

## PMC news services used widely in South Pacific media

NEWS AND FEATURES reported and filed by AUT University journalism students and staff from the Pacific Media Centre are now being widely used in publications across the region.

TV3's new *Pacific Profile* web page is the latest New Zealand-based Pacific media initiative to tap into student journalists' work.

This means postgraduate student reported stories are being read from the Cook Islands to Samoa.

As well as *Pacific Profile*, PMC student stories are being published regularly on *Pacific Scoop*, *Pacmas*, *Spasifik*, the *PasiMA* website and many others. They are also available on the Pacific Media section of the Niustext database produced by Knowledge Basket.

Readers of *PMC Online* and *Pacific Scoop*—a partnership with Scoop Media launched in August 2009—are also able to read a wide range of stories and analysis articles written by Pacific journalists and academic researchers.

The PMC's research journal *Pacific Journalism Review* is also available on five subscription databases – Gale Cengage (USA); EBSCO Communication and Mass Media Complete (USA); Informit (Australia) and Newtext and Niustext (NZ).

The *Pacific Profile* page at TV3 News is a section exclusively dedicated to Pacific issues, reports Alex Perrottet.

Arthur Rasmussen, a cameraman for *60 Minutes*, has teamed up with colleagues to produce the new page, which publishes both original content as well as other Pacific stories published in the region. Rasmussen, a Samoan who has worked in the industry since 1996, says he is passionate about Pacific news and hopes the new *Pacific Profile* will be useful for all users of the site. He says the Pacific angle will enrich the quality of news, particularly stories on Pacific issues.

"TV3 have been great, and they have respectable islands coverage, such as the Samoan independence celebrations and whenever something big happens it is usually covered," he says.

"But as Pacific islanders, we can provide a different angle, a different perspective on things."



Photo: TV3

*60 Minutes* cameraman Arthur Rasmussen is dedicating his spare time to the new *Pacific Profile* on the 3News website ... and picking up *Pacific Scoop* news.

Fellow Samoan news reporter for TV3's *Firstline* Seinafolava Sanele Chadwick, who covered the Advance Pasifika story, is partnering with Rasmussen to compile the content for the web-page. He is the only Pacific Island reporter for 3News.



3News' *Pacific Profile* page ... featured stories from the PMC.

### Ordinary people

Rasmussen says they are focusing on featuring Pacific people and giving them some profile.

The site also carries opinion articles as well as links to blogs by Pasifika people on a range of topics. Rasmussen says he is also learning from the other sources of Pacific news.

"There are not many sources for Pacific news, apart from sites like *Pacific Scoop*. We modelled a lot of our thinking on the way the *Pacific Scoop* site looks and we hope to have links to

different islands so people can click and find out what is happening. "Since dealing with *Pacific Scoop* and Professor David Robie, we are getting there. You can see *Pacific Scoop* is about 50 percent of our front page at the moment."

*Pacific Profile* tinyurl.com/7q3da4v

# Yamo embarks on mobile phone and health research project in PNG Highlands

HENRY YAMO, who is studying for a Masters in Communication Studies degree attached to the Pacific Media Centre at AUT University, left for his homeland in Papua New Guinea last month.

He is researching the use of mobile telephones in the health sector with support from Aus-AID, School of Communication Studies and the Office of the Pro Vice-Chancellor (Research).

Yamo spent nine years as a primary school teacher in the Southern Highlands Province of Papua New Guinea.

The time he spent teaching in the rural pockets of his country exposed him to the hassles and inconveniences that the local people put up with on a daily basis due to a lack of basic infrastructure and services.

He decided to become a journalist—a career which would enable him to tackle some of the immediate problems facing the country. He talked recently to *Debate* about life in Papua New Guinea.

**How was your life as a primary school teacher in the Southern Highlands Province of Papua New Guinea?**

“Life as a teacher was quite interesting. In those days I was very young and energetic so I enjoyed going out into the rural areas to teach our young people. I saw that the work of a teacher was very important because we contributed towards the human



Photo: DEBATE/AUT

Henry Yamo ... journalism and research mission to help his struggling fellow citizens in PNG

are people living there. They needed our service. That involved walking three to four hours from point A to B.”

**Why did you decide to train as a journalist?**

While teaching, I encountered the problems that the people were facing in the rural pockets of our country. My observation was that the government was not really providing what it was supposed to for the people – the services were lacking, and it was turning a blind eye to the needs of the people.

“As teachers, teaching in those remote areas, we were also facing the consequences of the lack of services. I was doing the same thing as the local people.

“If I was sick and there was no medication or aid post there, I had to walk to the nearest health facility. This haunted me.” —

*Nigel Moffiet*

resource development of our country.

“But the work itself in a country like Papua New Guinea is difficult as the territory is very rugged and you don’t find many services in the rural areas.”

**What challenges did you face living in the rural pockets of Papua New Guinea?**

“It was hard to get around. There were some places where vehicles hardly travel. But we have to get to those places because schools are there and there

## Pacific mining media investigations featured in *PJR*

TWO MAJOR investigative reports featuring mining operations and the environment in New Caledonia and West Papua by student journalists have featured in the latest edition of *Pacific Journalism Review*.

In the new “From the Frontline” section, Karen Abplanalp’s 2011 *Metro* magazine investigation into the NZ Superannuation Fund’s “ethical” investments in the giant US-owned Freeport mine in West Papua and Nicole Gooch’s *Global Mail* 2012 investigation into the Vale nickel refinery at Goro, New Caledonia, are key parts of the investigative journalism themed edition.

The edition, themed “Back to the source” and published in May, features many investigative articles and presentations from Australia, New Zealand and the Pacific at the conference of that name hosted by the Australian Centre for Independent Journalism (ACIJ) in Sydney last September.

This was the second in a series of investigative journalism



Photo: NICOLE GOOCH

Bois tabou outside the entrance to Vale New Caledonia nickel refinery in Goro.

conferences, following one at Auckland University of Technology in December 2010. The next is due at Monash University in Melbourne next year.

Other articles include an assessment of the New Zealand journalism school accreditation model; and “anti-Māori themes” in New Zealand journalism researched by the Whariki Research Centre at Massey University with suggestions “toward alternative practice”.

In March, Pacific Media Centre director Professor David Robie presented in a panel about digital media and ethics at the second Pacific Media Summit staged by the Pacific Islands News Association (PINA) at Pacific Harbour, Fiji.

He also participated in a new documentary about Pacific media freedom being produced by the University of the South Pacific and also in one by Fiji Television.

In May, *Pacific Media Watch* contributing editor Alex Perrottet presented a talk about freedom of information issues and showed an eight-minute documentary about media freedom produced by AUT University at the UNESCO World Press Freedom Day events hosted at USP in Suva Fiji. He also visited Vanuatu as part of his Master of Communication Studies field research.

**Pacific Journalism Review** [www.pjreview.info](http://www.pjreview.info)







Yu Tok Wanem? — book launch, 8 March 2012



Media Freedom Day seminar, 3 May 2012



People's march to save TVNZ7, 30 June 2012



# John Pulu

Director/Reporter, Tagata Pasifika TVNZ  
Bachelor of Communication Studies in Television

While still at high school John Pulu was lucky enough to get work experience through Gateway on TVNZ's *Tagata Pasifika* programme.

#### Work experience opens doors

"I then kept in touch with *Tagata Pasifika* during my study – just persisting nicely – and one holiday break they arranged work for me on TV2's *Studio 2*."

John also took up other work experience offers, including freelance reporting for Tongan TV programme, *TNews*, and a bit of radio announcing with *Niu FM*.

His industriousness paid off. After John graduated at the end of 2009 *Tagata Pasifika* employed him on contract and in 2011 he became a permanent staff member.

#### Gaining practical skills

"The hands-on experience I gained through the Television major, which included directing, camera operation and presenting, prepared me well for this job. I also really enjoyed creating visual documentaries."

"Another great resource was AUT's Pacific Media Centre," says John.

The Pacific Media Centre offers courses and information for Pasifika students studying towards a career in the media industry.

#### Future in Pacific media

John feels strongly about telling Pasifika stories. "In the future I would like to pursue documentary making because there are so many tales from the Pacific yet untold."

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Alison Young Photography