

JEANZ Conference 2010, Aoraki Polytechnic, Timaru

Thursday December 2

9am Registration. Godley Block, Aoraki Polytechnic

9.30am Conference opening, Mihi-Aoraki Polytechnic Dan De Har
Welcome, housekeeping and introduction of the speakers for opening addresses by JEANZ president Peter O'Neill.

10.00am Keynote address
Murray Kirkness, editor, Otago Daily Times, Dunedin

10.45am Morning tea

11.00am Panel discussion: What Editors Want
Murray Kirkness, editor, Otago Daily Times
Andrew Holden, editor, The Press
David King, editor, Timaru Herald
Chair: Peter O'Neill

12.00 Lunch

1pm - 3pm Session one (30mins per speaker) Chair: Associate Professor Jim Tully, UC

Associate Professor Martin Hirst, AUT
What editors want: an international overview

Dr Mark Hayes, Queensland University
Redaction in action - Students look backwards to advanced editing comprehension

Bernard Whelan, Whitireia Polytechnic
Design of a training needs analysis for mentoring and coaching skills development in newsroom leaders

Robin Martin, Western Institute of Technology
Experiential learning: life outside the prescribed parameters

3pm Afternoon tea

3.30 - 5pm Session two (30mins per speaker) Chair: Robin Martin, WIT

Danni Mulrennan, AUT
Deaf see television news differently

Phil McCarthy, Southern Institute of Technology
If it bleeds it leads: crime news in the Otago Daily Times and Southland Times

Charles Riddle, Wintec
What community editors want

Pacific Media Centre video (5mins)
Overview of the centre's work

CONFERENCE DINNER

Stables Café and Bar
253 Beaconsfield Road, Timaru

6pm pre-dinner drinks, 7pm meal

Friday December 3

9am JEANZ annual general meeting

10am Morning tea

10.30 – 12.00 Session three (30mins per speaker) Chair: Phil McCarthy, SIT

Lyn Barnes, AUT
The New Zealand Listener

Alan Samson, Massey University
Public Interest: Does Lindsay Lohan cut the mustard?

Greg Treadwell and Allan Lee, AUT
The treatment of style in the world of new media: A preliminary investigation

12 noon Lunch and farewells

Abstracts of conference papers

Thursday, December 2, 2010

1pm-3pm (30 minutes each)

Associate Professor Martin Hirst, AUT

What editors want: An international overview

Abstract

This paper examines international trends in job descriptions and editors' requirements for new journalism hires. As the news industry has come to terms with convergence and the dominance of the Internet editors and executives have begun to reshape and re-staff newsrooms. In part this has been a response to the downturn in news revenues from advertising over the past two to three years, but it is also influenced by the new production requirements of daily online news with limited or few deadlines and a requirement to fill a global 24-hour non-stop 'news hole'. Through analysis of recent new recruit journalist advertisements from a variety of English-speaking countries and distilling commentary from editors and news executives from around the world, this paper outlines a global profile of journalism jobs available for new hires and newsroom requirements.

Dr Mark Hayes, Queensland University

Redaction in action - Students look backwards to advance editing comprehension

Abstract

Editing is fundamental to the doing of journalism, even more so given that so much published journalism is really re-purposing original materials for subsequent publication across several platforms. Facilitating students' learning of editing in journalism ought to be fundamental or a core skill to be learned, but if the extant literature is any guide, editing is neglected or relegated to a less central position in the curriculum. This paper discusses how editing is being taught in a second-year journalism course at the University of Queensland and points to how editing can become one of the central, and most empowering, skills journalism students can learn.

Bernard Whelan, Whitireia Polytechnic

Design of a training needs analysis for mentoring and coaching skills development in newsroom leaders

Abstract

This paper proposes a training needs analysis (TNA) be undertaken for the development of mentoring and coaching skills in newsrooms leaders. The report had two threads of inspiration and inquiry: how well trained in leadership are the people journalism school graduates encounter when they enter the newsrooms, which are experiencing a constant and dynamic state of change; and how effective is the input from newsroom leaders into New Zealand's new National Diploma in Applied Journalism Level 6. The paper argues that there is an even greater need for mentoring and coaching skills than ever before given the combined impacts on newsrooms of the internet and the global recession. It suggests that, in particular, the developing field of training, which grows emotional intelligence (EI) in coaches and mentors, provides a rich resource for newsroom leadership development because of the recognised links between EI and effective leadership.

Robin Martin, Western Institute of Technology

Experiential learning: life outside the prescribed parameters

Abstract

This presentation examines two opportunities for experiential learning undertaken by the Witt journalism students in 2010. Students were asked to complete a questionnaire on their experience as media volunteers at Womad and the NZ Women's Surf Festival.

An analysis of the survey results explores whether these students found this experience useful and if it compared favourable or not to the experiential learning in done in newsrooms as prescribed in Unit Standard 10375 NZ News Media.

3.30 - 5pm (30 minutes each)

Danni Mulrennan, AUT

Deaf see television news differently

Abstract

This paper examines the efficacy of television news delivery to one of our most vulnerable disability groups. New Zealand's culturally Deaf rely on New Zealand Sign Language as a primary form of communication (New Zealand Sign Language Act, 2006). However, television news is produced for the spoken word. This paper discusses how a sample group of adults uses digital technology to re-mediate (Norris, S. & Jones, R.H. 2005) TV news delivered by the country's public broadcaster, TVNZ. It has been prompted by the researcher's own observations while working among the Deaf community during the high-profile investigation into the murder of Deaf woman, Emma Agnew in 2007. "Deaf see TV news differently" is part of a larger study, "Deaf and Television News: finding a better path to knowledge". One in every ten New Zealanders has a degree of hearing loss, from mild degenerative to profound deafness.

Phil McCarthy, Southland Institute of Technology

If it bleeds, it leads

Abstract

A comparative analysis of the amount of crime reporting carried in two daily New Zealand newspapers - The Southland Times and the Otago Daily Times - during May, 2009. The research looks at the proportion and positioning of crime news within the overall general news content, and compares that with crime statistics to try and assess whether coverage of crime news is disproportionate to the amount of crime. The project is still in progress, but some preliminary findings will be presented.

Charles Riddle, Wintec

What community editors want

Abstract

This paper reports on responses by nine Waikato-based community newspaper editors to five questions about their impressions of the relative importance of particular units in the National Diploma. The survey asked the editors to list the most important attributes they looked for in young journalists; rank important skills taught on the diploma; list the four units they rate least important; and estimate the percentage of time we should spend teaching each of the core units.

Pacific Media Centre

Video providing an overview of the centre's work (5 mins)

Friday, December 3

10.30-12 noon

Lyn Barber, AUT

Magazine history in New Zealand - turning the pages of change

Abstract

This paper discusses the history of The New Zealand Listener, from depression to recession. Magazine sales in New Zealand have slowed since 2002. This is a concern for publishers as New Zealanders have a history of consuming more magazines per capita than any other country in the world, apart from the UK. Two of the most enduring publications were launched during the

Great Depression in the 1930s, the NZ Woman's Weekly (1932) and the NZ Listener (1939). Both have survived the recession but no longer sell anywhere the number of copies they did in the past. A comprehensive literature review has failed to uncover any significant research on magazine history in New Zealand. The only existing academic study of the NZ Listener, presented at the Journalism Education Association of New Zealand conference in 2005, focused on cover content between 2000-2005. The purpose of this initial study is to examine the history of magazines in New Zealand, in particular the NZ Listener, to see how it has evolved and changed from the Great Depression to the recession.

Alan Samson, Massey University

Public Interest: Does Lindsay Lohan cut the mustard?

Abstract

In 2010, the Press Council, without fanfare, revised its Statement of Principles for the first time since its inception in 1972. The new principles, also for the first time, come with a definition of the phrase "public interest". "Public interest", it says, involves "a matter capable of affecting the people at large so that they might be legitimately interested in, or concerned about, what is going on, or what may happen to them or to others". In journalism practice, it has sometimes been glibly used to justify borderline reporter behaviour or as a persuasion to talk.

New Zealand's Press Council in its principles uses the term as a justification for pushing boundaries that might normally be considered sacrosanct, such as in imposing on people's privacy, in reporting issues of diversity, and in using subterfuge to gain a story. Is the council's definition good enough?

This paper, analysing the evolution of legal and ethical understandings of the phrase argues, though a laudable first step, it is not enough to extend public interest justifications merely to undefined matters of "legitimate interest". It suggests there is a clear need for more precise guidance as to its boundaries for all news media organisations.

Greg Treadwell and Allan Lee, AUT

The treatment of style in the world of new media: a preliminary investigation

Abstract

"Style, in newspaper terms, means the practice laid down by a particular office to ensure consistency and accuracy."

So Leslie Sellers puts it in his much-loved 1968 classic *The Simple Subs Book*. House style, as we know, does change over time but at any one moment often feels set in concrete. Changes may occur because the Chief Ostrich has raised his or her head long enough to notice some advance in general usage that needs to be better reflected in the news and feature columns. But much change is happening in journalism for technological reasons and the authors, who are self-confessed style addicts, have long wondered what impact the rise of internet-based journalism would have on newspaper style. Is style, like much of the very content of our dailies, being uploaded - with scant change - to their websites? Are developments happening in the world of style to enhance online readability? And are New Zealand's reporters being asked to write increasingly in more than one style to suit the increasing number of platforms for which they are expected to file? In this paper the authors talk to leading New Zealand editors and sub-editors to start answering these questions.