

# **QUARTERLY MEDIA ANALYSIS**

**OF**

# **FAMILY VIOLENCE REPORTING**

**JANUARY-MARCH 2008**

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Social Development for the Campaign for Action on Family Violence



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# Executive summary

This January-March 2008 Quarterly Media Analysis is the final in a series of four reports for the Campaign for Action on Family Violence.

The Ministry of Social Development commissioned three Quarterly Media Analysis reports to measure the increase in awareness and understanding of family violence during the Campaign period.

Although the Campaign for Action on Family Violence was officially launched in September 2007, media advocacy work began before then.

For comparison purposes, an Historical Media Report was carried out of family violence stories from a three month sample in 2005, before any Campaign or media advocacy work began.

The Campaign for Action on Family Violence is a social marketing campaign aiming to change the climate tolerating New Zealand's high rate of domestic violence.

It would appear this has been successfully achieved in terms of news media.

The results of the January-March 2008 Quarterly Media Analysis support the trend seen in the previous two Quarterly Reports towards a sustained and continued improvement in news reporting of family violence since media advocacy work began in 2006.

Reporters and family violence spokespeople have responded to the "It's not OK" message from the Campaign for Action on Family Violence. The phrase has been seen in newspaper headlines and quotes, and given many New Zealanders the language to speak out about family violence in the news media.

Overall, it has become apparent during the nine month assessment period from July 2007 to March 2008, that the media, through news stories, is increasingly reporting the seriousness and prevalence of family violence in New Zealand.

More specifically, this January-March 2008 Quarterly Media Analysis report examines coverage of family violence in the news media during this period in order to track emerging issues and commentators.

It assesses the uptake and impact of the Campaign for Action on Family Violence's key messages, and how these were treated by the media.

This quarterly media analysis, like the July-September 2007 Quarterly Media Analysis and the October-December 2007 Quarterly Media Analysis, examines the following:

- The extent of coverage of family violence
- The tone and manner of family violence media coverage
- The family violence issues and messages being communicated through media coverage
- The family violence myths being perpetuated through media coverage
- Family violence spokespeople
- News organisations and reporters covering family violence stories
- The number of 'calls to action' against family violence

The results of this Quarterly Media Analysis will be used to:

- Compare and track changes in media coverage of family violence.
- Identify the success of the Campaign for Action on Family Violence.
- Identify areas of action required to respond to use of myths and misreporting.

The Campaign for Action on Family Violence is being led by the Ministry of Social Development and the Families Commission, in association with communities. It is supported by ACC, the Ministry of Health and the New Zealand Police. The campaign is a major initiative of the Taskforce for Action on Family Violence, which advises the government on family violence issues.

# Major findings and trends

## ISSUES

- This January-March 2008 Quarterly Media Analysis of the Campaign for Action on Family Violence confirms a sustained and consistent shift in the way family violence stories are portrayed through the media since advocacy work begun.
- The Campaign for Action on Family Violence continued to attract significant media attention, months after it was officially launched on 4<sup>th</sup> September 2007. The campaign was mentioned in just over 20% of all family violence stories during January-March 2008.
- There was no single new 'prominent' family violence story during the January-March 2008 quarterly period. However, the high level of media coverage, especially that originating from a local level, highlights the public interest seen in family violence issues.
- 8.8% of family violence stories assessed were on the front page of a newspaper or the lead story on a radio or television news broadcast. This would indicate the seriousness placed on family violence issues and incidents by the media. This figure is consistent with that seen in the previous quarter (8.6%).
- The media continued to show a high level of interest in family violence stories about children. 42.1% of stories assessed were about child abuse, child murder/homicide or child sexual abuse. When this figure is added to stories about smacking, the total number of family violence stories involving children rises to 58.9%.
- Family violence, and how to prevent it, were topics of high interest to the media in the January-March 2008 quarter. Stories specifically about family violence or preventing family violence made up 38.8% of the total coverage. This is an increase of more than 10% on the previous quarter.
- Stories about smacking captured the interest of the media during the January-March 2008 quarter, making up nearly 17% of total coverage.
- In the January-March 2008 period, more than a quarter of all stories (25.3%) contained a "call to action". This would indicate that family violence spokespeople are using the media to get their message across to the public.

## **MEDIA OUTLETS**

- The number of family violence stories published and broadcast by news media during the January-March 2008 quarter was 364, down on the 501 seen last quarter. However, this is to be expected with January and February regarded as 'quiet' times by New Zealand media.
- Consistent with other media analysis, the four major metropolitan newspapers - the New Zealand Herald, the Dominion Post, The Press and the Otago Daily Times - carried the bulk of family violence newspaper stories, with 137 articles, or 37.7%, stemming from these four publications.
- For broadcast media, the main radio news media outlets, Radio New Zealand and Newstalk ZB ran 32 family violence stories, or 8.8%, of the total.
- Four provincial newspapers; the Nelson Mail, Gisborne Herald, Daily Post and Bay of Plenty Times showed a strong level of interest in family violence stories, running 60 stories, or 16.4% of the total.

## **STONE, MESSAGES AND MYTHS**

- More than a quarter of all stories (27.2%) during the January-March 2008 were assessed as being 'positive' in tone (consistent with the quarter). They strongly portrayed to the average reader that family violence is unacceptable.
- Just over 72.8% of family violence stories this quarter were either 'neutral' or 'negative' in tone (consistent with last quarter). This meant the story did not clearly portray to the average reader that family violence is not okay. However, many of these stories did contain family violence messages. All of the negative stories (which made up 4.9% of the total) fell under the theme of 'smacking'.
- Nearly 90% of all stories assessed this quarter contained a family violence message (a slight increase on the last quarter). This included acknowledging a family relationship or containing a family violence message.
- Approximately one in five stories (19.5%) assessed in the January-March 2008 quarter contained a family violence myth, a slight reduction on the previous quarter.

## Major trends in family violence reporting

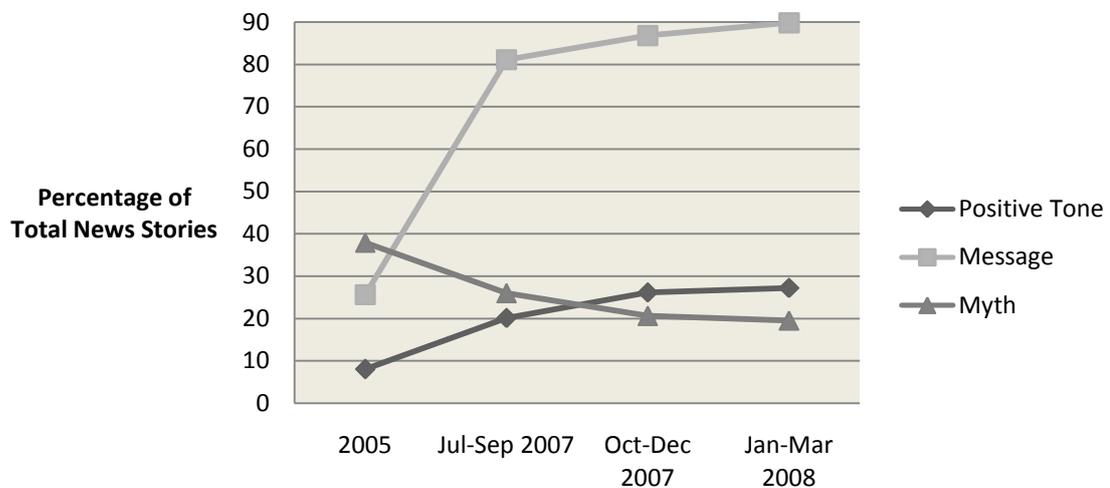


TABLE 1

Table 1 highlights some of the changes and trends seen in family violence reporting from the first Historical Media Analysis in 2005 to the January-March 2008 quarterly analysis.

- Of interest this quarter, is the confirmation of the trends seen in the previous two quarters in terms of family violence reporting.
- The number of stories classed as 'positive' in tone - because they highlight to the average reader that family violence is unacceptable - have more than doubled since the Campaign for Action on Family Violence advocacy work began.
- The number of stories containing a family violence message have increased dramatically (an approximate 65% relative increase) as can be seen in the line graph.
- The number of news stories containing a family violence myth has steadily declined by approximately 50% since 2005.

## LANGUAGE

- The phrase 'It's not OK' was used often by reporters or spokespeople when talking about family violence. It was often seen in headlines.
- The use of the term 'family violence' continues to be more commonly used by reporters and spokespeople (excluding police) than the term 'domestic violence'.
- The placement, length and headline size of many court stories in this quarter was superior to that seen in previous quarters. This, and the graphic language used in reporting family violence, indicates a high level of public interest in family violence issues.
- A family relationship in family violence stories was usually highlighted in the headline.
- The language used by reporters continues to reflect society's condemnation of family violence and child abuse, calling it 'horrific' and 'unacceptable' and 'unimaginable'.
- It appears court reporters are playing a large part in ensuring that family violence is being perceived by the public as unacceptable, with value judgements put on reporting. One reporter described the injuries a man inflicted on his partner, then said '*but despite this prolonged assault*' he avoided jail.

## SPOKESPEOPLE

- Consistent with the trend seen in previous quarters, just over a third (34.5%) of all family violence stories in the January-March 2008 quarter stemmed from court or the police.
- The sense of public outrage against family violence continued to grow this quarter, with an even higher profile given to family violence-related court stories. Such stories were often run first at a local level in provincial newspapers, and then picked up nationally.
- Many family violence court and police stories were well placed in newspapers, had bold and prominent headlines and carried strong messages against family violence from judges and police.
- The judiciary were prominent this quarter in their condemnation of family violence. One judge said it was 'imperative' that the court spoke out against domestic violence.

## **LOCALISATION**

- More than 10% of all stories were local follow-ups to national stories (consistent with the July-September 2007 quarter, but down on the October-December 2007 quarter by 5%). This means the reporter used local statistics, or went to a local family violence expert, spokesperson or community group and made the story relevant to the local community.

## **REPORTERS**

- During the January-March 2008 quarter, Simon Collins from the New Zealand Herald was again the most prolific family violence reporter, with a total of 10 articles with by-lines.
- The number of family violence stories with reporter by-lines this quarter continued to decrease.

# Methodology

This Quarterly Media Analysis covers the three month period from January to March 2008. The Campaign for Action on Family Violence was officially launched in September 2007.

The Ministry of Social Development supplied all articles it received in its daily media log from research company Media Monitors.

For the purposes of this analysis, stories from all New Zealand metropolitan and provincial newspapers, Sunday newspapers, and major radio and television news networks were assessed if they contained a story about family violence or domestic violence.

## Media Outlets Analysed

New Zealand Herald	Dominion Post	The Press
Otago Daily Times	Southland Times	Sunday Star Times
Sunday News	NZ Herald on Sunday	The Waikato Times
Rotorua Daily Post	Manawatu Standard	Levin Daily Chronicle
Timaru Herald	Taranaki Daily News	Wanganui Chronicle
Nelson Mail	Bay of Plenty Times	Hawkes Bay Today
Ashburton Guardian	Dannevirke Evening News	Gisborne Herald
Greymouth Evening Star	Marlborough Express	Northern Advocate
Northland Times	Oamaru Mail	Wairarapa Times-Age
Westport News	TVNZ	TV3
Radio New Zealand	Newstalk ZB	Radio Live
Prime	Maori Television	

TABLE 2

## **Limitations to the analysis**

Media Monitors supplies a clippings service to the Ministry of Social Development. These clippings are used in the Quarterly Media Analysis. In some cases, not every story in every publication or broadcast is provided, but the resulting trends shown provide a fair and accurate representation of media treatment of family violence issues.

For copyright reasons, Media Monitors is only able to supply a synopsis of broadcast media stories, not the actual script of each broadcast item. However, for the purposes of this media analysis the synopsis provided enough information to be assessed, as well as a list of spokespeople in the story.

Articles from community newspapers and magazines were not assessed as part of the analysis, but a list of them is provided in this report.

## **Articles chosen for assessment**

Approximately 30% of the articles supplied by the Ministry of Social Development were family or domestic violence-related. A total of 364 articles were classed as suitable for assessment for this January-March 2008 Quarterly Media Analysis. This was down on the 501 clippings from the previous October-December 2007 quarter, but entirely expected with the holiday period in January and into February regarded as a 'quiet' time by the news media.

All of the clippings assessed focused on family violence in accordance to its definition under the **Domestic Violence Act 1995**. Under this legislation, domestic violence is violence against any person with whom that person is or has been in a domestic relationship. This can include living together, family relationships and dating.

Violence means physical, sexual and psychological abuse. This includes intimidation, harassment, damage to property or threats of physical, sexual or psychological abuse (including causing or allowing a child to see or hear violence).

For the purposes of this Quarterly Media Analysis, the term 'family violence' will be used although it is interchangeable with 'domestic violence'.

## Method of assessment

Each story was read and assessed qualitatively and quantitatively and coverage was analysed according to the following table:

### Assessing the Stories

Key Facts	Media outlet, date, headline, journalist
Type	News story, Letter to the Editor, Editorial, Feature (or extended broadcast interview) or Column
Theme	<ul style="list-style-type: none"> <li>-Family Violence / Domestic Violence</li> <li>-Preventing Family Violence / Domestic Violence</li> <li>-Adult Murder / Homicide</li> <li>-Child Murder / Homicide</li> <li>-Child Abuse</li> <li>-Sexual Abuse</li> <li>-Child Sexual Abuse</li> <li>-Protection Orders</li> <li>-Elder Abuse</li> <li>-Caregiver Abuse</li> <li>-Smacking</li> </ul>
Tone	Positive, Negative or Neutral in terms of its portrayal of family violence for an average reader
Message	Does the article carry a message that family violence is not okay?
Myth	Does the article carry one of the common myths about family violence?
Campaign Message	Does the article mention the Campaign for Action on Family Violence or one of its key messages?
Call to Action	Does the article call the community to action to fight family violence?
Spokesperson/Source	Who was the spokesperson/source of the article ? What was the tone of their comment?
Trends	Trends of language, article size and placement etc observed

TABLE 3

# Key facts

## Breakdown of Stories by Media Outlet

SOURCE	NUMBER OF STORIES	PERCENTAGE
Dominion Post	48	13.2%
New Zealand Herald	37	10.2%
The Press	32	8.8%
Otago Daily Times	20	5.5%
Nelson Mail	17	4.7%
Newstalk ZB	17	4.7%
Gisborne Herald	15	4.1%
Radio New Zealand News	15	4.1%
Daily Post	14	3.8%
Bay of Plenty Times	14	3.8%
Radio Live	13	3.6%
Sunday Star Times	12	3.3%
Sunday News	9	2.5%
RNZ Morning Report	9	2.5%
Hawkes Bay Today	8	2.2%
Herald on Sunday	7	1.9%
Southland Times	7	1.9%
Wanganui Chronicle	6	1.6%
Daily News	6	1.6%
Wairarapa Times Age	5	1.4%

Northern Advocate	5	1.4%
Waikato Times	5	1.4%
Manawatu Standard	4	1.1%
Oamaru Mail	4	1.1%
RNZ Checkpoint	4	1.1%
TVNZ One News	4	1.1%
TV3 News	4	1.1%
Greymouth Evening Star	3	0.8%
NZ Truth	3	0.8%
TVNZ One Tonight	3	0.8%
TVNZ Te Karare	3	0.8%
Marlborough Express	2	0.5%
Timaru Herald	2	0.5%
RNZ Nine to Noon	2	0.5%
TVNZ Close Up at Seven	2	0.5%
TVNZ Breakfast News	1	0.3%
TV3 Sunrise	1	0.3%
TV3 Nightline	1	0.3%
<b>Total</b>	<b>364</b>	<b>100%</b>

TABLE 4

Table 4 shows the four major metropolitan newspapers - the New Zealand Herald, the Dominion Post, The Press and the Otago Daily Times - carried the bulk of family violence newspaper stories, with 137 articles, or 37.7%, stemming from these four publications.

On broadcast media, the main radio news media outlets, Radio New Zealand and Newstalk ZB ran 32 family violence stories, or 8.8%, of the total.

Four provincial newspapers: the Nelson Mail, Gisborne Herald, Daily Post and Bay of Plenty Times showed a strong level of interest in family violence stories in the January-March 2008 quarter. These four publications ran 60 family violence stories, or 16.4% of the total.

19 family violence-related stories appeared on television during the January-March 2008 (5.2% of total coverage). The media outlets were TVNZ and TV3.

There was no single 'prominent' family violence story this quarter, which captured the interest of all media nationwide. Thus the level of interest shown by broadcast media indicates that any family violence incident or story is of high media and public interest.

### Breakdown of Coverage by Type of News Story

TYPE	NUMBER OF STORIES	PERCENTAGE
News story	249	68.4%
Feature or extended broadcast interview	55	15.1%
Letter to the Editor	32	8.8%
Column	19	5.2%
Editorial	9	2.5%
<b>Total</b>	<b>364</b>	<b>100%</b>

TABLE 5

Table 5 shows the large majority (249 stories or 68.4%) of family violence stories during the January-March 2008 period were news stories.

Features (which for the purposes of this analysis also included extended radio or television interviews longer than two minutes) made up 15% of the total (55 stories). This indicates a high level of media interest in family violence stories during the time period.

The number of letters to the editor, columns and editorials make up 16.5%% (60 stories) of the total. This figure is more than double the total amount seen in the October-December 2007 quarter, and indicates a high level of media and public interest in the topic of family violence.

# Themes

All the articles in the January-March 2008 quarterly media analysis were classified as a certain 'theme'. Sometimes a story would fall into more than one of them, so it was classified according to the principal subject of the article.

## Breakdown of Coverage by Theme

THEME	NUMBER OF STORIES	PERCENTAGE
Family Violence/ Domestic Violence	76	20.9%
Child Murder / Homicide	72	19.8%
Preventing Family Violence	65	17.9%
Child Abuse	65	17.9%
Smacking	61	16.8%
Child Sexual Abuse	16	4.4%
Sexual Abuse	3	0.8%
Protection Orders	2	0.5%
Elder Abuse	2	0.5%
Adult Murder / Homicide	1	0.3%
Caregiver Abuse	1	0.3%
Total	364	100%

TABLE 6

Family violence stories featuring children made up just over 42% of the total media coverage assessed during the January-March 2008 quarter.

When this figure is added to stories about smacking which were also mainly focused on children, the total number of family violence stories involving children rises to nearly 60% of the total coverage (58.9%).

Stories specifically about family violence or preventing family violence made up nearly 40% of the coverage, well up on the 30% of the total number of stories falling under these topics last quarter.

## **A DETAILED ANALYSIS OF THEMES**

Each story was assessed as belonging to a particular theme if the story was mainly about that issue. However, it must be acknowledged that many stories carried several of the themes within them.

### **FAMILY VIOLENCE / DOMESTIC VIOLENCE**

**The majority of stories assessed this quarter were about family violence or domestic violence. 76 stories, or 20.9% of the coverage, fell under this theme.**

The sense of public outrage against family violence continued to grow this quarter, with an even higher profile given to family violence-related court stories. Such stories were often run first at a local level in provincial newspapers, and then picked up nationally.

Many of these were well placed in newspapers, had bold and prominent headlines and carried strong messages against family violence from judges.

The judiciary were prominent this quarter in their condemnation of family violence. A list of some comments from judges in this quarterly media analysis period can be seen in Appendix D on page 55.

One judge went as far to say it was 'imperative' that the court spoke out against domestic violence.

It appears court reporters are playing a large part in ensuring that family violence is being perceived by the public as unacceptable, with value judgements put on reporting, such as one reporter describing the injuries a man inflicted on his partner, then saying 'but despite this prolonged assault' he avoided jail.

#### **Pastor who belted niece discharged**

The Press 25 January 2008

"In my view, perpetrators of violence should not have name suppression and the community at large has a right to know about cases involving discipline and violence between adults and children," said the judge. Judge Noel Walsh

#### **Children united to stop beatings. Violence ruled for 11 years**

Manawatu Standard 20 January 2008

"Judge Garland said domestic violence could not be excused on cultural grounds. It was imperative that the court "spoke out" against domestic violence. Though the physical scars could heal, the emotional damage would last a lifetime, he said." Judge Alistair Garland Palmerston North District Court

#### **Man who bashed his partner avoids jail**

Bay of Plenty Times, 19 March 2008

"He broke a beer bottle across her face. He stood on her. And he punched her. But despite this prolonged assault on his de facto partner, Mount Maunganui man Richard George Woods has avoided jail."

As seen in previous quarters, reporters are using graphic language to describe the violence.

Many of the stories under the theme of family violence also continued the previously seen trend of reporting the impact of violence on the victims, and what took place during a violent assault.

One story describes three 'terrified' children who 'cowered' to protect themselves to portray to the reader that the violence was unacceptable.

The sense of family violence being a problem that is no longer hidden behind closed doors is another trend observed this quarter. Some stories looking at the increase in family violence reporting quoted family violence spokespeople saying it was a positive thing stemming from greater awareness of the issue.

Four provincial newspapers, the Bay of Plenty Times, the Gisborne Herald, the Nelson Mail and the Daily Post showed a high level of interest in family violence stories this quarter.

## **CHILD MURDER / HOMICIDE**

**72 stories, or 19.8%, were about child murder/homicide.**

Stories about the deaths of babies or children continued to be of strong interest to the media in the January-March 2008 quarterly media analysis period.

The death of two-month-old Tahani Mahomed at Starship on New Years Day drew wide media attention.

The high level of media interest in the issue of child murder and child abuse was also seen when the NZ Herald won an appeal to publish video evidence from child witnesses in the Nia Glassie case.

**Mallet was 'to smash her'** Dominion Post 20 February 2008

"Three terrified children cowered in their seats protecting themselves from flying glass as their mother's ex-partner smashed the car they were in with a mallet, the Masterton District Court was told.

**Crime rate reflects reporting, police say** Otago Daily Times, 24 March 2008

"Twenty years ago family violence was something that was hidden behind the door and there wasn't a lot of profile as to what was going on. That door has been opened." Assistant Police Commissioner Grant Nicholls.

**Father hurls baby 4m on to concrete** Front page Bay of Plenty Times, 31 March 2008

"A Tauranga man threw his 1-year-old baby about 4m into the air, resulting in bruises and grazes to her head after she landed on a concrete footpath. Raymond Kereti Te Kura Ratu then used a machete to slash a male relative trying to carry her to safety."

**Dead baby had been victim of previous abuse** Weekend Herald 5 January 2008

"A South Auckland baby who died this week after suffering a skull fracture had experienced previous abuse and was so malnourished she had not put on any weight since her birth 11 weeks ago."

**Parents in court over death of baby Tahani** NZ Herald 24 January 2008

**NIA GLASSIE: New evidence released. 'He threw her (Nia) across the room and she hit the wall. He said, because she was ugly and won't listen' Lisa Kuka. Nia's mother** Daily Post 24 January 2008

Reporters used value judgements and strong language in describing the abuse, calling it 'horrific' and 'unimaginable'.

Other stories that captured the media interest during the January-March 2008 quarter were:  
-the coroners inquest into the death of Wairarapa schoolgirl Coral-Ellen Burrows  
-the court appearance of Joshua Woodcock, charged with murdering his three year old daughter Sarah Rebekah Haddock-Woodcock in Putaruru in 2005.  
-the sentencing of Michael John Curran for murdering 2-year-old Aaliyah Morrisey in 2005

## **PREVENTING FAMILY VIOLENCE**

**65 stories, or 17.9% of the total coverage, fell under the theme Preventing Family Violence.**

Most of the stories classed under the theme of Preventing Family Violence were, by their nature, positive in tone as they strongly portrayed to the average reader that family violence is not okay.

They all contained family violence messages, and many also contained calls to the community to take action to stop family violence.

One noticeable trend to emerge this quarter was the common use of the term 'It's not OK' by many spokespeople and reporters. The phrase was also often seen in headlines, and heard on the radio.

The launch of the second part of the television advertisements for the Campaign for Action of Family Violence was reported widely by both newspaper and broadcast media.

Three of the four men in the advertisements featured in the most quoted spokespeople in the January-March 2008 quarter.

The high level of public interest in the Campaign was also seen in the level of stories (20%) during the January-March 2008 quarter that either named the Campaign for Action on Family Violence or contained a key Campaign message.

**Child tells of Nia's horrific abuse** NZ Herald 13 February 2008 "They were putting her in the couch (be)cause there's a rip in the couch and they sat on her and in the dryer they spun her round. And they put her on the line and they made her cry and they made her fall off. And they put her in the sandpit and she had no pants on." Child witness.  
Value judgement with word 'horrific'

**Cheers as woman accused of killing baby put in cells** NZ Herald 12 February 2008

**Family violence everyone's problem, Rotary told** Wanganui Chronicle 12 February 2008  
"Family violence is not OK. Blaming it on drinking is not OK. Ignoring it is not OK." Sergeant Andrew McDonald.

**'My children were afraid of me'** Dominion Post 15 February 2008 on launch of advertising campaign showing it is possible to break out of the rut of family violence.

**Wife bashed, kids fearful – he knew he had to stop** Northern Advocate 1 March 2008  
"If anyone knows "it's not okay," it's George Ashby and his family."

**'Jake the Muss' new face for anti-violence drive** NZ Herald, 14 March 2008

**Knocking violence on its head. The 'It's not OK' advertising campaign draws on the personal experiences of people who escaped from a cycle of abuse, writes Simon Collins.** Weekend Herald, 22 March 2008

**Groups pool resources to stamp out violence** Daily Post 24 March 2008  
"A Rotorua support network has been set up with the aim of preventing another Nia Glassie-type case."

The fact that the actual Campaign for Action on Family Violence is of public interest would appear to reflect that society finds family violence unacceptable.

Many of the stories about the Campaign focused on the ability of men to change, using terms such as 'breaking the cycle of violence' and 'escaped from a cycle of abuse'.

## **CHILD ABUSE**

### **65 stories, or 17.9% of the stories were about child abuse in the January-March 2008 quarter.**

There was no single high-profile child abuse story during the January-March 2008 quarter, contributing to a drop in the overall story numbers in this theme.

This quarter saw a continuation of a trend seen last quarter of increasingly graphic reporting, with reporters describing the violence and injuries carried out against children.

Stories assessed in the January-March 2008 quarter confirmed an emerging trend from the last quarter, with victims becoming an important part of news stories. Often the impact of abuse on the victims was included in stories, especially in court reporting.

A family relationship was usually stated in the headline, and an important part of the news story.

Many of the child abuse stories stemmed from provincial court cases, which were then picked up by news media nationally.

One of the most significant trends seen this quarter was the increasingly tough stance against family violence perpetrators taken by the judiciary. Judges comments were published in many court stories, highlighting that violence against children (and indeed any family members) is unacceptable in New Zealand society and would not be tolerated.

**Knock violence on the head** Hawkes Bay Today 31 March 2008  
"The 'It's not OK' advertising campaign draws on the personal experiences of people such as Brian Gardner, who escaped from a cycle of abuse."

**Jail for father who made daughters box** Dominion Post 30 January 2008  
"There is clearly, in our community, an absolute no-hitting rule as far as children and young persons are concerned." Judge Richard Watson, Napier District Court

**Boy kicked and tied on roadside** 2 February 2008  
"A 15-year old boy was beaten, kicked and hog-tied during incidents involving his mother and stepfather."

**Gran in custody for hitting kids with walking stick** Daily News 6 February 2008  
"Grandmother Sala Talalupe has been denied bail after being convicted of beating her 12-year old grandson with a walking stick, a garden hose and an electric cord."

**"Discipline" with belt brings jail** 9 February 2008  
"An Invercargill man who hit three children with a leather belt, and left one with severe bruising after hitting her with the leather buckle, was sentenced to 15 months jail yesterday.  
"Judge Kevin Phillips said Johansen's offending was serious and the violence was unacceptable."

**Mum jailed over assault on son** Dominion Post 16 February 2008

**Son's heart 'bruised' by father who hit out** Hawkes Bay Today 22 February 2008

Stories of media interest included under the topic of child abuse this quarter included:

- the case of a mid-Canterbury boy hog-tied by his mother and stepfather
- the police investigation into how an 11-month old Rotorua boy sustained a 'non-accidental' skull fracture.

**Dad raked toddler with fork, court told** Hawkes Bay Today, 1 March 2008

**Mother pleads guilty to assaulting son** Timaru Herald 5 March 2008

**Mother jailed for attack on girl** The Press, 18 March 2008

"A mother of five has been jailed for three years after slamming her daughter's face into the floor, leaving her with facial fractures."...

"This sort of violence is abhorrent to all cultures," the judge said. "Your culture is going to have to change because ours will not." District Court Judge Stephen Erber

## **SMACKING**

**61 stories (16.8%) were about smacking.**

Stories about smacking again captured the interest of the media during the January-March 2008 quarter.

A case of a father who 'flicked' his son on the ear and was charged with assault received a large proportion of the media coverage under this topic, along with news stories about a petition asking the Government to repeal Section 59 legislation.

As seen in the previous quarter, many of the stories assessed as 'negative' in tone or containing myths stemmed from this issue. Often they contained quotes from a spokesperson defending the right of parents to smack their children, thus failing to highlight to the average reader that family violence is not OK.

## **CHILD SEXUAL ABUSE**

**16 of the 364 articles assessed, or 4.4% of the total coverage, covered the issue of child sexual abuse**

Most of the child sexual abuse stories this quarter stemmed from coverage of two court cases.

**Cop slams smacking bill** 24 January 2008 "Retiring Police Sergeant Derek Beveridge, has taken a swipe at New Zealand's anti-smacking law, saying it is one of the worst things to happen to the country."

**Assault charges after son 'flicked'** Dominion Post 30 January 2008

**Keeping our children safe** Dominion Post 4 February 2008

"It's not okay to hit our children, ever." Cindy Kiro.

**Kiwi party rallies for right to smack** Oamaru Mail 7 February 2008

**300,000 sign smacking petition** Dominion Post 23 February 2008

**Man guilty of sex assault on his son** Daily News, 15 March 2008

"A Hawera man was yesterday found guilty of sexually violating his 15-day-old baby boy."

The family relationship was highlighted in all headlines for these articles.

**Stepdad jailed for sex abuse** Daily Post, 22 March 2008

A “gross betrayal of trust” involving sexual offending against a young stepdaughter has led to a prison term for a Rotorua man.”

## **SEXUAL ABUSE**

**Three stories (0.8% of the total coverage) were classified as being under the theme of sexual abuse.**

**Man, 86, jailed for 13 years for abusing daughter** 19 January 2008

“The victim said she sometimes wished she had never been born or had died in her sleep, and throughout her life had told many lies and kept secrets to keep her past from surfacing.”

## **PROTECTION ORDERS**

**Two stories, (0.5% of the total coverage) were about protection orders.**

## **ELDER ABUSE**

**Only two articles (0.5% of total coverage) in the three month sample were about elder abuse.**

**The elderly are at risk** NZ Truth 31 January 2008

“United Future families spokeswoman Hudy Turner made a good point this week. She said elder abuse and neglect would continue unless more resources were put into agencies , such as Age Concern, that supported the elderly.” Gisborne Herald 28 February 2008

## **ADULT MURDER / HOMICIDE**

**One story (0.3% of total coverage) was about adult murder or homicide.**

“Last week’s apparent murder-suicide involving a Southland father and his special needs daughter has raised questions about the stresses involved.” The Press 20 February 2008

## **CAREGIVER ABUSE**

**One story (0.3% of total coverage) was about caregiver abuse.**

**When ‘reasonable force becomes manhandling’. Caregiver convicted of assault** Gisborne Herald 5 March 2008

# Tone

The tone of each story was analysed in terms of how it portrayed family violence.

This is the only section of the media analysis where a value judgement was made, but to ensure consistency, each story was examined as to the overall impression it would give the average reader about family violence.

Articles were classified as **Positive**, **Negative** or **Neutral** in tone.

- To be classed as **POSITIVE** an article had to, overall, strongly portray to the average reader that family violence is not okay.
- To be classed as **NEGATIVE** an article had to, overall, strongly portray to the average reader that family violence is acceptable.
- If an article was neither positive nor negative it was classed as **NEUTRAL**.

This assessment means it is possible for a story to be neutral in tone, yet still contain a family violence message.

## Breakdown of Stories by Tone

STONE	NUMBER OF STORIES	PERCENTAGE
Positive	99	27.2%
Negative	18	4.9%
Neutral	247	67.9%
Total	364	100%

TABLE 7

Table 7 shows more than a quarter of all stories (27.2%) were assessed as positive in tone during January-March 2008, meaning they strongly portrayed to the average reader that family violence is not acceptable. The majority of stories (67.9%) were neutral in their overall tone, but many did contain family violence messages. As seen in the October-December 2007 quarter, all the stories which were negative in their tone were about smacking, with groups opposed to legislation speaking out.

# Messages

The articles were assessed to see if they contained a message about family violence. (Yes or No)

The article was assessed as containing a family violence message if it contained one of the following:

- An up-to-date family violence statistic
- An acknowledgement the incident was family violence
- Any of the following family violence messages
  - Family violence is not OK
  - Family violence contaminates families (ruins, destroys, damages)
  - Family violence hurts children
  - Family violence is a gender issue
  - Family violence affects all neighbourhoods
  - Family violence affects people of all ages in all racial, cultural, socio-economic and religious groups.
  - Family violence is physical, sexual and psychological abuse.
  - Violence is using force to make someone do something, stop someone doing something or punish someone for doing something.
  - Speak up to stop family violence
  - A call to action to help stop family violence

### Breakdown of Stories Containing Family Violence Messages

DOES STORY CONTAIN MESSAGE?	NUMBER OF STORIES	PERCENTAGE
Yes	327	89.8%
No	37	10.2%
Total	364	100%

**TABLE 8**

Table 8 shows that nearly 90% of stories in the January-March 2008 quarter contained a family violence message.

Most of the news stories during the quarterly period were classed as containing a family violence message because the stories were about family violence, acknowledged an incident was family violence-related, or highlighted a family relationship.

# Myths

The news stories were assessed to see if they contained commonly held beliefs and myths about family violence (Yes or No).

The story was assessed as containing a family violence myth if:

- It was briefer than expected because it was a family violence incident
- It failed to mention an incident was family violence
- It contained one of the following six common family violence myths found in news stories identified in the Portland Press Study. These myths are also used in the guidelines produced for New Zealand reporters as part of the Campaign for Action on Family Violence.

-Family violence is an unpredictable, private tragedy

-Family violence is caused by substance abuse, stress, poverty or a failed marriage or relationship

-The victim is to blame

-Violence and love go together

-Family violence is not as serious as other assaults/murders

-He was a lovely guy

## Breakdown of Stories containing Family Violence Myths

STORY CONTAINING MYTH	NUMBER OF STORIES	PERCENTAGE
Yes	71	19.5%
No	293	80.5%
Total	364	100%

TABLE 9

Table 9 shows just under one fifth of the stories assessed in the January-March 2008 quarter contained a commonly-held myth about family violence, failed to mention an incident was family violence, or was briefer than expected because the incident was family violence.

# Campaign messages

The Campaign for Action on Family Violence was officially launched on 4<sup>th</sup> September 2007. Stories during the January-March 2008 period were assessed to see whether or not they contained a campaign message, or the name of the campaign. (Yes or No)

The article was assessed as containing a Campaign for Action on Family Violence message if:

- It mentioned the name of the Campaign for Action on Family Violence
- It contained any of the following family violence campaign key messages
  - Family violence is a serious problem affecting many New Zealand families
  - Communities across New Zealand are coming together to say that family violence is not OK
  - We can ALL do something to help prevent family violence.

## Breakdown of Stories containing Campaign Messages

STORY CONTAINING CAMPAIGN MESSAGE	NUMBER OF STORIES	PERCENTAGE
Yes	75	20.6%
No	289	79.4%
Total	364	100%

TABLE 10

In the January-March 2008 quarterly period there were 364 family violence-related stories in the media. Just over 20% of them (or 75 stories) named the Campaign for Action on Family Violence or contained a key Campaign message.

# Spokespeople

For the purposes of this Quarterly Media Analysis, a list of spokespeople commenting in family violence stories was analysed.

The number of stories sourced from police or court were tallied, and a full list of people speaking on the issue of family violence was kept.

A full breakdown of all spokespeople can be found in Appendix C on Page 48.

## Breakdown of Spokesperson or Source of Story

Spokesperson/Source	Number of Stories	Percentage
Court	72	19.8%
Police	53	14.6%
Other	239	65.6%
Total	364	100%

TABLE 11

Just over a third of all family violence stories in the January-March 2008 period were sourced from court or the police (34.4% or 125 stories).

The high profile court case of Rotorua toddler Nia Glassie contributed significantly to the court tally.

The placement, length and headline size of many court stories in this quarter was superior to that seen in previous quarters.

As seen in previous quarters, family violence experts and community groups were often used as spokespeople in family violence stories during the January-March 2008 quarterly period.

The following people were prominent spokespeople in family violence stories assessed during the January-March 2008 quarter. The number of stories they were quoted in follows in brackets.

Of note are the Children's Commissioner Cindy Kiro, Family First national director Bob McCoskrie, three of the men in the 'It's not OK' television advertisements (a total of 18 stories), the Minister of Social Development Ruth Dyson, Counties Manukau Detective Senior Sergeant Dave Lynch and Women's Refuge CEO Heather Henare.

**Most quoted spokespeople January-March 2008**

Child Youth and Family spokesperson (3)

Children's Commissioner Cindy Kiro (18)

Family First national director Bob McCoskrie (14)

Families Commission chief commissioner Dr Rajen Prasad (3)

Father who flicked son's ear Jimmy Mason (4)

Father of murdered Wairarapa girl Coral-Ellen Burrows – Ron Burrows (6)

Federation of Islamic Association President Javed Khan (3)

For the Sake of Our Children Trust chief executive Christine Rankin (3)

Green Party MP Sue Bradford (3)

"It's Not Ok" campaign TV ad – Brian Gardner (6)

"It's Not Ok" campaign TV ad – George Ashby (5)

"It's Not Ok" campaign TV ad – Vic Tamati (7)

Kiwi Party Leader Larry Baldock (6)

Minister of Social Development Ruth Dyson (12)

National Collective for Independent Women's Refuges CEO Heather Henare (7)

National Leader John Key (3)

Police – Christchurch Inspector Rick Jury (3)

Police – Counties Manukau child abuse team head Sergeant Dave Pizzini (4)

Police - Counties Manukau Detective Senior Sergeant Dave Lynch (10)

Police – Rotorua Detective Senior Sergeant Mark Loper (3)

Preventing Violence in the Home Holly Carrington(4)

Prime Minister Helen Clark (6)

Salvation Army Major Campbell Roberts (3)

South Auckland Muslim Association President Haji Khan (4)

UNICEF National Advocacy Manager Barbara Lambourn (3)

# Lead stories

## FRONT PAGE ARTICLES OR LEAD BROADCAST STORIES

32 of the news stories assessed (8.8%) were on the front page of a newspaper or the lead story on a radio or television news broadcast.

There were no new 'high profile' family violence stories during the January-March 2008 quarterly period that captured sustained media interest, so the number of front page or lead stories would indicate that the media regard the issue of family violence as one of high public interest.

This figure is consistent with that seen in the previous quarter (8.6%).

# Localisation

A tally was kept of examples of 'localised' family violence stories.

In the January-March 2008 quarter, more than 10% of all stories were local follow-ups or local angles to national stories (39 stories out of 364).

This means the reporter used local statistics, or went to a local family violence expert, spokesperson or community group and made the story relevant to the local community.

# Calls to action

A tally was kept of the number of 'calls to action' contained in the news stories assessed.

A "call to action" was defined as: a request for the community to speak out against family violence, to fight family violence issues and to act to stop family violence incidents.

In the January-March 2008 period, more than a quarter of all stories (25.3%) contained a call to action (92 out of 364). This level is consistent with last quarter, with a 2% decline. This number of news stories containing "calls to action" would indicate that family violence spokespeople are using the media to get their message across to the public.

# Radio and television

Radio and television news broadcasts were monitored during the January-March 2008 quarterly period.

Complete broadcast media transcripts were unavailable, but the synopsis provided by Media Monitors, and the list of spokespeople in a story provided enough information for the purposes of this Quarterly Media Analysis.

## Breakdown of Broadcast Media

SOURCE	NUMBER OF STORIES	PERCENTAGE
Radio New Zealand	30	8.2%
Newstalk ZB	17	4.7%
TVNZ	13	3.5%
Radio Live	13	3.5%
TV3	6	1.7%
Total	79	21.6%

TABLE 12

Table 12 shows more than a fifth of all stories about family violence in the January-March 2008 quarter were on radio or television news, representing a high level of interest in the topic of family violence.

Although this figure is down from the nearly 30% seen in the October-December 2008 quarter, it is important to note that during January, radio and television news coverage is reduced and some programmes take a long break, so a reduction in news coverage is to be expected as a natural consequence of this.

Radio New Zealand was again the broadcast media outlet to show the most interest in family violence stories, running 30 stories in total, or 8.2% of the total coverage.

## Detailed Breakdown of Broadcast Media Programmes

Source	Number of Stories	Percentage of total coverage
<b><u>Radio New Zealand</u></b>	<b><u>30</u></b>	<b><u>8.2%</u></b>
RNZ News	15	4.1%
Morning Report	9	2.5%
Checkpoint	4	1.1%
Nine to Noon	2	0.5%
<b><u>Newstalk ZB</u></b>	<b><u>17</u></b>	<b><u>4.7%</u></b>
Newstalk ZB News	17	4.7%
<b><u>TVNZ</u></b>	<b><u>13</u></b>	<b><u>3.5%</u></b>
One News	4	1.1%
Tonight	3	0.8%
Te Karare	3	0.8%
Close Up at Seven	2	0.5%
Breakfast News	1	0.3%
<b><u>Radio Live</u></b>	<b><u>13</u></b>	<b><u>3.5%</u></b>
Radio Live News	13	3.5%
<b><u>TV3</u></b>	<b><u>6</u></b>	<b><u>1.7%</u></b>
Three News	4	1.1%
TV3 Nightline	1	0.3%
TV3 Sunrise	1	0.3%
<b>Total</b>	<b>79</b>	<b>21.6%</b>

TABLE 13

Table 13 shows a detailed breakdown of broadcast media programmes. Radio New Zealand was the broadcast outlet to show the most interest in family violence stories, with more than 8% of total coverage stemming from this broadcaster.

During the January-March 2008 period assessed there were 19 family violence news items, or 5% of the total number, shown on television news (TVNZ, TV3). This indicates a good level of media interest in the issue, particularly as there was no 'high-profile' family violence news event during this period.

Of particular interest to the Campaign for Action on Family Violence during this quarterly period was the television coverage given to the launch of the second set of television advertisements. Of note was an eight minute interview with Vic Tamati on Close Up at Seven on 14<sup>th</sup> February.

# Maori media

In the January-March 2008 quarterly period, three stories, or 0.8% of the total number of family violence stories provided by Media Monitors for this media analysis stemmed from specialist Maori Media.

As in previous quarters, Media Monitors did not supply any radio news broadcasts from Maori or iwi radio stations, so this figure cannot be regarded as a full indication of interest from Maori broadcast media.

## Detailed Breakdown of Maori Media

Source	Number of Stories	Percentage of total coverage
TVNZ - Marae	3	0.8%
<b>Total</b>	<b>3</b>	<b>0.8%</b>

TABLE 14

Table 14 shows 0.8% of the total Maori media coverage of family violence this quarter was on Television New Zealand's Marae programme.

# Reporters

A full list of reporters covering family violence stories is listed in Appendix A on Page 46.

As seen in previous quarters, Simon Collins from the New Zealand Herald was the most prolific writer of family violence stories with by-lines, with a total of 10.

Following a trend seen in the October-December 2007 quarter, there were not as many family violence stories carrying a reporter's by-line. This perhaps reflects the lack of high-profile family violence stories, and the fact that this quarterly analysis period falls within what is a traditionally a quiet time in newsrooms, with many stories syndicated around the country.

The following reporters showed a particular interest in family violence stories, each writing three or more stories during the three month period:

## DAILY POST

Kelly Makiha (4)

## NZ HERALD

Juliet Rowan (4)

Simon Collins (10)

## THE PRESS

Dean Calcott (3)

Katie Wylie (3)

Phil Hamilton (3)

# Comparisons with previous media reports

Some of the main results from this January-March 2008 Media Analysis Report are compared below with results from the Historical Media Audit of a three month sample in 2005 before any Campaign for Action on Family Violence media advocacy work began, and the July-September 2007 Quarterly Media Analysis and the October-December 2007 Quarterly Media Analysis.

## Family Violence Reporting Comparisons

2005	July – Sept 2007	Oct-Nov 2007	Jan-March 2008
The three month sample period from 2005 was described as <b>reactive</b> , with 62.1% of stories stemming from court or police reports. Experts, family violence groups or community groups were hardly ever used as sources for stories.	Just over a third of all family violence stories in July – September 2007 were from court or the police (33.9%). Experts, family violence groups and community groups were used often as sources and spokespeople.	Just under a third of all family violence stories (33%) were sourced from court or the police. The length and quality of the court stories in this quarter, and the graphic language used to describe family violence by reporters during this period would indicate that family violence issues are of high public interest.	Continuing the trend observed in the previous two reports, just over a third of all family violence stories (34.4%) were sourced from court or police. The judiciary were prominent this quarter in their condemnation of family violence. One judge said it was 'imperative' that the court spoke out against domestic violence.
The <b>tone</b> of most articles was neutral in terms of family violence. 92% of articles did not portray family violence as unacceptable to the average reader.	One in five family violence stories (20.1%) were assessed as being 'positive' in tone, meaning they strongly portrayed to the average reader that family violence is not okay. 79.9% of stories did not strongly portray family violence as unacceptable to the average reader.	The number of stories assessed as 'positive' in tone increased to more than a quarter during this period (26.1%). They strongly portrayed to the average reader that family violence is not acceptable. 70.3% of stories were neutral or negative in tone.	The number of stories assessed as 'positive' this quarter increased to 27.2%, strongly portraying to the average reader that family violence is not acceptable. 72.8% of stories were neutral or negative in tone, but many did contain family violence messages.

<p>Nearly three-quarters of all articles, or nearly 75% of coverage, contained no <b>message</b> about family violence. The story did not acknowledge the incident was family violence, had no up-to-date family violence statistic or contained no message saying family violence is not okay.</p>	<p>More than 80% of stories contained a family violence message. Many stories during this period were classed as containing a family violence message because the stories contained an acknowledgement an incident was family violence-related.</p>	<p>Most stories assessed in this quarter contained a family violence message (86%). This included acknowledging a family relationship or containing a family violence message.</p>	<p>Nearly 90% of the stories assessed this quarter (89.8%) contained a family violence message or acknowledged a family relationship. This continues the trend seen in the previous two quarters.</p>
<p>Nearly 40% of the articles contained a <b>myth</b> about family violence. This includes commonly held beliefs about the causes of family violence, or a briefer than expected story given the seriousness of the incident.</p>	<p>Just over one quarter of all family violence stories assessed in the July-September 2007 quarter contained a commonly-held myth about family violence.</p>	<p>The number of stories containing family violence myths reduced during this period to just over 20%.</p>	<p>The number of news stories containing a commonly held myth about family violence continued to decrease this quarter, with just under 20% of stories (19.5%) containing a myth.</p>
<p>National stories were not followed up at a local level.</p>	<p>Nearly 10% of all stories in July-September 2007 were local follow-ups to national stories.</p>	<p>15% of all stories were local follow-ups or angles to national stories.</p>	<p>Just over 10% of family violence stories this quarter were local follow-ups to national stories.</p>
<p>Articles about domestic violence murders were shorter, less in depth and given less coverage than non-domestic violence murders during the same time period. On reading the clippings in their entirety it was possible to pick a domestic violence murder because of the lack of coverage and length in stories.</p>	<p>The high level of media and public interest in family violence issues was highlighted by the fact that 16.6% of the stories were either on the front page of a newspaper or the lead item in a radio or television news broadcast.</p>	<p>43 of the articles analysed (8.6%) were on the front page of a newspaper or the lead story on a radio or television news broadcast. There were no new 'high profile' family violence stories during the October – December 2007 quarterly period that captured sustained media interest, so the number of front page or lead stories would indicate that the issue of family violence in one of high public interest.</p>	<p>8.8% of family violence articles assessed this quarter were on the front page of a newspaper or the lead story on radio or television.</p>

The relationship between the victim and the perpetrator was usually ignored, or often buried at the bottom of an article.	Stories about child abuse remained of high interest to the media during the three month time period. A family relationship was often mentioned in a headline, and court stories often contained graphic description of abuse.	A family relationship in family violence stories was usually highlighted in the headline.	Again this quarter, the family relationship was important to the story and often mentioned in the headline.
In 2005, the term 'family violence' was rarely used.	The term 'family violence' was commonly used by reporters and spokespeople.	'Family violence' is an accepted term and more commonly used than the term 'domestic violence'.	The phrase 'It's not OK' is being used often by reporters and family violence spokespeople.
Family violence was not an issue of community concern in the media. Stories were reported in a very matter-of-fact manner. There was no sense of 'public outrage' or 'community concern' in the coverage assessed.	A sense of community outrage was observed in the stories, with reporters describing child abuse with words like "terrifying", 'horrific' and 'terrible'	Domestic violence is increasingly seen as an unacceptable social problem with reporters often using value judgements in their stories with terms such as "a bid to improve New Zealand's poor record on abuse in the home" and "in a bid to tackle the country's rising family violence rates".	The language used by reporters continues to reflect society's condemnation of family violence and child abuse, calling it 'horrific' and 'unacceptable' and 'unimaginable'.
New Zealand's four major metropolitan newspapers accounted for more than half (52.2%) of the total coverage of family violence stories.	The four major metropolitan newspapers - the New Zealand Herald, the Dominion Post, The Press and the Otago Daily Times - carried the bulk of family violence reporting, with 43% stemming from these four publications.	While the four major newspapers and two main radio news networks carried the bulk of family violence reporting, on the whole levels were down and provincial newspapers nationwide are carrying more family violence stories.	Consistent with other media analysis, the four major metropolitan newspapers carried the bulk of family violence newspaper stories.
Nearly half of all family violence stories (47.5%) were about a murder or homicide.	More than half of all family violence stories assessed (51.9%) were about children (child abuse, child murder/homicide and child sexual abuse).	The media continued to show a high level of interest in family violence stories about children. More than half the stories assessed (54.4%) were about child abuse, child murder/homicide or child sexual abuse.	42.1% of family violence stories focused on children. Stories about family violence or preventing it increased by 10% this quarter to 38.8% of total coverage.

TABLE 15

# Community newspapers

Community newspaper stories were not formally collated and assessed for the purposes of this media analysis, However their headlines and sources are listed below.

The high number of family violence stories seen in the previous quarter was sustained during the January-March 2008 quarter. There were 50 family violence stories in community newspapers (60 in the October-December 2007 media analysis period, and 25 in the July-September 2007 quarter).

This sustained level of media interest is significant as it indicates a high level of community concern about the issue of family violence since the launch of the Campaign for Action on Family Violence in September 2007.

As seen in the October-December 2007 quarter, many of the community newspaper stories during the January-March 2008 quarter used the 'It's not OK' message, and contained calls to action. In many cases, the spokespeople were those media-trained through the Campaign's media advocacy programme.

## Family Violence Articles in Community Newspapers

HEADLINE	SOURCE
<b>Tough time for some parents</b>	High Country Herald, 2 January 2008
<b>Inquiry goes on</b>	Manukau Courier, 10 January 2008
<b>More charges pending</b>	Northland Age, 15 January 2008
<b>Katikati launches child project</b>	Katikati Advertiser, 15 January 2008
<b>Team effort to help Naenae youth</b>	Hutt News, 22 January 2008
<b>Run of family attacks mar holiday</b>	Horowhenua Mail, 24 January 2008
<b>Council says 'no' to domestic violence</b>	Ashburton's The Courier, 29 January 2008
<b>What is DOVE Hawke's Bay?</b>	Hastings Leader, 30 January 2008
<b>Pio discusses No Sweat Parenting</b>	Wanganui Midweek, 30 January 2008

<b>Bloody January has many looking for answers</b>	Aucklander Central, 30 January 2008
<b>Migrant support team focused on child abuse</b>	Manukau Courier, 31 January 2008
<b>10 homicides – and no real shock factor</b>	South Taranaki Star, 31 January 2008
<b>Family takes up campaign for anti-smacking challenge</b>	Hamilton This Week, 31 January 2008
<b>Respect for parents seen as an election issue: Family First</b>	Hamilton This Week, 31 January 2008
<b>Community services need more support</b>	Howick Pakuranga Times, 4 February 2008
<b>Smack referendum gains local support</b>	Upper Hutt Leader, 6 February 2008
<b>Bills blamed for beatings</b>	Western Leader, 7 February 2008
<b>West anti-violence stand</b>	Western Leader, 7 February 2008
<b>Migrant abuse on the rise</b>	Eastern Courier, 13 February 2008
<b>Donation puts a spring in their step</b>	Te Puke Times, 13 February 2008
<b>Safe house booked out</b>	South Taranaki Star, 14 February 2008
<b>Distress calls night and day . SHAME QUEENSTOWN'S DOMESTIC VIOLENCE</b>	Mountain Scene, 14 February 2008
<b>Fears soar over bashings</b>	Mountain Scene, 14 February 2008
<b>Smack law repeal petition grows</b>	Katikati Advertiser, 19 February 2008
<b>Italian style fundraiser</b>	East & Bays Courier, 20 February 2008
<b>Network plays vital role</b>	The Star (Dunedin), 21 February 2008
<b>Will NZ's ban on smacking work?</b>	Rotorua Review, 26 February 2008
<b>Judgement day</b>	Aucklander Central, 27 February 2008
<b>Book published to record NZ's anti-smacking legislation</b>	Hamilton Press, 27 February 2008
<b>Big tick for Families Commission</b>	Taupo Weekender, 28 February 2008
<b>Call for national campaign to alter 'terrible' attitudes to older people</b>	Wairoa Star, 28 February 2008
<b>While you were asleep 3 women were bashed. DV workers call for help</b>	Weekend Guardian, 1 March 2008

<b>Domestic violence – we all need to help stamp it out</b>	Weekend Guardian, 1 March 2008
<b>Review into violence gets approval</b>	North Shore Times, 4 March 2008
<b>When value is about usefulness</b>	Northland Age, 4 March 2008
<b>Proverbs prove that smacking kids is OK</b>	Rotorua Review, 4 March 2008
<b>Child protection seminar</b>	Te Puke Times, 5 March 2008
<b>Support agencies for elderly need to be better resourced</b>	Whakatane Beacon, 5 March 2008
<b>No sweat parenting with Pio</b>	Newslink, 6 March 2008
<b>Opotiki to join anti violence movement</b>	Opotiki News, 6 March 2008
<b>Mealtime was mayhem without wooden spoon</b>	Bay Report, 6 March 2008
<b>Co-ordinator passionate about child welfare</b>	Mid Canterbury Herald, 12 March 2008
<b>Smacking. Nine months after legislation was passed the anti-smacking debate won't go away</b>	CityLife North, 19 March 2008
<b>Porirua Living Without Violence is about to launch a programme for children caught up in domestic violence</b>	CityLife Porirua, 13 March 2008
<b>Community urged to fight violence</b>	Motueka-Golden Bay News, 20 March 2008
<b>Man with a mission to help others</b>	Opotiki News, 25 March 2008
<b>Call for fathers' group in Timaru</b>	High Country Herald, 26 March 2008
<b>Let me introduce myself – Rhonda Hoffman</b>	Southland Express, 27 March 2008
<b>Families wanted</b>	Southland Express, 27 March 2008
<b>Pair pledge protection for abused</b>	Hauraki Herald, 28 March 2008

TABLE 16

# Magazines

For the purposes of this January-March 2008 quarterly media analysis, magazine statistics were not collated and assessed. However, for interest, the title of magazine articles and letters about family violence, and the publication they were in, is listed below.

## Family Violence Articles in Magazines

ARTICLE TITLE	PUBLICATION
<b>Social issues might light electoral fires</b>	MG Business, 4 February 2008
<b>Men and Domestic Violence</b>	Listener, 16 February 2008
<b>Tu Matua making things better</b>	Mana, 1 March 2008
<b>Review gets to grips with domestic violence</b>	Independent Financial Review, 12 March 2008
<b>BASHED WIFE: WHY I FORGAVE HIM</b>	NZ Women's Weekly, 24 March 2008

TABLE 17

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WHITE PAPER; MEDIA CONTENT ANALYSIS The Importance of Qualitative Analysis and Best Practice Methodology, CARMA Asia Pacific

PORTLAND PRESS HERALD STUDY, 1998

# Appendix

**APPENDIX A** List of reporters who wrote family violence stories with by-lines (with the number of stories in brackets).

<u>BAY OF PLENTY TIMES</u>	<u>HAWKES BAY TODAY</u>	<u>OAMARU MAIL</u>
Carly Udy (2)	Chloe Johnson	Fleur Cogle
Jo-Marie Baker	Mandy Smith	<u>OTAGO DAILY TIMES</u>
<u>DAILY NEWS</u>	Lawrence Gullery	Rebecca Fox
Leighton Keith (2)	<u>HERALD ON SUNDAY</u>	<u>RADIO LIVE</u>
<u>DAILY POST</u>	Eugene Bingham	Brett Murphy
Cherie Taylor	Jenny McIntyre	<u>RADIO NZ</u>
Greg Taipari	Rebecca Milne (2)	Danya Levy
Kelly Makiha (4)	Stephen Cook	Leilani Momoisea
<u>DOMINION POST</u>	<u>MANAWATU STANDARD</u>	<u>SOUTHLAND TIMES</u>
Ben Fawkes (2)	Caitlyn McKay (2)	Sue Fea
Emily Watt (2)	Ewen Sargent	<u>SUNDAY NEWS</u>
Marty Sharp	Jody O'Callaghan	Tammy Buckley
Mike Watson (2)	<u>NZ HERALD</u>	Tony Stickley
Nathan Beaumont (2)	Andrew Koubaridis (1)	<u>SUNDAY STAR TIMES</u>
Rebecca Palmer	Beck Vass (2)	Deidre Mussen (2)
Ruth Hill	Elizabeth Binning	Esther Harward (2)
Tanya Katterns (2)	Juliet Rowan (4)	Ruth Laugesen
<u>GISBORNE HERALD</u>	Simon Collins (10)	<u>THE PRESS</u>
Martin Gibson	Vaimoana Tapaleao	Dean Calcott (3)
Nicola Brennan (2)	<u>NORTHERN ADVOCATE</u>	Katie Wylie (3)
Sophie Rushworth	Abi Thomas	Phil Hamilton (3)
	Lindy Laird	Rebecca Todd

TV3 NEWS

Ali Ikram

Kate Lynch

TVNZ ONE NEWS

Grace Edwards

Kate Williamson

Shalleen Hern (2)

Tini Molyneux

TVNZ – TE KARARE

Hirini Henare (2)

Paraone Taitin

WAIKATO TIMES

Belinda Feek

Reon Suddaby

WAIRARAPA TIMES AGE

Jo Moir

Nathan Crombie

WANGANUI CHRONICLE

Anne-Marie Emerson

Simon Wood

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## **APPENDIX C – List of Family Violence story spokespeople**

Act MP Rodney Hide  
Auckland Psychologist Glen Stenhouse  
Baby Tahani Mahomed – mother Tabassum Mohomed  
Barnardos Fundraising Manager Jeff Brown  
Barnardos Gisborne Area Manager Dianne Saunders  
Barnardos Nelson-Marlborough Area Manager Deborah van Dam  
Barnardos Social Worker Sarah Alden  
Barrister Frances Joychild  
Canterbury District Health Board  
Child Protection Studies chief executive Anthea Simcock  
Child Youth and Family Bay of Plenty manager Suse Sligo  
Child Youth and Family spokesperson (3)  
Child Youth and Family communications adviser Tracey Buckland (2)  
Child Youth and Family retiring family conference co-ordinator John Marshall  
Children’s Commissioner Cindy Kiro (18)  
Children’s Commissioner’s Office Rod Davis  
Christchurch Child Advocate Debbz Murray  
DOVE Hawkes Bay Caroline Lampp  
Every Child Counts chairman Murray Edridge  
Family First national director Bob McCoskrie (14)  
Families Commission chief commissioner Dr Rajen Prasad (3)  
Father who flicked son’s ear Jimmy Mason (4)  
Father of murdered Wairarapa girl Coral-Ellen Burrows – Ron Burrows (6)  
Fathers Rights advocate  
Federation of Islamic Association President Javed Khan (3)  
Federation of Voluntary Welfare Organisations Tina Reid  
For the Sake of Our Children Trust chief executive Christine Rankin (3)  
Forensic Psychologist Suzanne Blackwell (2)  
Former Children’s Commissioner Ian Hassell  
Former Judge Michael Guest  
Former violent man Witi Ashby (cousin of George Ashby)  
Fostercare Auckland chairman Byron Perkins  
Government Strategy on Antisocial Behaviour expert Professor David Fergusson

Green Party MP Sue Bradford (3)

Human Rights Commission Rapart Newson

Incredible Years Course Leader Marjorie Douglas

Independent MP Gordon Copeland (2)

“It’s Not Ok” campaign TV ad – Alfred Ngaro (2)

“It’s Not Ok” campaign TV ad – Brian Gardner (6)

“It’s Not Ok” campaign TV ad – George Ashby (5)

“It’s Not Ok” campaign TV ad – Vic Tamati (7)

Kiwi Party Leader Larry Baldock (6)

Living Without Violence Porirua Kerry McGoldrick (2)

Mangere East community worker Mana Tere Strickland

Maori Party MP Pita Sharples

Minister of Social Development Ruth Dyson (12)

Motueka Women’s Support Link Nicole Freer

National Collective for Independent Women’s Refuges spokeswoman Catherine Delore (2)

National Collective for Independent Women’s Refuges CEO Heather Henare (7)

National Family and Fostercare Federation chair Carolyn Hill

National Leader John Key (3)

National MP Social Development spokeswoman Judith Collins

National Network of Stopping Violence Services Brian Gardner

Nelson father charged with assaulting a child Rowan James Flynn

New Lyn Community Board Member Wayne Davis (convicted of domestic violence)

Otago’s Anglican Trust for Women and Children chief executive Wilson Irons (2)

Pacific Islands healthcare provider Tagata Atumotu Trust manager Tagaloa S’ua

Patua Te Ngarara Shane White

Police – Assistant Commissioner Grant Nicholls

Police – Auckland Sexual Assault Team Head Detective Sergeant Andy King

Police – Christchurch Inspector Rick Jury (3)

Police – Counties Manukau child abuse team head Sergeant Dave Pizzini (4)

Police - Counties Manukau Detective Senior Sergeant Dave Lynch (10)

Police – Counties Manakau Senior Sergeant Denise Traill

Police – Dunedin Family Violence Intervention co-ordinator Sergeant Simon Mapp

Police – Hamilton Acting Inspector Karen Hendrickson

Police – Hamilton Family Violence Team Head Detective Sergeant Andy Bubear

Police – Nelson Bays area commander Inspector Brian McGurk  
Police- Nelson Bays Family Violence co-ordinator Senior Sergeant Ross Lienert  
Police- Nelson Bays Family Violence intervention co-ordinator Sergeant Mal Drummond  
Police – Oamaru retiring Sergeant Derek Beveridge  
Police – Rotorua Detective Senior Sergeant Mark Loper (3)  
Police – Wanganui Sergeant Andrew McDonald  
Police – Whangerei area commander Inspector Paul Dimery  
Porirua North City Vikings Rugby League  
Preventing Violence in the Home Holly Carrington(4)  
Preventing Violence in the Home Executive Director Jane Drumm  
Prime Minister Helen Clark (6)  
Principal Family Court Judge Peter Boshier  
Principal Youth Court Judge Andrew Beecroft  
Relationship Services Bay of Plenty clinical leader Les Simmonds (2)  
Relationship Services Cary Hayward  
Rotorua Kaumatua Robert Biddle  
Rotorua Mayor Kevin Winters  
Rugby League Warriors Prop Ruben Wiki  
Salvation Army Major Campbell Roberts (3)  
Samoan Leader Rev Lapana Faletolu  
Smacking Petition organiser Sheryl Savill  
South Auckland Caregivers Association chairwoman Allysa Carberry  
South Auckland Muslim Association President Haji Khan (4)  
Tasman Mayor Richard Kempthorne  
Te Manawa Women Living Free From Violence programme spokeswoman Deidre Cotton  
Te Roopu Whakaruruhau O Nga Wahine Maori service co-ordinator Julie Tukariri  
Te-Wainui-a-rua Toiroa June Rogan-Haami  
Te Whanau o Waipareira chief executive John Tamihere  
Te Wharekura o Manuwera Mahia Nathan  
UNICEF National Advocacy Manager Barbara Lambourn (3)  
United Future families spokeswoman Judy Turner  
United Future leader Peter Dunne  
Victim Support Wairarapa region Service Co-ordinator Susan Jackson  
Victoria University criminologist Dr Gabrielle Maxwell  
Violence Free Wairarapa co-ordinator Corrinne Oliver

Wairarapa Counselling Centre co-ordinator Lisa McDonald  
Waitakare City Mayor Bob Harvey  
Wairariki – Te Arawa Cissy Whakaue  
Wakatipu Abuse Prevention Network manager Tina Mongston  
Wanganui advocate for children’s rights Terry Sarten  
Welfare commentator Lindsay Mitchell  
Whangerei Mayo Stan Semenoff  
Women’s Refuge Christchurch manager Annette Gillespie  
Women’s Refuge Dunedin organiser Nancy Mihaka  
Women’s Refuge Gisborne co-ordinator Vi Pirini  
Women’s Refuge Nelson Berill Michelson  
Women’s Refuge Palmerston North co-ordinator Erena Craig  
Women’s Refuge Wairariki volunteer Bev

## **APPENDIX D – Comments from judges**

### **Pastor who belted niece discharged The Press 25 January 2008**

“In my view, perpetrators of violence should not have name suppression and the community at large has a right to know about cases involving discipline and violence between adults and children,” said the judge. Judge Noel Walsh

### **Children united to stop beatings. Violence ruled for 11 years Manawatu Standard 20 January 2008**

“Judge Garland said domestic violence could not be excused on cultural grounds. It was imperative that the court “spoke out” against domestic violence. Though the physical scars could heal, the emotional damage would last a lifetime, he said.” Judge Alistair Garland Palmerston North District Court

### **Jail for father who made daughters box Dominion Post 30 January 2008**

“There is clearly, in our community, an absolute no-hitting rule as far as children and young persons are concerned.” Judge Richard Watson, Napier District Court

### **Mother jailed for attack on girl The Press, 18 March 2008.**

“A mother of five has been jailed for three years after slamming her daughter’s face into the floor, leaving her with facial fractures... In a case a paediatrician described as the worst she had seen in professional practice, Taase Suaesi-Faamau, 37, was jailed for three years...”

“This sort of violence is abhorrent to all cultures,” the judge said. “Your culture is going to have to change because ours will not.” District Court Judge Stephen Erber (daughter aged 8)

### **“Discipline” with belt brings jail The Dominion Post, 9 February 2008**

“An Invercargill man who hit three children with a leather belt, and left one with severe bruising after hitting her with the leather buckle, was sentenced to 15 months jail yesterday.

“Judge Kevin Phillips said Johansen’s offending was serious and the violence was unacceptable.”

### **HB gets sky-high on meth. Violence flares as increasing numbers of families self-destruct on ‘P’, says judge. Front Page, Hawkes Bay Today, 8 March 2008**

### **Nine months jail for assault on son Weekend Press 16 February 2008**

“The judge said the case was not about child discipline, but rather the “unjustified, excessive and brutal force” used by Kevin Bishop, assisted by Barbara Bishop.” Judge Michael Crosbie.

## **APPENDIX E - Police Crime Statistics for 2007**

The 2007 police crime statistics were released on 2<sup>nd</sup> April 2007. While this date falls outside of the time period for this January-March 2008 Quarterly Media Analysis, the media attention given to the results is of interest to the Campaign for Action on Family Violence so a brief overview has been included in the appendix of this report.

Most of the stories in newspapers, radio and on television highlighted the rise in reported family violence offences, making the link that this was a positive reaction to the "It's not OK" campaign.

Many of the stories mentioned the Campaign for Action on Family Violence, and contained calls to action. Many also contained local statistics and local reaction to the national story, using local spokespeople.

If they had been assessed for media analysis, many of these stories would have been classed as positive in tone. Many contained key campaign messages, calls to action and localised reaction to the national statistics. A selection of these stories follows.