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AGENDA 2020

New Zealand Media Futures



Programme: 27 & 28 April 2017

Day One

9:00

Welcome and Requiem for a Ministry

Dr Matt Mollgaard

9.15

Keynote address: Media-communication ownership in

Aotearoa – New Zealand 1980-2015

Professor Wayne Hope

Amidst academic and policy debates over the proposed Fairfax/NZME and Sky/Vodafone mergers the historical patterns of New Zealand media ownership receive little mention. The purpose of this paper is to explain how the very possibility of such mergers eventuated. Initially, I examine the repercussions which arose from; the restructuring of Radio New Zealand and Television New Zealand into state owned enterprises (1989), the arrival of TV3 (1989), the formation of pay-subscription, Sky television (1990) and the abolition of all legal restrictions on foreign media ownership (1991). Together, these developments signaled the decline of New Zealand's national media system. Against this historical background, I trace the subsequent development of three ownership patterns; conglomeration, transnationalisation and financialization. These patterns were, and are, integrally connected to the growth of internet communication infrastructures, the digitalization of media content provision and the migration of advertising to digital platforms. The relevant empirical evidence for these observations is primarily drawn from Bill Rosenberg's documentations of media ownership (up to 2008) and consecutive JMAD reports (2011-2015). Finally, I argue that predominant patterns of media ownership have detrimentally affected general staffing levels, journalists' working conditions, newsroom capacities, the quality of news/current affairs and public sphere practices of media-communication.

10:00

Merging on the Ridiculous? The Political Economy and Praxis of the NZME-Fairfax NZ merger

Dr Peter Thompson

In May 2016, New Zealand's two dominant newspaper groups, New Zealand Media & Entertainment (NZME) and Fairfax NZ applied to the market competition regulator, the Commerce Commission for authorization to merge. The initiative stemmed from the confluence of deregulation, convergence, and financialization which together have undermined the traditional business models of the newspaper sector.

Unsurprisingly, there were numerous criticism of the merger. A key concern was that the merger would see an unprecedented level of concentration within the news media sector. Combined, NZME and Fairfax NZ would control almost 90% of the daily newspaper market, two of the largest online news websites, and half the commercial radio stations.

NZME and Fairfax insisted that cost efficiencies gained through the merger would allow all their titles to be maintained and permit continued investment in quality journalism. However, concerns remained that the merger could compromise editorial plurality and independence. Despite NZME and Fairfax's assurances that the merged company would invest in quality journalism, the pattern of newsroom cuts following recent consolidations suggests this is highly optimistic.

The Commerce Commission's has historically exhibited an institutional aversion to market intervention, Nevertheless, its preliminary determination (November 2016) was to decline the merger, citing a range of market and public interest concerns. Fairfax and NZME challenged the decision, arguing that the Commission had placed undue emphasis on intangible public interest factors not covered by the Commerce Act.

Taking a critical institutionalist political economy framework, this paper will analyze the structural and contextual pressures behind the NZME and Fairfax NZ merger application. It will also consider some preliminary evidence of NZME and Fairfax's own coverage of the merger issue, the analysis will highlight the importance of critical academic praxis to legitimate and defend decisions favouring civil society over corporate interests.

Is it doom, gloom or boom? New Zealand media landscape after merger rulings

Dr Merja Myllylahti

This paper suggests that the New Zealand media market is facing a period of doom and gloom even when some new digital media ventures – such as *newsroom.co.nz*, are emerging. In 2016, in its preliminary rulings, the Commerce Commission denied merger approvals for NZME-Fairfax and Sky TV-Vodafone mergers (Commerce Commission 2016a, 2016b). The commission is expected to deliver final merger rulings in February-March 2017.

Whatever the outcome of these mergers, media companies are facing more job cuts and in the worst-case scenario closing. In 2016, Fairfax's chief executive officer Greg Hywood warned that if the commission doesn't approve NZME-Fairfax merger, "it becomes endgame" for its New Zealand media (Smellie, 2016). The *JMAD New Zealand media ownership report 2016* also observed that the convergence and consolidation of the New Zealand media and telecommunication sectors are likely to continue. All the commercial news corporations in New Zealand are now exclusively owned by financial institutions, and it is in their interest to push through structural changes and savings (Myllylahti, 2016).

Similarly, in the United States newspaper ownership is concentrated in the hands of financial owners and media barons, and as a consequence many newspapers have been closed down or have faced serious savings (Abernathy, 2016). Abernathy points out that "as a result of these dynamics, many smaller cities and towns could lose their local newspapers." She adds that the "prospect of such "news deserts" across entire regions of the country would have significant long-term political, social and economic consequences (Abernathy, 2016, p.7).

There is a danger that New Zealand will face similar "news deserts" and democratic deficit when NZME and Fairfax start to streamline their businesses either as a separate unit or as a merged company. The diversity of the news media is likely to suffer, but new entrants may well emerge. However, it is unlikely that the newcomers will have a similar reach and news coverage as Fairfax and NZME.

References:

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11:00 Break

11.30

Children are citizens too: The 2015/16 strategic review of children's media provision in Aotearoa/New Zealand.

Janette Howe & Dr Ruth Zanker

This presentation focusses on the contributions of the New Zealand Children's Media Trust to the strategic review of children's media provision in 2015/16. The Trust's visions for children are informed by media related articles in the United Nations Convention on the Rights of the Child, as well as best practice elsewhere. This presentation draws on participant observation by the chair and a founding trust member to explore the political economic and cultural tensions at play within the strategic review. The Trustees' understanding of local media policy settings, their research into international best practice, and their local production expertise enable them to address the challenges facing local public service provision for children in Aotearoa/New Zealand. This presentation asks what is possible to produce under current funding and regulatory arrangements, as well as canvassing some alternative possibilities.

The misplaced public of NZ media: towards a new concept of the public as citizen

Associate Professor Vijay Devadas & Dr Brett Nicholls

The foundational concept of the public is frequently mobilized in discussions about the New Zealand media. The public, in fact, is generally foregrounded as the *raison d'être* for the continued funding and existence of public broadcasting. Public Broadcasting is considered by many to be a key institution for fostering cultural and national identity, for maintaining the public good, and for a functioning and healthy democracy. There has thus been a strong chorus of criticism of the commercialization of public broadcasting in NZ, particularly in relation to the industry merger discussions, lack of diversity in content, financialization of media ownership, and the erosion democracy and debate. The voices against the closing of Campbell Live, the petition against the shutting down of TV7, and the formation of collectivities such as The Coalition for Better Broadcasting, are material examples of activism that stage their argument against the demise of public broadcasting as we have outline above. These everyday citizens, scholars and media-political pundits argue that we are witnessing the impending demise of public broadcasting. The prognosis is not good. We are in general agreement with this prognosis, but argue that mobilizing the idea of the public as grounds for public broadcasting is misplaced. We argue that firstly, the idea of a public is a myth (as per Barthes). A careful tracing of how the public appears in discussion about public broadcasting

in NZ shows that it has always been a category that is discursively used and owned by those in power, that it is a central part of the state, and has been used a conduit for gatekeeping by editors or commissioning bodies. Conceptualizing the public as myth allows us to denaturalize the notion of public and compels us to think of the question of power. Second, we propose that we need to replace the notion of the public with the concept of citizens, or more precisely the sovereign decisions of citizens. Drawing on Dan Hind's proposition, we argue that shifting from public to citizens as grounds for criticism of contemporary NZ media and as ground for a better public broadcasting is much more effective. This is for two key reasons: first, the notion of citizen ushers in questions of rights, and second it brings into the discussion the question of sovereignty. This is a key move for imagining a much more robust and committed public broadcasting ethos for the future of NZ media.

Harden up! Exploring the presence of Soft News in New Zealand's prime time news bulletins.

Haley Jones

The analysis of New Zealand television news programmes has been an ongoing area of research since the late 1980s. Previous studies have determined that in the wake of deregulation in 1989, One News adopted a more informal and tabloidized news format, and heightened the dramatization and personalization of the news bulletin. This change has not only been seen in news programmes, but in current affairs programmes as well. The importance of measuring these changes are significant, as the news media plays a vital role in the maintenance of a healthy democratic society. Yet, despite the need for ongoing critical analysis of news content, prime-time news content in New Zealand had not been analyzed since the 1990s. By focusing on 2015 news bulletins from One News and 3 News, this study provides a contemporary update to the existing research. A content analysis with a sample size of two constructed weeks was used to determine what comprised One News and 3 News bulletins. The main objective was to analyze and compare the content of One News and 3 News bulletins, and determine if One News had changed significantly in comparison to findings from the 1990s. Not only were news bulletins measured for all non-news and news content, they were also analyzed for the presence of Hard and Soft news stories. The most profound finding of the study was the emergence of hybrid news items, where a traditionally Hard news story was given a Soft news treatment by stripping it of political or societal context and providing only a personal or emotional focus. These findings indicate that soft news approaches are becoming embedded in contemporary journalistic practices, which corroborate previous findings that indicate the increase of tabloidization in television news.

1:00 Lunch Break

2:00

The Future of Current Affairs Programmes in New Zealand

Dr Sarah Baker

From the mid-1980s current affairs and news programmes in New Zealand focused less on political stories and serious issues and more on entertainment focused stories. News and current affairs programmes before the 1980s were part of a more public service approach to broadcasting. However, after the election of a Labour government in 1984 many sectors of society in New Zealand were deregulated and media was not spared. From that point in the 1980s the move to a deregulated media meant the broadcasting environment became intensely commercialized.

The effect of deregulation on the news has been explored by Atkinson (1994), Comrie (1996) and Cook (2000) while the effects of deregulation on current affairs has been explored by Baker (2007; 2013). One of the common findings that came through the research is that the move to more commercialized news and current affairs programmes impacted heavily on democracy. From the early 2000s, current affairs programmes that emphasized politics, economics and social issues were largely ghettoized and moved to Saturday and Sunday morning slots normally reserved for minority special interest programmes.

With political and public issue stories falling away and a focus on human interest, celebrity and entertainment rising so substantially, this raises questions about the type of information that current affairs produces. As such, the public is not served and current affairs is then failing. Macdonald says “To give them, or us as readers/viewers, a sense of potential agency, connections between the ‘personal subject’ and the ‘motor force (s) of history need to be activated” (2003, p. 63). Citizens are heavily influenced by the media that they engage with and as we move closer to the 2017 general election, it is vital to engage with the ideas of what news and current affairs programmes should be doing outside commercial and ratings imperatives. This paper explores the changes to political information in current affairs programmes from the 1980s, 1990s and 2000s and questions the presentation of political material in more recent current affairs offerings. I argue that the move to a more commercialized presentation of serious information programmes has impacted severely on the quality of information that voters and citizens have access and is an area that needs greater engagement and debate in the context of the state of media and democracy in New Zealand.

Sports news on commercial music radio: Diversity or Disappointment?

Dr Brendan Reilly

News is an important area where the nation turns to looking for an understanding of national and world events. Arguably, the quality of this information can only be obtained when there is a diversity and plurality in media offerings so that citizens can have a choice. Modern commercial music radio is now in a state of disruption with increased competition from digital arenas, pressure to maintain financial performance and audience ratings. One method to keep audiences listening has been the service of providing sports news. With sports being a large part of the national psyche, and New Zealanders performing well in a range of men's and women's sports both nationally and internationally, what coverage are they presenting and what are the ramifications of this coverage? How much diversity is there in sports news coverage on youth commercial radio in New Zealand? An investigation into the diversity of sports news will be one avenue in which to examine whether news organisations are delivering a range of content that mirrors the range of sports being participated and excelled at locally and internationally. Looking at The Edge and ZM over a similar month in 2013 and 2016, does their sports news coverage provide justification of assertions that they are providing a service for the public good? Cross media comparisons demonstrated the continuing marginalization of women's sports and focus on just a few major sporting codes. Although sexism of any kind is increasingly less acceptable in media discourse in New Zealand, the evidence would suggest that a men's club is still going strong. Utilising agenda setting theory and content analysis, they may be unintended consequences of a limited service that impacts on fandom, attendance, participation and funding.

3:00 Break

3:30

A change consensus? Critiquing the convergence agenda in media policy renewal.

Dr Rufus McEwan

In August 2015, a New Zealand Government discussion paper entitled *Exploring Digital Convergence* was released with the stated aim of generating public debate regarding the implications of convergence and the prospective government response to this phenomenon. Positioned as part of a larger government work programme, the case for renewed discussion was underlined by an acknowledgement that much of the existing legislation was implemented "before the impacts of convergence were present in New Zealand" (Ministry for Culture and Heritage, 2015, p.3). Thus, at face-value, this convergence discussion presents a vital

opportunity for a review of New Zealand media and communications policy that follows international precedent, most notably the Australian Convergence Review that concluded in 2012.

While it is readily accepted that established media structures are being confronted with growing uncertainty and the formation of new media practices demands a regulatory response, this paper is critical of the specific application of convergence in the reimagining of media policy. Despite popular currency, convergence remains a highly contentious subject in media scholarship, open to diverse interpretation. The ongoing development of digital technologies has presented opportunities to extend media content beyond platform specificity, the extent to which this presents a radical reconfiguration of media power and influence remains unclear.

Using official government documents, public submissions and in-depth interviews with industry stakeholders, this paper provides a critical examination of the convergence discussion. As it will demonstrate, the New Zealand media landscape is complex and multi-faceted, and the use-value of a universal concept is limited. Research interviews with industry professionals present convergence as a minimal concern that potentially distracts from the everyday concerns with audience appeal, revenue and commercial structure. Ultimately, this paper argues that a convergence approach to media regulation is inherently constrained by the flaws of the concept and not conducive to establishing meaningful reform.

References

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How to incorporate digital platforms into a broadcast media education

Daniel Nielsen

Digital platforms are more than social media. They encompass websites, apps, contact databases and of course social media. Whatever digital space an organization or brand uses, it is part of its *digital platform*.

While the legacy – broadcast or print – of a news outlet determines its competitive advantage, all media publish, distribute and (try to) monetize content on digital platforms, the space of audience growth and engagement. News brands, for example, use their platform to measure content performance and gain audience insight. The convergence that these emerging practices represent has become the norm, so much so that NZOA plans a contestable platform neutral media fund.

What role do digital platforms play for a media education provider? Traditional broadcasting skills remain in demand but audience growth on digital platforms dictate an additional set of

skills is required. The New Zealand Broadcasting School's response has been to replicate industry practice, building a website carrying an established student-created news brand, which is spread across social platforms. Some assessments have been tailored around use of the platform, while audience analytics is becoming more of a focus. Action Research will be conducted to see how digital platforms impact content production and distribution for media brands.

Digital storytelling continues to evolve and may before long move beyond the rectangular screen. Mixed reality formats are becoming more accessible for both producers and consumers of content. Hence, it is the job of media educators to facilitate students challenging the parameters of the broadcast rectangle.

4:30

Finish

Day Two

10:00

Politicians Panel

Clare Curran (Labour), Gareth Hughes (Green Party), Tracey Martin (New Zealand First) and an invitation remains for a National Party spokesperson.

Moderator: Associate Professor Alan Cocker

Broadcasting spokespeople from the four largest political parties who have a broadcasting policy will speak to their platforms around media in New Zealand, heading into the September General Election. Participants will have 20 minutes each and the order will be decided by ballot on the day. There will be a brief Q&A session at the end of the panel.

Clare Curran

MP for Dunedin South

Spokesperson for ICT, Broadcasting, Open Government, and Civil Defence and Emergency Management. Associate Commerce Spokesperson.

Gareth Hughes MP

Spokesperson for Energy and Resources, Tertiary Education, Skills and Employment, Science and Innovation, ICT, Broadcasting, and Wellington Issues.

Tracey Martin MP

Spokesperson for Education, Women's Affairs, Communications and IT and Broadcasting.

National: TBC

11:30 Break

12:00

The Public Media Project

David Beatson

By now the state of the New Zealand media has been well explored. It is gloom and doom on current trends. Is the continued decimation of New Zealand-based media avoidable? The Public Media Project believes the answer has to be “yes” - but the need for change is urgent. The Public Media Project has been thinking and lobbying about the impact and challenges of media globalisation and digital technology convergence for the last seven years. But the time for more talk is rapidly running out. Our conclusion is that the health and sovereignty of New Zealand is at stake and the time for much more debate is rapidly running out. New Zealand must become the Uber-Disrupter of global media change to survive – not just the saviour of our own slow-moving, slow thinking, commercially driven television and newspaper industries. We must embrace all new forms of media - just as hard as we fight for a fair, competitive place in global trading for our own export businesses. Huge sums of taxpayers’ money have been invested in New Zealand’s communications technology infrastructure while Government funding for broadcast and digital media content has been frozen. Not enough attention has been given extracting real public value from Government expenditure of your money on telecommunications development and funding the production of communications content. This presentation will make the case for a shake-up of existing government and industry resources, and the development of a new form of public-private sector partnership in the development of New Zealand-wide and free-to-access not-for-profit multi-media system – iMEDIA.

1:00

The People’s Commission on Public Broadcasting and Media:

A crowdfunded and people-powered investigation to make New Zealand's public broadcasting and media work better for New Zealanders.

ActionStation and the Coalition for Better Broadcasting

The People’s Commission on Public Broadcasting and Media will present the results of their nationwide workshop tour, their own research into the future of the New Zealand media and the public submission process that has gathered the thoughts and aspirations of a wide cross section of New Zealanders. This large amount of data has been distilled and arranged into action points and recommendations that could shape the future of the New Zealand media, so that it can truly fulfil its role as a critical entertainment, education and information service for the citizens of Aotearoa/New Zealand.

2:00

Keynote Address: A Future for Significant Journalism

Dr Gavin Ellis

A dystopic view of the future of journalism has a greater likelihood of being fulfilled than one that foresees the realisation of its vital civic role. The imbalance between these futures is due to the former being based on the status quo while the latter requires institutional, regulatory and cultural change. Sustainability can replace profitability, cooperation can replace destructive competition, commitment can replace neo-liberal market supremacy, and society can value significant journalism over entertainment. This paper argues that such change is necessary and achievable.

3:00

Discussion and Statement

An opportunity to form a statement from the symposium that publicly acknowledges the issues facing the New Zealand media at this critical time, and offers practical solutions.

All welcome.

4:00 Finish

Speakers

Dr Sarah Baker is a Senior lecturer in the Auckland University of Technology School of Communications. She teaches on Media communication papers, popular culture and Image and Sound and is the co-founder of the AUT Popular Culture Centre and a member of JMAD and the AUT Media Observatory Group. Her doctoral research examined the impact of deregulation on current affairs programmes in New Zealand and is titled *The Changing Face of Current Affairs Television Programmes in New Zealand 1984-2004*. Her research interests include political economy, broadcasting, current affairs television programmes, and popular culture focusing on the Gothic, Sexuality and gender.

David Beatson has a 50-year career which has encompassed radio and television journalism, senior executive management positions across the television and radio broadcasting sectors, print publishing, tourism and aviation sectors. He has been director of radio, television, information communications technology production companies, and was formerly Editor of the Listener, chair of NZ On Air, and chair of the New Zealand Advertising Standards Committee. He has represented both Government and Opposition parties on the Electoral Commission, as an additional member advising on election broadcasting policies, and continues to be involved in the development of media policies, legislation, regulations, and codes of practice.

Dr Vijay Devadas is Associate Professor in Communication Studies at the Auckland University of Technology. His research is located at the intersection of media-culture-society and his publications address key social, cultural and political debates and issues across cultures and media platforms. Some recent works includes the co-edited book *The Fourth Eye: Maori Media in Aotearoa*, and articles on media and neoliberal politics, and media, terror & sovereignty.

Dr Gavin Ellis is a senior lecturer in Media & Communications at the University of Auckland, a weekly media commentator on Radio New Zealand National, and chair of the Science Media Centre advisory board. He is a former editor-in-chief of the *New Zealand Herald* and the author of *Trust Ownership and the Future of News: Media Moguls and White Knights* (Palgrave, London 2014) and *Complacent Nation* (BWB Texts, Wellington 2016). He is currently writing a book on propaganda.

Professor Wayne Hope is a researcher, teacher and media commentator with over twenty years' experience. His specific areas of research include New Zealand economic, political and media history, public sphere analysis, the political economy of communication, sport – media relationships, globalization and time. His research has been published across a range of academic journals including *Media, Culture and Society*, *International Journal of Communication*, *Time and Society*. Professor Hope is a long-standing member of the

International Association of Media Communication Research (IAMCR) and a senior contributor to the Political Economy section. Professor Hope is joint editor of an online IAMCR journal entitled *Political Economy of Communication*.

Janette Howe is an advocate for children in media and Chair of the NZ Children's Screen Trust which she established in 2012. She is a documentary producer and director and was a Board member of the NZ Screen Director's Guild and editor of *Take* magazine for the guild. She was on the committee for the Qantas/Aotearoa Film and Media Television Awards and has been a judge for the ATOMs, Prix Jeunesse and Canadian children television awards. She also founded the Screenies Children's Film festival now in its third year and works with MINA (Mobile Innovation Network Australasia) to bring mobile filmmaking to NZ children.

Haley Jones is currently completing her Master of Communication Studies at AUT. Her research focuses on how deregulation and commercialisation has affected contemporary television news media in New Zealand. Her interest in television news developed while working at TV3 and TVNZ. Haley also teaches communication papers at AUT, and plans to continue her television research by starting her PhD in 2018.

Dr Rufus McEwan is a lecturer of media communication and radio studies at the Auckland University of Technology. Current and previous research considers the impact of new media technologies on radio, including opportunities for participation, and the negotiation of changing practices within radio organisations. His recently completed PhD study considered the role that convergence plays in the New Zealand radio industry. Rufus has published in the *Communication Journal of New Zealand* and has six years professional experience in the New Zealand radio industry as both a technical producer and an announcer for talk and music stations.

Dr Matt Mollgaard is Head of Radio in the School of Communication Studies at Auckland University of Technology, New Zealand. He has a 25-year history in radio as well as more than 10 years as a radio academic and teacher. He has been researching, presenting and publishing on radio since 2005. He was the editor and a contributor to the 2012 book *Radio & Society: New Thinking for an Old Media* and recent research on Radio New Zealand International is published in the *Pacific Journalism Review*.

Dr Merja Myllylahti is a former financial journalist and London correspondent. She is currently a researcher and project manager at the Journalism, Media and Democracy (JMAD) research center based at Auckland University of Technology. She is an award-winning researcher, and her current research interests lie in media transformation and digital media economy, news business models, paywalls and media ownership. Her academic articles have been published in academic journals such as *Journalism Studies* and *Digital Journalism*. Her most recent publications include a book chapter "*Newspaper paywalls and corporate revenues: A comparative study*" published in *Routledge Companion to Digital Journalism Studies* (2017).

Dr Brett Nicholls teaches in the Department of Media, Film and Communication at the University of Otago. His research focusses upon critical theory, broadly understood, and the relationship between media and politics. Recent work includes engagements with the documentary films of Adam Curtis along with the political relationship between wearable technology and everyday life.

Daniel Nielsen is the digital media lecturer at the New Zealand Broadcasting School. His interests revolve around journalism, digital storytelling and media convergence. An occasional journalist these days, he has previously worked at National Geographic and The Press.

Dr Brendan Reilly is currently the radio course leader at the New Zealand Broadcasting School in Christchurch, New Zealand. The focus of his research and publications has been on investigating how media has been reflecting or reinforcing national culture. He is particularly interested in commercial radio's role of promoting local identity in the face of overwhelming cultural content and control coming from two main centres of production, the U.S and U.K. His teaching includes media history, audiences and futures. He is still a casual announcer on The Breeze, a local commercial radio station.

Dr Peter Thompson is a senior lecturer in the media studies programme at Victoria University of Wellington. His main area of research is the political economy of communication, with a special interest in media policy and media in financial markets. He has previously undertaken research for the Ministry for Culture and Heritage and NZ On Air and chaired the working party which helped revise the (now repealed) TVNZ Charter in response to public submissions. Peter is co-editor of the Political Economy of Communication journal and vice-chair of the IAMCR Political Economy Section. He is also Chair of the Coalition for Better Broadcasting Trust which campaigns for policy initiatives to support public interest media.

Dr. Ruth Zanker is a researcher attached to the New Zealand Broadcasting School in Christchurch. Her research relates to the New Zealand media ecology and how it relates to the global context. She has written submissions and has been published internationally and nationally drawing on this research. She has a keen interest in children's media rights and the way current provision improves or impedes access for them to local media diversity and media production opportunities. She was founding chair of The Children's Television Foundation which successfully fought for national public funding for children's content under the Broadcasting Act of 1989. In 2006, she created the Mediascape website clearinghouse which was designed to share information, research and opinion between diverse media stakeholders in New Zealand. The website was archived in 2011 due to earthquakes and lack of funding, not lack of users. In 2012 she was invited to become a founding trustee of the New Zealand Children's Screen Trust (kidsonscreen.co.nz). The Trust's goal is to ensure that children's media rights are met in New Zealand.



The AUT Centre for Journalism, Media and Democracy (JMAD) was established in 2010 to promote research and advance knowledge about the media and communication industries, news and journalism professional practices.

Quality news media are a crucial element of functioning democracies and regular analysis of them is particularly pertinent at the current historical juncture. Media ecology is rapidly changing, and evolving news forms, discourses, technologies, and economies are transforming communication practices among citizens, media, political leaders, and democratic processes.

The centre advances the following themes:

- Media and the public sphere
- Political economy of media organisations
- History of journalism and media
- Journalism and democracy
- Journalism and human rights
- Journalism, law and ethics
- Media and journalism in the digital age
- Global media and communication

<http://www.aut.ac.nz/study-at-aut/study-areas/communications/research/journalism,-media-and-democracy-research-centre>