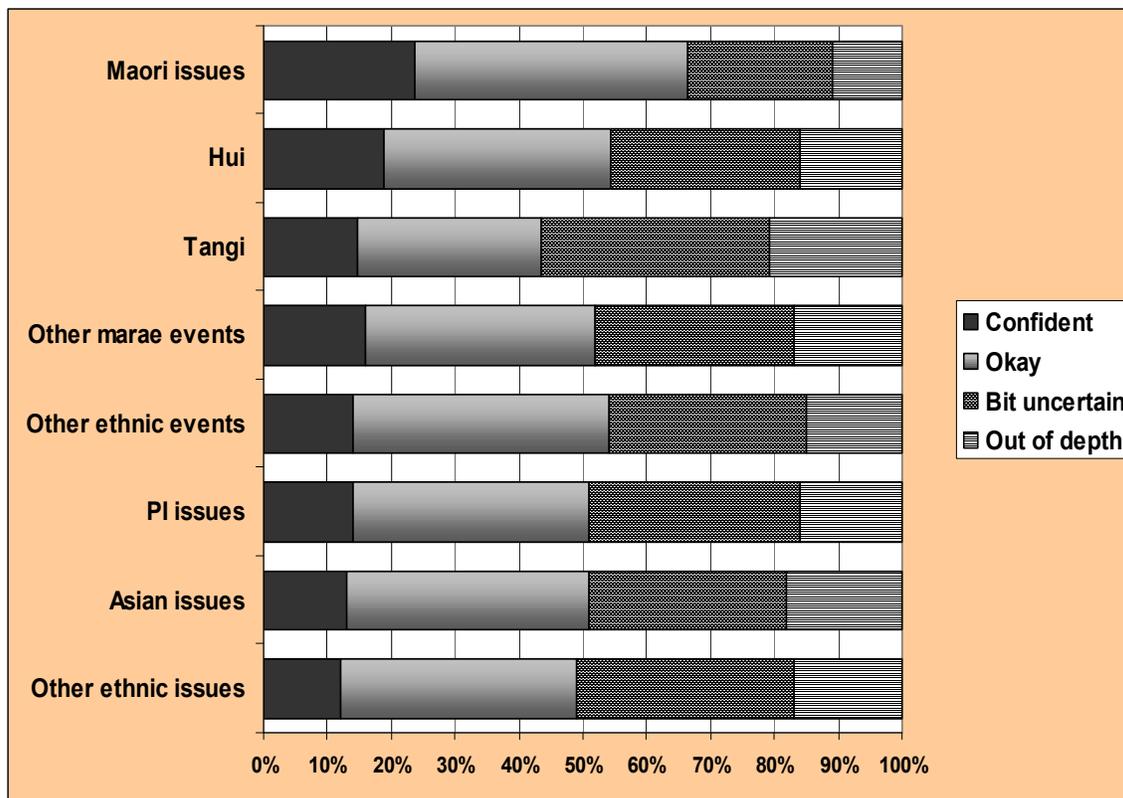
Asked to rate their own written skills, 97% said they are fluent in English. Of 854 who rated their writing skills in Maori, 2% (16) said they are fluent, 6% (49) satisfactory and 21% (176) less than satisfactory; a third (279) rate themselves as "poor" and 39% (334) said their Maori written skills are non-existent.

Five people rated themselves as fluent or satisfactory in Samoan, four gave this rating for Tongan, and seven for Chinese. Some 17% said they are fluent writers in other languages. A similar result is seen in the answers rating people's oral skills.



### Confidence when covering cultural events and issues

Respondents were asked to rate their level of confidence at various cultural events and issues, including a hui, a tangi or other ethnic minority occasions. More than half of the 1014 who answered said they are "a bit uncertain" (36%) or "out of my depth" (21%) covering a tangi, but expressed higher confidence levels for other marae events. Compared with Maori, confidence dropped slightly for Pacific Island, Asian and other ethnic minority stories.



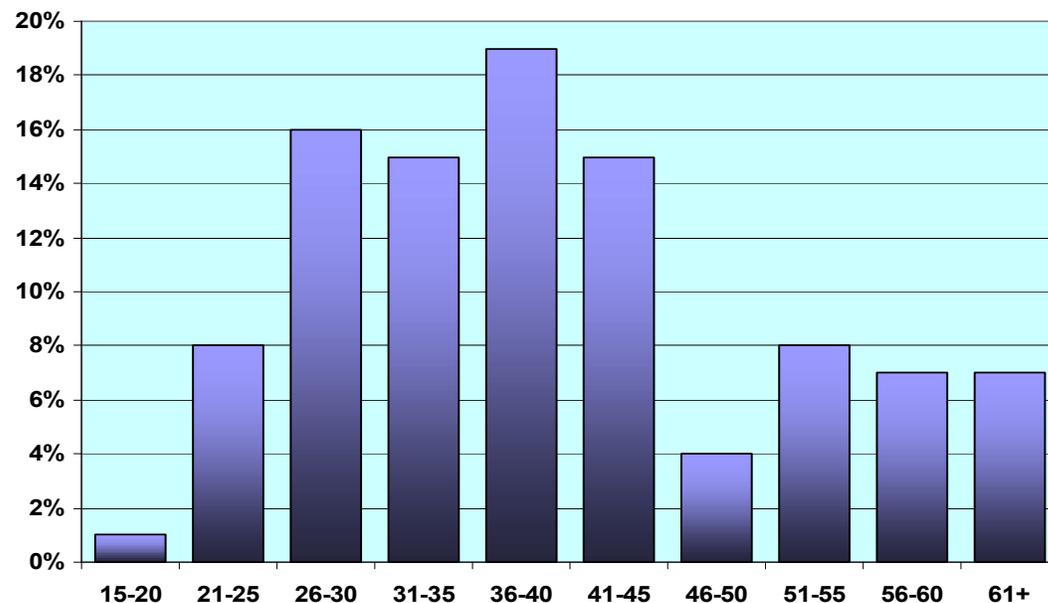
## Maori and Maori/Pakeha

Analysis of small sub-samples (less than 1%) is not statistically reliable. However, by combining the Maori and Maori/Pakeha categories, a sub-sample is created of 91 respondents (8%) of the total sample. Some 71% of the group works fulltime, with 10% part-time, 18% freelancing and 1% in a job-share arrangements. It has the following profile:

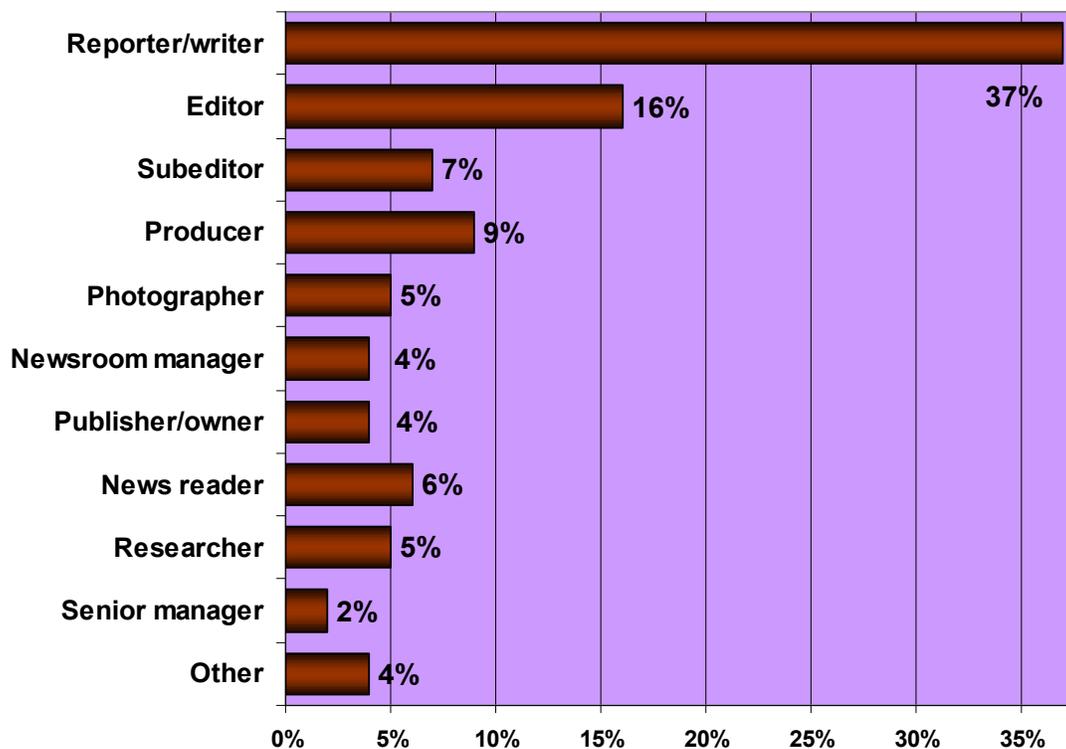
### Gender

Male 48%, female 52%.

### Age

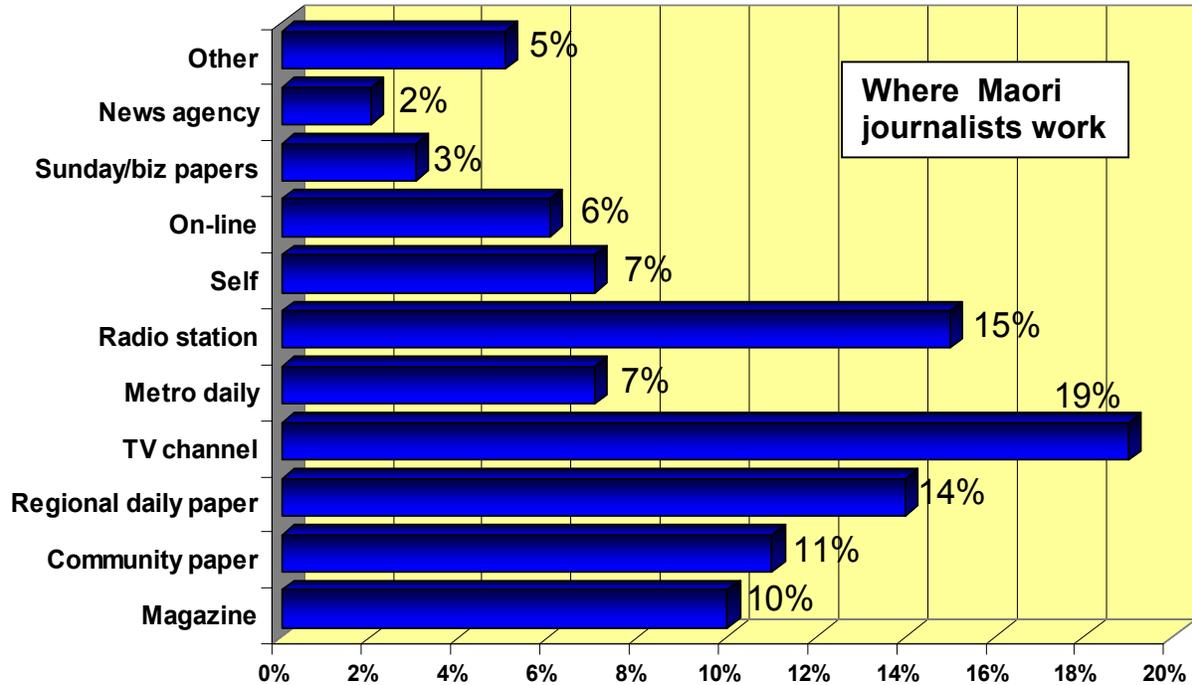


### Area of work

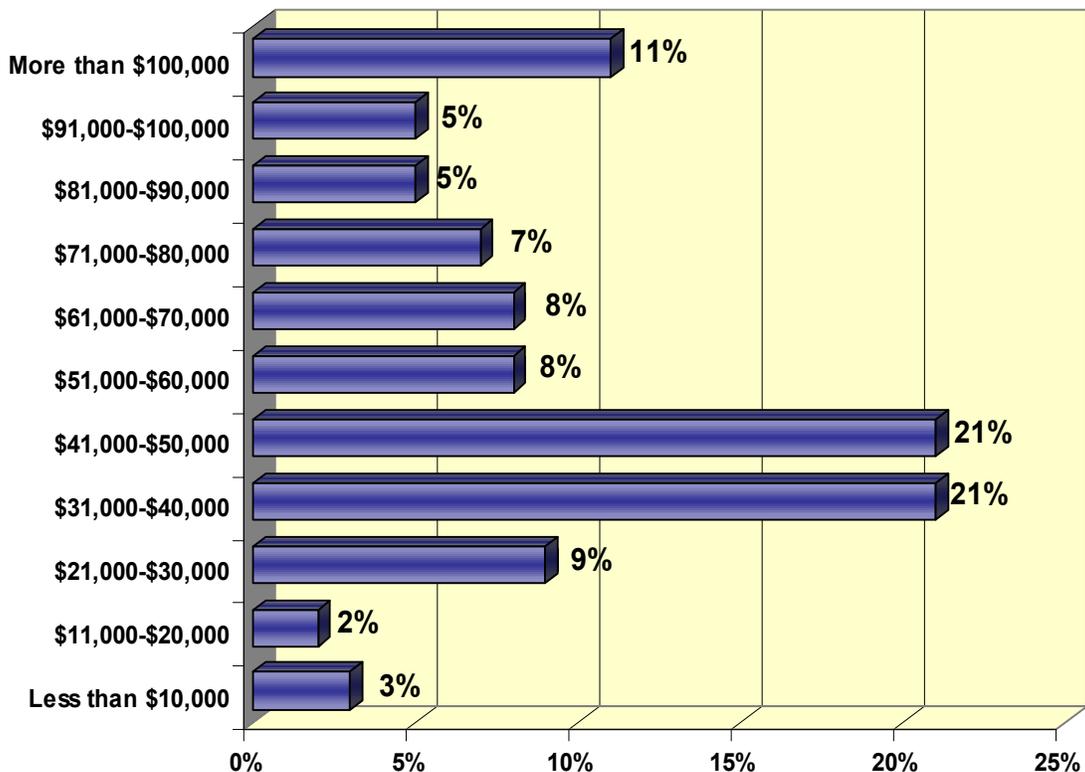


### *Type of media*

Most Maori and Maori/Pakeha work in mainstream media (70% of this sub-sample, compared with 87% for all respondents) and 24% work in Maori print, radio or TV media (4% of all respondents). A greater proportion of Maori and Maori/Pakeha work in TV and radio and a smaller proportion in metropolitan dailies, compared with the total sample. Print media employ 42% of Maori and Maori/Pakeha journalists and electronic media 34%.

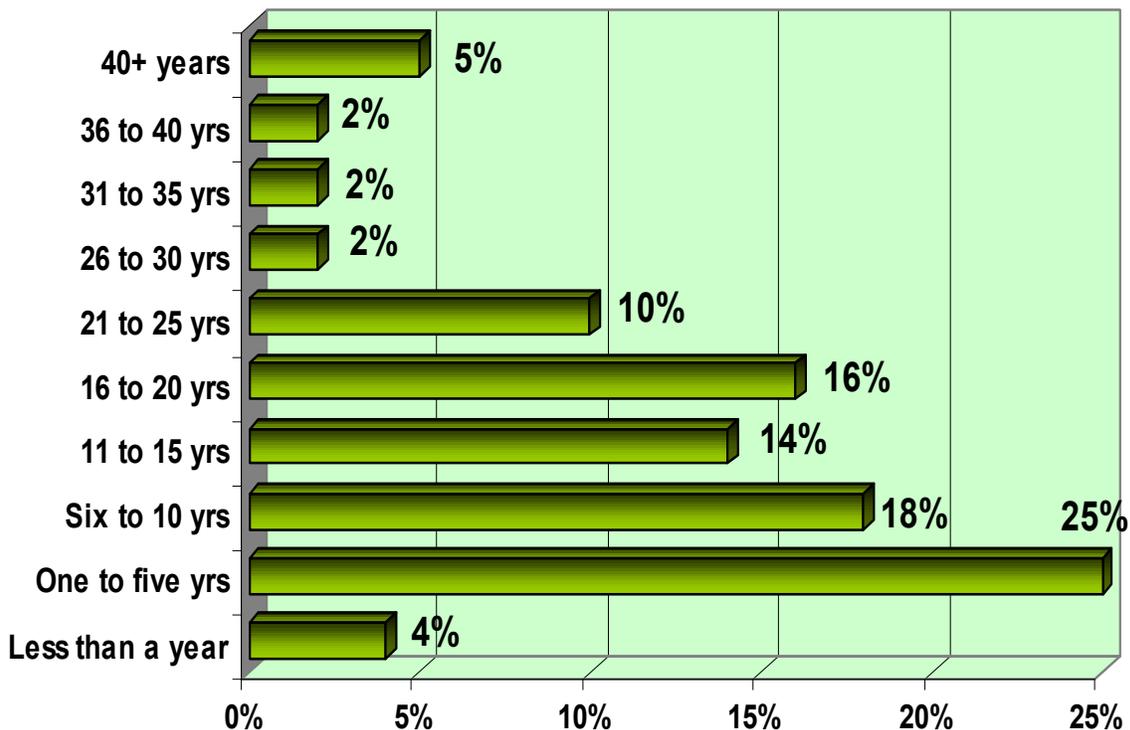


### *Income*



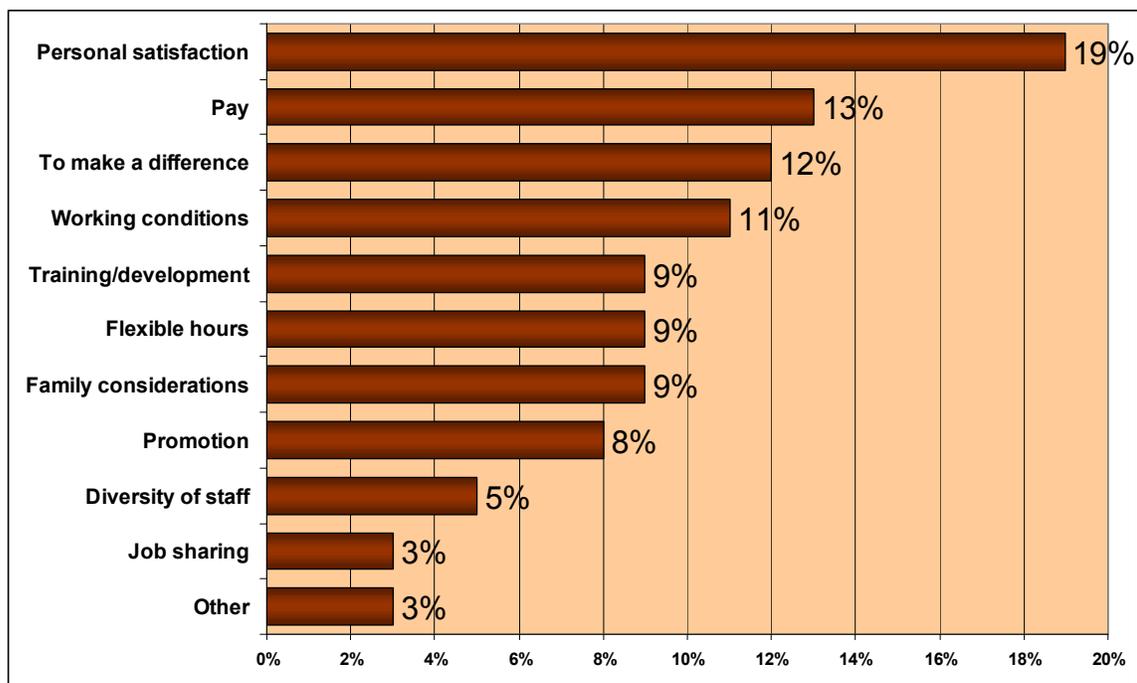
### *Time in journalism*

The experience profile for this sub-sample is similar to the total sample up to 10 years, after which the proportion with greater experience declines in comparison.



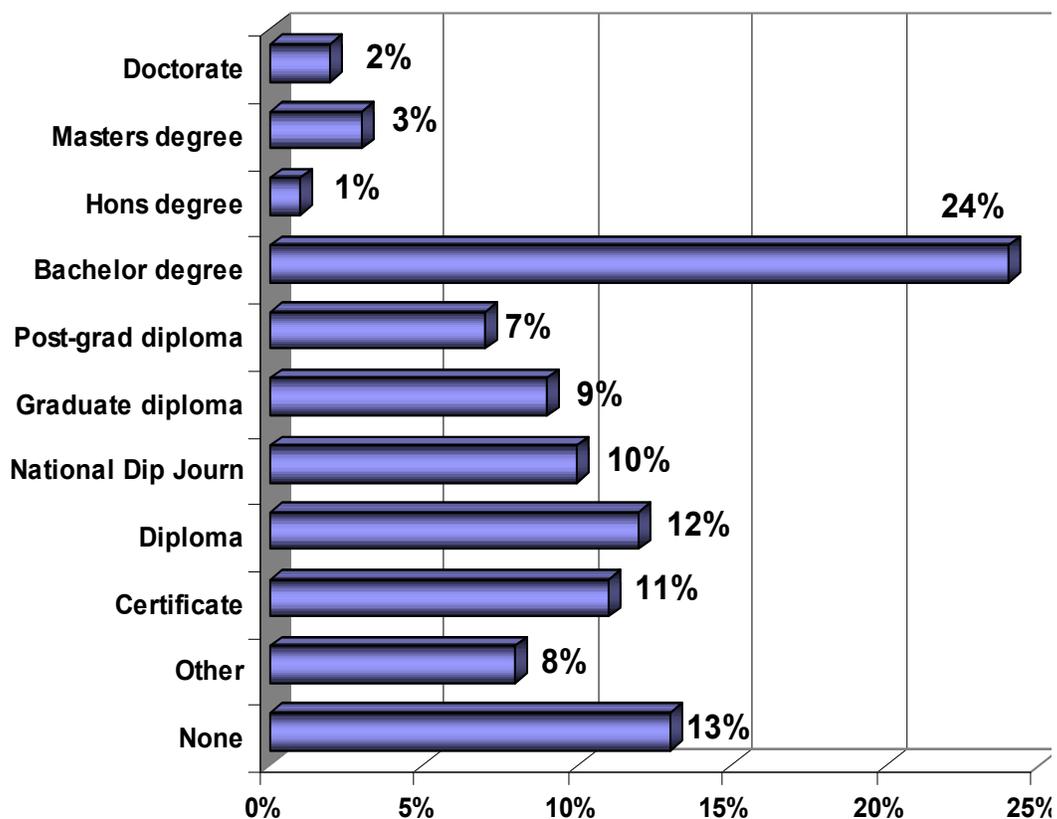
### *What factors will influence Maori journalists to stay in journalism*

Journalism is seen as a long-term career by 65% of Maori and Maori/Pakeha journalists (compared with 72% of all respondents), but 27% are unsure (18%). Those intending to stay in the same medium were 78% (79%). The chart below shows what will influence those decisions.

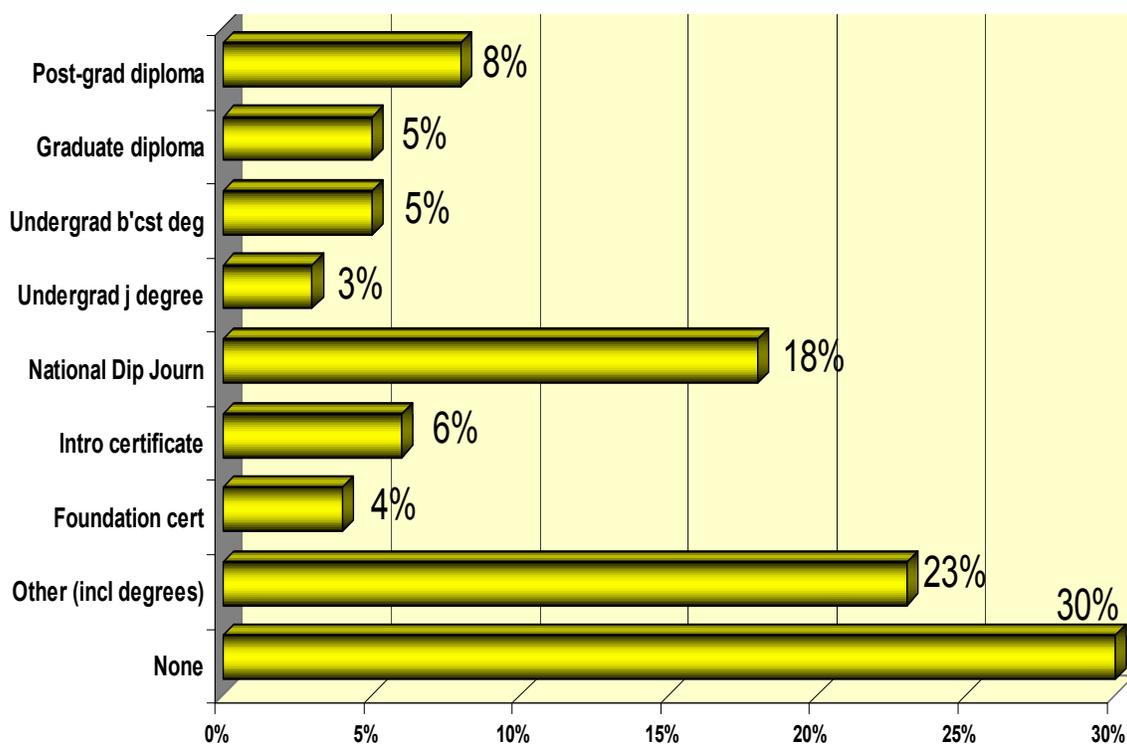


### *Qualifications*

The profile here does not differ greatly from that of all respondents.

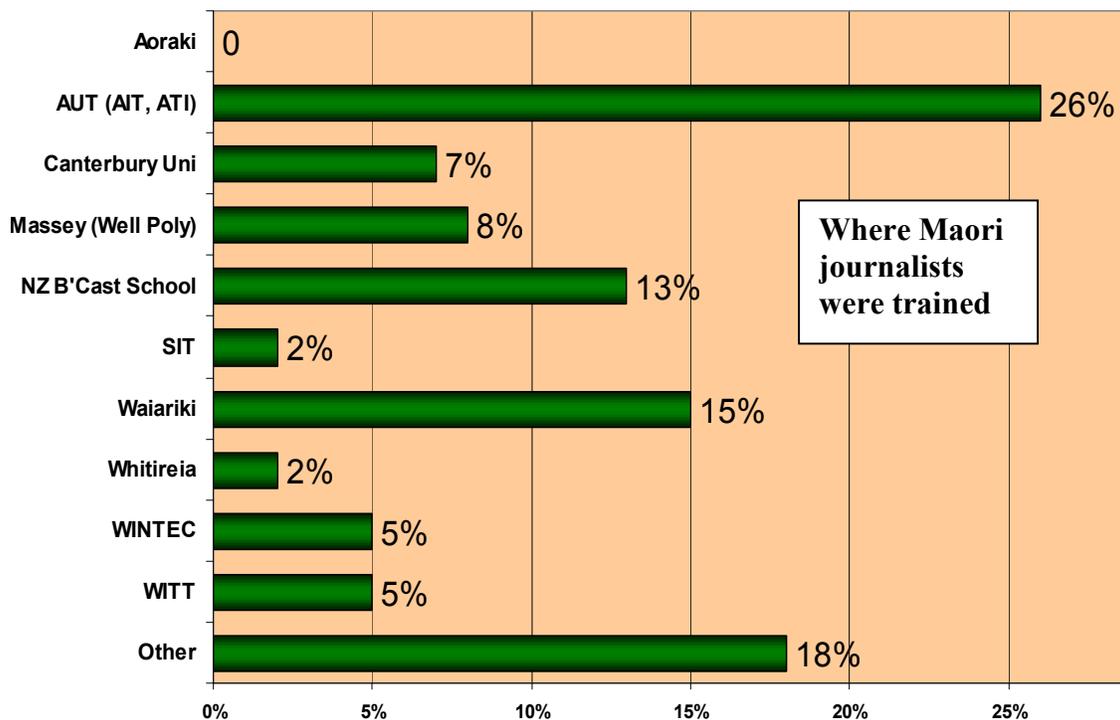


### *Pre-entry journalism training*



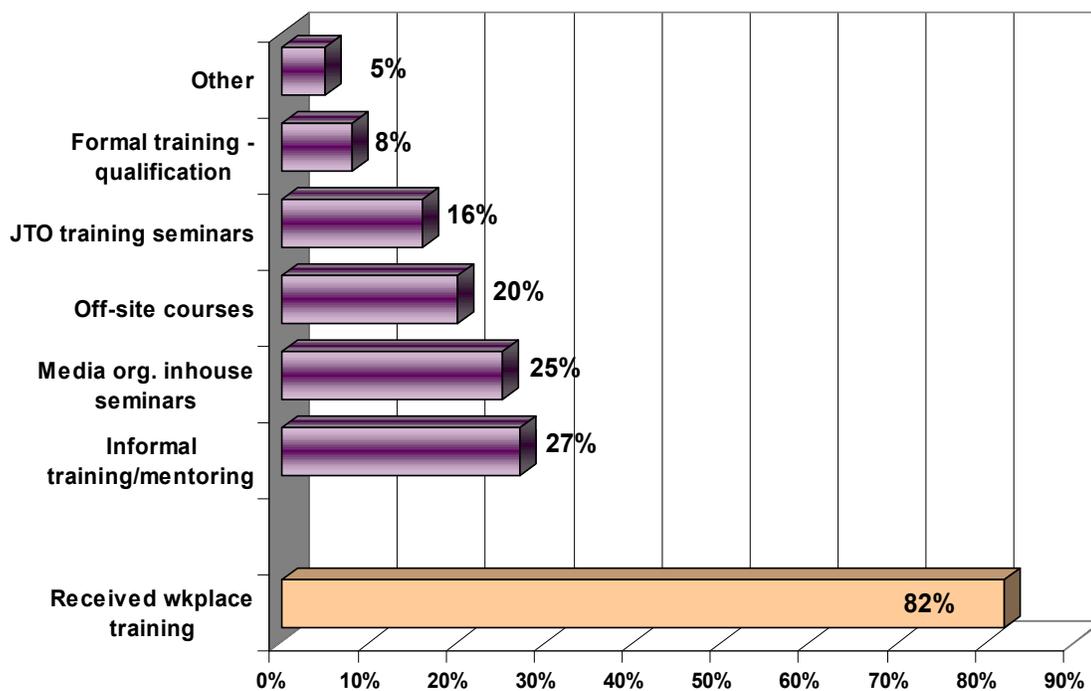
### *Training institutions attended*

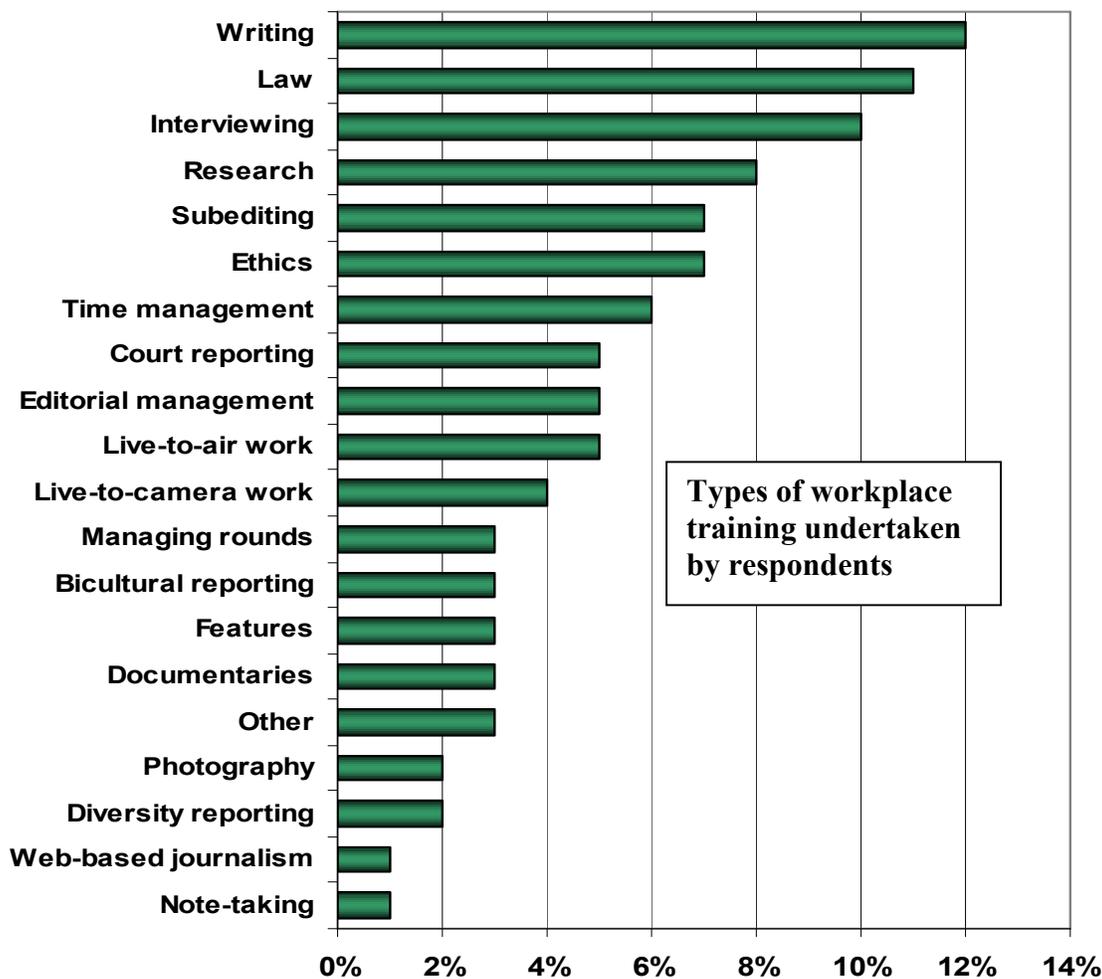
Most (60%) said the programme prepared them "quite well", while 32% said "very well", 7% "not well", and 2% ranked the programme they attended as "poor". The sub-sample is too small to break these statistics down further as they might apply to each institution.



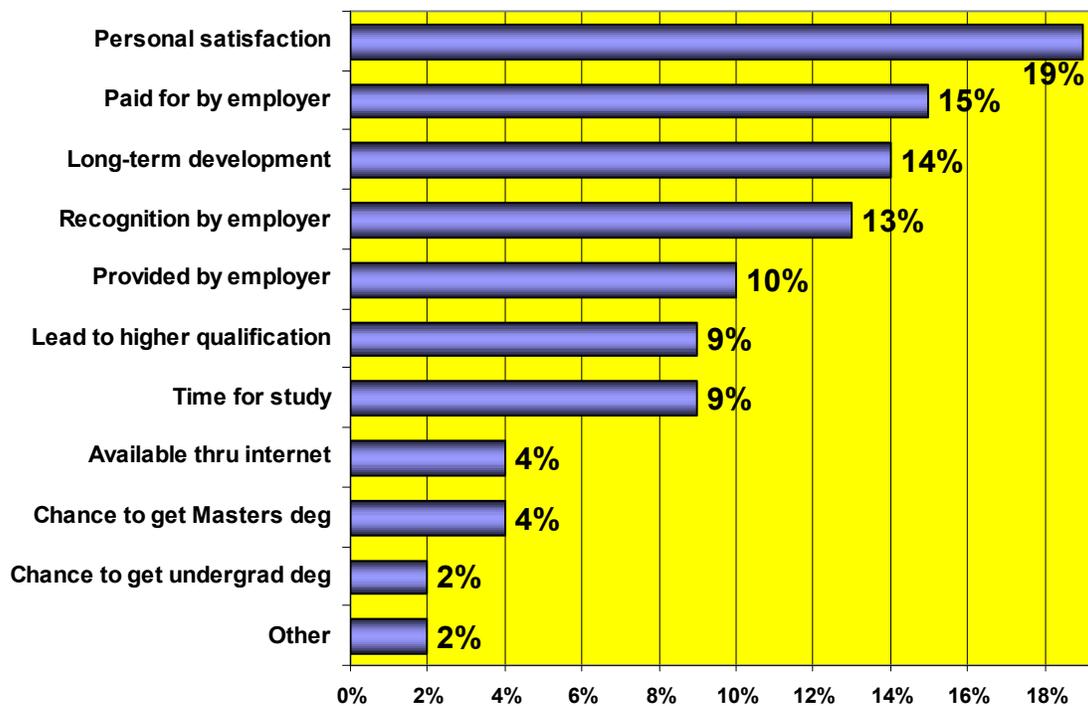
### *Workplace training*

Slightly more of this sub-sample have received workplace training – 82%, compared with 78% of all respondents. The biggest sub-group (27%) said their workplace training consisted of "informal training/mentoring".

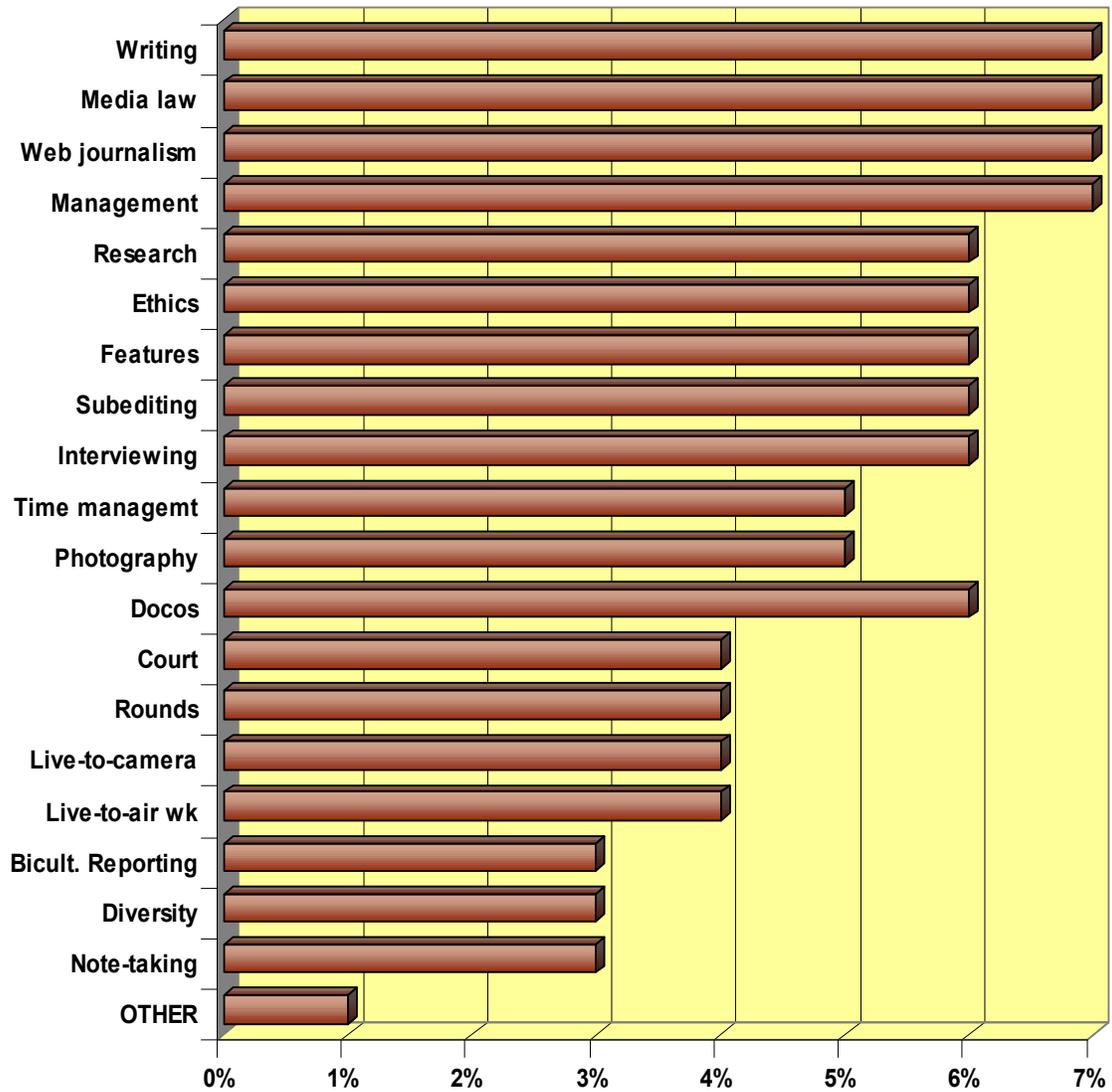




*More training - motivations*



## What they want training in



## APPENDIX 1

### Comments from respondents to the question about ethnic representation in newsrooms:

#### *Observations on the makeup of newsrooms*

- Two Maori staff members in a newsroom of 30.
- Two out of our eight reporters are of Maori descent.
- Need more Asian reporters.
- Working in two community newspapers, over 8+ years, with a total of 20+ journalists in that time, there has never been any other race than Pakeha New Zealand.
- Under-represented at the magazine for which I work.
- Maori representation is almost adequate, but in Auckland not enough Asian representation.
- Asians under-represented
- There are proportionately reasonable numbers of Asian and Pacific Island journalists....but Maori journalists seem particularly under represented in the mainstream media
- They are under-represented. So are gay and lesbian journalists. I'm disappointed you're not interested in any other forms of newsroom diversity, and suggest it's a blind-spot for your organisation.
- Need more Asian journos in mainstream newsrooms. It would be great to have more Maori reporters left to do their own thing
- Obviously need more Asian journalists
- There should be more Maori reporters in the general news room as this would give more understanding on a lot of issues that impact on Maori over representation at the wrong end of the scale for national statistics in negative news.
- There are not any in our newsroom (Sunday Star Times)
- We have a very diverse newsroom even though we are in a region
- We have around two Chinese journalists that I am aware of, one being a doctor, we need more also Maori presenters seem mainly to have Sports roles and Pacific Island ones same.
- Maori and PI are the only ethnicities represented apart from English/NZ. Asians are not represented.
- I don't think there are enough Maori reporters in mainstream, they are generally only found in specifically Maori publications/ broadcast. Asian representation seems non-existent to me, and I think it is getting to the point that it should be as important as Maori representation.
- There are virtually none in this newspaper.
- There a number of different coloured faces on our screens and at press conferences.
- Need more Asian influence.
- Design writing is too Euro- and Pakeha-centric
- We rarely see an applicant - are they interested in regional dailies? If they're good enough, we'd hire them.
- If Auckland is around 5 percent Asian, then we need more than just a sporadic Asian face in the newsroom. I think an "Asian Affairs" round is one that should be developed in mainstream newsrooms.
- NZ Herald needs higher Pacific Island presence in the newsroom.
- Too few Maori
- Not enough Chinese or Indians. Maori and P.I. are also absent in any numbers and significant influence.
- Need more Maori, Pacific Island, and Asian.
- More Asian reporters are needed.

- We are basically a white newspaper... however, realizing that, I make extreme efforts to cover Ratana, Rata marae.
- I'm not sure about the regional dailies, but Polynesians are shockingly under-represented on the Sunday papers.
- Just look at our newsroom. Huge majority are European or English. Speaks for itself.
- We need more Asian journalists.
- Few Maori or other minority ethnic minorities are seen in the newsrooms of mainstream media.
- Severe lack of ethnic minorities and Maori. It's a white man (and women's) world.
- There are no Maori, Pacific Island or Asian staff in our editorial department.
- In the past eight years in my current position only one Maori student was employed to assist a producer.
- Count the faces on the box; its pretty simple.
- Very little Asian representation.
- I think that Maori and Pacific Islanders are represented, but Asians lack representation and this is a problem for our media.
- Might be in a provincial area, but it would be good to see more journos of mid eastern and Asian origin. They are a growing population and hence readers.
- Our newsroom - subs desk is all white, middle-class, with Welsh, British, American and Canadian staff.
- There's not a single representative of any local ethnic minority in our newsroom.
- Hardly any people of Asian descent.
- There are hardly any non-whites in our office of about 400 people.
- I feel there could be more ethnic journos, certainly on TV.
- Asian journalists definitely under-represented...hire more. Ditto with Pacific reporters who deal with Pacific issues here at home.
- Definitely need more Maori in TVNZ newsroom (rather than putting them all in Maori programming). More Asians would be good, too.
- I think there should be more Pacific Island/Asian students encouraged into journalism. Particularly in television, where it tends to be very Pakeha/European.
- The last major newsroom I was lucky enough to be part of was a mini-United Nations. I believe it is the same today.
- I think there is a good mix of Pakeha and Maori, but there could be more of other ethnic groups such as Asian
- There is little inclination for our newsrooms and stories to reflect our ethnic diversity.
- We have just one Maori reporter; have never had an Asian reporter.
- Need more Maori, Pacific and Asian journos and a few Middle Easterners wouldn't do any harm.
- They are virtually non-existent.
- Watch mainstream TV and see how many brown faces appear as front people or journos - NOT MANY.
- More Maori need to be on air in current affairs, but ONLY if they pass muster. Need to have more Chinese and other Asian NZers and more Pacific Islanders.
- There are none!! I have left two of the main radio news organisations having been the only Tongan and the only Maori in the newsrooms. Its disgusting...this sets no example whatsoever to the young, multi-cultural people of our multi-cultural nation.
- At the Nelson Mail, we have no ethnic minorities on staff, although we have had in the past. That largely reflects Nelson's cultural mix.
- With regards to Auckland, I don't believe the ethnic minority of journalists is representative of the diverse communities in the city - all the journos appear to be Pakeha women aged in their 20s.

- Probably under-represented, especially in larger urban areas. At smaller provincial papers (there) may be less need for ethnic minority journalists, because of smaller ethnic minority groups in circulation area.

### ***Why so few ethnic minority journalists?***

- Currently journalism is the choice of white New Zealanders and NZ/Europeans. It's not seen as a viable option for mainstream media because of language difficulties.
- I believe most mainstream media are seen as Pakeha, so do not attract ethnic minority employees.
- Seems to be predominantly a white, middle-class choice of profession/craft.
- It's the same problem as in all workplaces in NZ at the moment. NZ employers are not interested in people without NZ experience, especially if they are from third world countries. It seems only those who are white and from Australia or South Africa are considered when it comes to different ethnicities.
- Regional papers are very Eurocentric in editorial approach. Maori issues are covered lightly, but nothing much else.
- When I was studying, I was taught that there would most probably never be a time when you would be let off doing a story because you felt uncomfortable about doing it. Some ethnicities are not pushy and would stay out of journalism because there is an attitude that journos would stop at nothing to get the story. Creating a more culturally sensitive environment might help.

### ***Pressures on ethnic journalists***

- We have lost two very good Maori affairs correspondents in recent years - one through burn-out and depression, the other because he felt overworked. It is too much to expect one Maori reporter to carry such a load. And they felt very isolated and unsupported. We need a team, really. But there is a growing tendency for Maori to rely on Maori media, and perhaps sub-contracting to these organisations is the better way to go.
- You can't force people to become specialist journos. Anyone who saw a TV Maori affairs journo holding a tearful kuia's hand as she reported on the foreshore hikoi must question her impartiality. But it's not easy to attract Maori affairs reporters and the men and women who do the job obviously get so enmeshed in the politics that they have trouble staying objective.
- Problem with the news media here though is as soon as someone comes from an ethnic minority the organisation automatically gives them that as a round. The day we crack this issue is when Maori reporters are routinely doing health, education, business, politics, etc, rather than being automatically given the Maori issues round.
- They need to be relieved of the obligation to be their ethnic rep. Let them just do news and their ethnicity will come through.
- Although there are a few minority reporters in mainstream newsrooms they always end up reporting mainstream angles. It's so blatant it makes me very angry. The mainstream editors and producers probably don't even realise their angles are completely one-sided, but being Maori I can tell you they never truly represent both sides of the story.
- Maori journalists struggle in the mainstream news environment because they are invariably required to either do "soft" Maori news stories or dig dirt on Maori leadership. They become disillusioned by institutional racism in newsrooms and tend to migrate to Maori or Pacific news outlets. The number of Asian journalists in newsrooms is lamentable, given that Asian media in NZ is thriving and the number of Asian New Zealanders is expected to overtake Maori in 20 years. The problem is twofold: the pay is low and Asians see jobs around with more prestige; and mainstream media pays little attention to, and has a poor understanding of Asians and

Asian Affairs. We all have correspondents from London, New York and Sydney, but none from Singapore or Hong Kong.

***Ethnicity is not relevant to being able to do the job/avoid tokenism and quotas***

- Like anyone else, they should be judged on their journalistic ability not on some sort of racist quota. I have hired a reporter of Pasifika heritage because of that person's professional skills - not that person's ability to mix it with the majority of residents in Manukau City!
- While there are cases of discrimination, I have not found it in my workplace. My editor is Filipino, my country manager is part-Maori, our admin manager is Samoan. I have also worked with Maori, Islanders, South Africans, all kinds of nationalities/races. Ethnic diversity seems to be an issue blown up out of proportion by trendy lefties. It does not matter what your race or sex is, the issue is whether you can do the job. Of course, if you cannot speak or write good English, you are at a disadvantage.
- I do not believe in gender or ethnic special recruitment. Best person for the job has always been my rule.
- Every journalist should be treated on their skills, not their ethnic make-up.
- I don't think you can do much about it - and at the end of the day journalism isn't about ethnicity.
- Employment should be on merit, not as part of an ethnic quota.
- Should be irrelevant -- all should be able to cover anything.
- Pigeonholing people according to their ethnicity isn't helpful to anyone.
- I object to the assumption that one's ability to cover a news story is determined by ethnicity. The only time it has been a virtue, in my experience, is when the subject has refused to be interviewed by any journalist with a pale skin.
- Who cares what colour you are. You have to be capable of doing the job. Catering for colour leads to resentment because sometimes they're carried and their deficiencies are overlooked in a politically correct environment.
- I think it has more to do with examining the way we cover ethnic issues than the tokenism of getting a few brown faces in the newsroom.
- Ethnicity is irrelevant.
- I am not sure it is an issue that needs to be remedied. People should be hired on their ability to do the job rather than their ethnic background.
- It should be of no interest at all the number of ethnic minority journalists there are in our newsrooms. We are all one people.
- Why is there this persistence to have ethnic minority journalists. If a person wants to become a journalist irrespective of their ethnicity - they will. I assume having ethnic minority journalists enables those journalists to better understand and interact with their cultures when reporting - this I agree with to a certain extent. However, a journalist through experience can develop skills and still maintain a level of ethnic courtesy. It is common sense.
- Stimulate interest in journalism among people of ethnic minorities. Hiring just to fill in some 'ethnic quotas' will mean that not the best for the profession may get the job - remember Jayson Blair from NYT.
- They should be represented by skill not ethnicity.
- Should be there on merit not ethnicity.
- Irrelevant..
- Many Maori and Pacific people have European names, so you don't know what ethnicity they are. I don't think race has anything to do with it. If you're good, you get the job.
- Who cares? journalists are either able or they are not – that should be the only criterion.

- I don't believe minorities should be hired just because of the colour of their skin. The news is skewed more because decision-makers believe minorities don't read/advertise and because they don't have lawyers/PR types pushing their line.
- It doesn't trouble me at all. Anyone who wants to should be able to report on any racial issue so long as it is reported fairly. The colour of a journalist's skin is irrelevant.
- As part of a multi-cultural society, any number of people should be able to report on ethnic issues, regardless of personal ethnicity.
- I do not believe in a quota system or other artificial methods of correction.
- I've been brought up mainly as a New Zealander, even though my parents are Maori. They don't speak Maori and neither do I. I've never needed my culture to get me where I've needed to get. However, if Maori want to work in journalism, it may be good if they are keen to report on Maori issues to have specific training in this area. Different media have different rules for this. It is handy to know Maori when dealing with Maori stories where Maori is spoken on marae, council meetings, etc.
- Journalists should be hired depending on their ability and potential regardless of ethnic origin. Ethnic society members also have to want to be 'represented' in the media and make the effort to do so.
- Should be more representative of the general population, but should also be careful to recognise it's not necessary to only have Maori covering Maori events, Chinese for Chinese, Pakeha for Pakeha or men for men's events.
- Introduce quota system? No, that would create "token" minorities.
- I feel sometimes 'ethnic minority journalists' get jobs because of their ethnicity, not their skills.
- There shouldn't necessarily be one Maori or Pacific or Asian issues reporter in a newsroom
- It doesn't matter about representation. What does matter is whether the journalist is competent to do the job, no matter what ethnic background they are from. To have someone in the job for "ethnic" reasons alone is racist.
- Representation is not the issue - how well the journalists that are present cover ethnic minority issues is really the issue.
- Any competent and professional journalist should be able to cover any story regardless of race, colour, religion, etc.
- I think a good reporter should be able to cover these issues regardless of their ethnicity, but I understand some people of different ethnic backgrounds might feel more comfortable with someone of the same ethnicity.
- I don't think "remedies" such as positive discrimination work. They disadvantage minority journalists who do make it by making it seem they didn't get there on their merit. In time, I hope good Maori and Pacific Island journalists will get there under their own steam. And I am strongly opposed to the idea that, a la Tapu Misa, that all Maori and Pacific Island journalists ought to write about their own people.
- I don't believe in ethnic (or any other) quotas. Newsrooms should hire on the basis of ability.
- I don't feel increasing the numbers of ethnic minority journalists would affect or improve coverage of ethnic reporting. In fact, as a journalist from an ethnic minority I tend to avoid reporting on issues affecting my ethnic group for fear of being seen as biased. In my view, it is better to encourage all journalists to explore their communities and represent them honestly and fairly. Often the best stories come from people outside an issue - that goes for all areas of reporting. The pressure should be on editors to meet with community leaders to find out how well they are representing the groups within their community, and act accordingly.
- Don't agree that people should be placed in jobs based on ethnicity. It should be the best person for the job at all times. This applies to what I think of the TV reporters

too - those on air tend to be better looking, but they aren't necessarily good journalists, and older experienced journalists are often marginalised.

- To be honest, newsrooms should work with or without specific ethnicities - I do not feel there is a need to have specific ethnicities catered for. Journalists should be capable of dealing with any story that comes their way.
- While it's wonderful to have ethnic minorities in all professions, a well-trained effective journalist, is a well-trained effective journalist, regardless of race, colour or creed, surely?
- I think people should be in mainstream media because of the skills they bring, not what ethnic minority they belong to. We should not be concerned with filling a quota to represent the overall mix of society but who is actually good at their job.
- Unsure if it is important - it's about the best person for the job, not their ethnic background.

***Active recruitment of ethnic minorities is needed:***

- Hire more from the minorities.
- Targeted recruitment, perhaps tied to job satisfaction matters not strictly limited to wages.
- More Maori and Pacific Islander reporters need to be recruited.
- I think we need more ethnic minority faces on air, not just covering ethnic issues.
- Management needs to make a conscious decision to employ the number and range of journalists that reflect the demographics of the population.
- Asian and Pacific Island students need to be recruited into journalism courses so more qualified people flow into the mainstream media
- The mainstream has neglected to hire and train minority staff, which has hindered the development of minority media, because there is a shortage of available staff with the sort of basic trade and craft skills best learned in a large mainstream organisation.
- Give them a chance. I read a story about the editor of I-Ball, the Chinese newspaper, who applied for a junior reporting job at the North Shore Times and was rejected because he lacked "kiwi experience".
- Active recruitment - in hiring reporters, I would give preference to those who can speak a language other than English.
- More aggressive recruiting. Making diversity a priority in hiring.
- People go into journalism because they know of someone in the occupation. Ethnic minorities in the industry need to be encouraged to go out and sell the job.
- Aggressively active recruitment (like the cops do) and retention strategies, mentoring and tautoko protocols.
- We need more journalists who BELONG to ethnicities.
- Positive discrimination; but the media institution for which I work is endemically racist.
- I'm pretty damn sure my newsroom would hire an "ethnic minority journalist", but there just ain't that many out there. Not ones that want to live in the South Island anyways...
- Targeted recruitment, supported by more targeted coverage of ethnic affairs.
- Start recruiting early, in schools, churches, clubs. Encourage ethnic journalists to appear in prominent media positions, eg, TV, radio, to act as role models.
- Recruit from school and train them early - pay them while they train - this applies to all journos.
- More should be encouraged into the industry in the interests of their own ethnic group as well as the general public as a whole, with a view to wider understanding.
- Mainstream media should ensure that their editorial staff are representative of the communities they serve, using a proactive hiring policy.

- Recruit journalists to major media organisations from the minor ones, such as Chinese newspapers. Industry and in-house programmes to identify, target and encourage ethnic minorities...and to mentor them through the early career period.
- Encourage media outfits to take in interns from minority groups like they do in the United States. After that, please consider giving them a job, just to get a foot in, and you will be amazed at how they could make a difference in terms of providing a different perspective, different knowledge. Do not deny diversity!

### ***Change of newsroom culture/employer attitudes needed***

- The people who run mainstream newsrooms and hire staff, need to have an appreciation for and acknowledge the unique and special contribution journos from a range of ethnicities bring to their newsrooms - the newsroom should really be a reflection of their target audience. And isn't this country multi-cultural?
- Employers need to be proactive in hiring, and provide a supportive environment so that minority group members stay when they are hired.
- Need to make newsrooms more open to fully engaging...and not just appointing brown faces cos it's good for audience share, then finding them hard to "handle".
- Newspapers must show they are open to all views and sectors of society - that's how they'll boost readership and attract a more diverse range of applicants.
- Editors should broaden their minds to fit the ethnic mix their papers serve.
- Newsrooms should ideally reflect the makeup of society at large in the number of journalists from ethnic minorities they employ. At present, they don't.
- Asian and Pacific journalists for whom English is a second language require quite a bit of help from managers and, given that newspapers these days are run "on the smell of an oily rag", most offices cannot provide the time and resources required to do this. I have no solutions short of telling newspaper proprietors to stop using their papers as cash cows and to put "serving their communities" as the paramount reason for the mainstream media's existence.
- Maybe also looking at newsroom cultures - what is there about them that is turning people off?
- There isn't a quick-fix solution, especially as New Zealand as a society tends to see itself as European and as such places greater importance on English-speaking matters. For proper representation in "mainstream" media of all of New Zealand's cultures, a major shift in mindset is going to have to take place and I don't see that happening in a hurry. In the meantime, the use of Maori where applicable should be encouraged with the English translation in brackets, and this should apply with any other language used when dealing with a cultural or ethnic minority story/topic. Make the job more relevant to them.
- Is journalism pitched as being multi-cultural? Perhaps there should be more emphasis on this.
- I think it a good idea to have a variety of ethnic groups represented in a newsroom, not because I expect that to result in a particular bias or subjectivity in their reporting, but because it makes for a more stimulating exchange of ideas and views among reporters, hopefully making them more thoughtful in their approach to news-gathering.
- There is no overnight solution, but requires organisational culture change.
- Most reporting of non-Pakeha tends to be of the "Asian invasion" (or similar negative reporting) type unless it involves sports or cultural events (which are by their nature mostly patronising). Were I of an ethnic minority I'd be concerned that I'd automatically be given "ethnic stories" to cover. Perhaps news rooms need to offer "mainstream" stories to ethnic minorities - could offer useful insights.

- They are very, very under-represented there needs to a much greater push to see that our newsrooms reflect the makeup of NZ society
- Employers broadening their horizons.
- There needs to be more ethnic reporters representing their nationalities in NZ. There seems to be a dominant Pakeha view of the country, through the media.
- Hiring decisions need to change, and in house training needs to account for employees' differing experiences.
- Not all media have a journo specialised in Pacific Island issues and so (there is) no coverage of these issues or misunderstood coverage.
- It's amazing how few Maori are journalists. It's not that they are being shut out - the Maori I have spoken to say they just would not like working in a mainstream newsroom.
- We need to provide high quality, supportive training for all these groups, so they are validated in terms of their own language, and given help to cope in the mainstream. In addition, we have to educate media management and re-figure how we run newsrooms so they are not so mono-cultural.
- Newspapers need to actively encourage and train them.
- Journalists overall represent more cultures than we have seen previously, but again there is one dominant culture in media, especially Journalism - more cultures would give media agencies a more well-rounded view.
- Simple awareness of trying to maintain a balance with the population generally.
- The culture has to be right to ensure minorities feel they have a place as of right rather than as tokens.
- Media should seek out new audiences in ethnic communities which aren't reading newspapers.
- Encourage newsroom bosses to hire people of ethnic minorities. At the moment most Maori reporters work for Maori TV or TVNZ's Maori news service. Those programmes have small viewer numbers.
- More hiring of Maori & PI staff - funded training - more programmes on mainstream TV and newspapers - more Maori and PI language written in mainstream newspapers.

***Education/training, and the need to promote journalism as a career***

- More effort needs to be made in selling journalism as a career to those in ethnic minorities and in "mainstream" too, so that wider ethnic understanding is promoted.
- There needs to be more effort in presenting journalism as a career choice.
- Make journalism a more attractive career option.
- Need to promote journalism as a positive career choice.
- Perhaps raise awareness at intermediate and high schools that journalism is a viable career for any ethnicity.
- Perhaps target primary schools (as secondary school too late) and formulate a mentoring scheme for those with potential.
- Greater recruitment and career information efforts, identifying likely candidates at secondary school/tertiary education level or through community/church groups and offering financially assisted training spots/scholarships.
- Increase the numbers of ethnic minority journalism students.
- Newsrooms are not diverse enough. The selection criteria for training institutes favours the status quo.
- Targeting intermediate-aged school students interested in writing and people to prepare for future generation of ethnic minority journalists. One way would be to encourage these students to become reporters on school newspapers.

- Special arrangements/incentives are necessary to encourage ethnic minority people to study journalism, to be able to obtain internships/employment within mainstream newsrooms and to receive support in their early years of their careers.
- I don't think there's enough of them going into training programmes.
- Aggressive trainee recruitment by media, aggressive recruitment by training bodies, tailored training programmes, career support training, in-house and from outside agencies.
- Active encouragement into media courses perhaps with a mentoring programme appropriately supporting new entrants.
- Special arrangements/incentives are necessary to encourage ethnic minority people to study journalism, to be able to obtain internships/employment within mainstream newsrooms, and to receive support in their early years of their careers.
- More pre-training courses to put them in the running for diploma courses.
- Asian and Pacific Island students need to be recruited into journalism courses so more qualified people flow into the mainstream media.
- I don't pretend to have any remedies, but people from ethnic minorities should be encouraged to train as journalists on JTO-recognised courses and then apply for mainstream jobs.
- More role models, more educators.
- Young people from diverse backgrounds need to be encouraged at high school level to consider careers in journalism and, where possible, could be mentored by more senior journalists as they attend courses so they don't feel isolated.
- Linking up with schools in ethnic-centric areas to talk to kids about journalism; forging stronger links with university departments with strong numbers of ethnic minority students .
- Seek to encourage more journalists through education.
- Encouraging journalism as a training option for minorities at high schools.
- More encouragement for these groups into journalism training.
- Ensuring that those who do see journalism as a real vocation have the English skills, general education and interest in a broad spectrum of current affairs necessary to contribute properly to the daily newsgathering or editing process.
- More encouragement that it's a viable career regardless of background.
- Maybe some kind of catch-up courses for people from other cultures so that they can educate themselves to a level where they can fully take part in a journalism course.
- Better targeting at school age levels for journalism as a career, especially for ethnic minorities.
- Journalists need strong English skills, so need to focus on building these before ethnic minorities can enter mainstream journalism .
- There needs to be greater encouragement at secondary school for Maori/Pacific Islanders to become journalists and provide opportunities in a newsroom for them to find out what journalism entails.
- Support Fairfax scholarship scheme for Maori journalists. Courses should recruit from various ethnic groups if the candidates are of equal quality.
- Encouraging them to do journalism courses! They are needed in newsrooms for a more balanced viewpoint.
- Providing training that incorporates the use of their language and topics relevant to their culture.
- Make more tailored in-house training available, geared towards needs of ethnic minority journalists

### ***The role/impact of minority media***

- Supposing ethnic minorities (that includes gay people) have the resources to produce their own media for their own groups, then I don't think it's so much of a problem.

Sometimes I think the "goal" of cultural homogenisation is a white-person's paradigm, and we should maybe be asking, why would ethnic minorities WANT to work in "mainstream" newsrooms if there is well-paid work available for them in newsrooms where they'd be contributing to their own community by working there? So I think the real challenge might be to ensure ethnic minorities do have the resources to do their own thing. Maybe "mainstream" media outlets should be like incubators for ethnic minority journos. The benefit to media outlets if/when such journos want to move on, is that they have developed a relationship with, and understanding of, an ethnic minority group that they can retain in perpetuity.

- Minorities should have more of their own media rather than mainstream have to accommodate all.
- Not enough of them seem interested in newspapers - can we make them interested? Or should they be producing their own publications?
- I have possibly an un-PC view that ethnic minorities have ethnic minority media available - NiuFM, RNZI, Maori stations, Radio Tarana...
- Concern that many Maori now tend to opt for Maori outlets, leaving mainstream where representation is important. Asian reporters in mainstream are increasing, which is a good sign, but still few Pacific Island voices.
- Especially with the under-representation of Maori journos in the mainstream industry, it is a Maori issue to solve. Maori tend to feel more comfortable heading into Maori media through various reasons (affinity with the issues, existing networks in these areas, etc). Some journalism lecturers/tutors also steer Maori students this way.

#### ***All reporters need more training on reporting diversity***

- We need greater diversity in ethnicity in newsrooms around the country. That is the ideal. Failing that, we need greater emphasis on Pakeha training on ethnic issues/reporting.
- Intense training given in ethnic issues to those in profession.
- More exposure to ethnic minorities in training, specific examples of how to deal with certain sectors of the community. You do not need to be a Chinese person to report on Chinese affairs (in fact you can be better if you are not), but you need to understand the culture. Same goes for other ethnicities.
- Train journalists in covering ethnic minority issues. They don't have to be of that ethnicity - just interested in it. News organisations should pay for their journos to receive extra training in these areas.
- Better cultural training
- Often, the networking and contact building isn't there, leading to a natural scepticism of the media by some ethnicities. All it takes is effort.
- Establish rounds that enable reporters to get familiar with whatever ethnic groups are in the publications circulation. And/or establish advisory groups drawn from the ethnic groups.
- There is a need for more ethnic minority journalists, but just as importantly a need for more training in multi-cultural issues for non-ethnic journalists.

#### ***Other ideas***

- Making it compulsory to learn Maori for every journalist working in New Zealand. Make relevant language courses and cultural issues courses available for all staff.
- I'd be keen for the JTO to make available Maori language resources - such as teach yourself Maori CD?
- I don't believe you can organise people into careers just to make up the numbers. Career choices are a matter of personal preference.
- The correct word should be cosmopolitanism not multi-culturalism. The latter implies a burden, the former, an asset in a modern global market

- As a Pacific Islander, I made it my choice to go for mainstream journalism jobs when I graduated. I think going for mainstream jobs comes down to the individual but I also think ethnic minority journalists should be encouraged to go for mainstream jobs and not feel pressured to go into ethnic media organisations. I believe half the problem is that many do not feel confident enough to give mainstream a go and thus, accept vacancies in ethnic media. I also think it's harder to forge a career in mainstream media after you've worked in ethnic organisations because mainstream doesn't recognise or acknowledge ethnic publications. In order to get more ethnic journalists in NZ newsroom, this attitude needs to change but journalists who decide to come out of ethnic publications also need to realise that that may have to start near the bottom in order to climb the ladder
- They must come in naturally - because they want to be there. Setting targets won't work, it will just produce people who want to write propaganda. Newspapers must show they are open to all views and sectors of society - that's how they'll boost readership and attract a more diverse range of applicants.

### *It'll come right in time*

- I think this problem will correct itself over time.
- As far as I can see, every way of increasing these numbers is flawed. It may be better to wait for the numbers to come through as a natural part of different groups being assimilated over time, while making sure that journalists, whatever ethnicity or creed, are comfortable with and tuned in to other groups in society. I'm not sure you need to be of an ethnic group to cover that ethnicity; that seems simplistic to me.
- But that is a matter of time and ethnic minorities becoming more involved in the mainstream of NZ as a whole.
- On the right track...more are being encouraged through the courses and Maori TV.
- The only remedy I suggest is time. I would expect diversity in newsrooms to continue to increase.
- It's getting better and is probably better than many other professions. I think in time more ethnic minorities will join as they begin to feel part of the community. Massive problem with under-representation of Maori and Polynesians in media, but this too will change with more Maori and Polynesian media outlets springing up. Probably more places than graduates in this area at the moment.

### *And the problem is?*

- If more people from ethnic minorities wanted to be in mainstream newsrooms they would be. It is a personal decision on their part.
- I think there are plenty of journalists from the main ethnic minorities in mainstream media, such as Maori, Pakeha, Asian and Pacific People.
- Not sure if it needs to be remedied as such, all depends on the numbers choosing journalism as a career.
- I hate to say it, but I don't really care. Don't we worry too much about our minorities at the expense of the majority?
- Couldn't care less.
- Why does it matter?
- I don't think it really matters how many.
- I don't take note of people's ethnic backgrounds unless it pertains to something I am writing about. Which I suppose I'm writing about now, but since I've never really thought about the ethnic backgrounds of my colleagues, it's hard to say. No comment.
- I don't agree with any of the statements. They're so simplistic as to be meaningless.
- Is this where we're supposed to wring our hands in despair about the domination of the white, middle-class? I don't have the answer.
- I'm not answering this question.