

QUARTERLY MEDIA ANALYSIS

OF

FAMILY VIOLENCE REPORTING

OCTOBER-DECEMBER 2007

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Social Development for the *Campaign for Action on Family Violence*

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Executive summary

This October-December 2007 Quarterly Media Analysis is the second quarterly analysis for the Campaign for Action on Family Violence. The Campaign was officially launched in September 2007.

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.

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 which aims to change the social climate tolerating New Zealand's high rate of domestic violence.

The results of the October-December 2007 Quarterly Media Analysis reflects a sustained and continued improvement in news reporting of family violence since media advocacy work began in 2006.

News stories are reporting the seriousness and prevalence of family violence in New Zealand. With many New Zealanders gaining their understanding of family violence from the media, this could be seen as a reflection of a trend towards family violence becoming unacceptable and intolerable to many people.

The October-December 2007 Quarterly Media Analysis report examines coverage of family violence in the news media 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, 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

- Media interest in family violence issues was sustained in the October-December 2007 quarter, following the official launch of the Campaign for Action on Family Violence in September.
- There were no 'high-profile' family violence cases during the October-December 2007 quarter. However, the high level of media coverage indicates family violence is seen as a serious social issue in its own right.
- 8.6% of stories were on the front page of a newspaper or the lead story on a radio or television news broadcast. Again, considering the lack of a fresh 'attention-grabbing' news story, this highlights the importance the media put on family violence issues.
- 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. 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 67.4%.
- Stories about smacking captured the interest of the media during the October-December 2007 quarter, making up 13% of total coverage.
- Stories specifically about family violence or preventing family violence made up 28% of the total coverage.
- Although the Campaign for Action on Family Violence was officially launched on 4th September 2007, it continued to attract significant media interest and was mentioned in nearly 20% of all family violence stories during October-December 2007.
- White Ribbon Day on 25th November attracted a high level of media interest. 3% of stories this quarter were about White Ribbon Day.
- Provincial media used White Ribbon Day to highlight anti-family violence initiatives at a local level, with many outlining events in their cities and towns.
- Nearly 30% (27.3%) of stories contained 'calls to action' against family violence.

MEDIA OUTLETS

- 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 170 articles, or 34%, stemming from these four publications.
- For broadcast media, the main radio news media outlets, Radio New Zealand and Newstalk ZB ran 53 family violence stories, or 10.6%, of the total.
- In the October-December 2007 quarter, provincial newspapers ran more family violence stories, with both the main metropolitan newspapers and main broadcast news media outlets down percentage-wise on the previous quarter.

STONE, MESSAGES AND MYTHS

- More than a quarter of all stories this quarter were assessed as being 'positive' in tone (up from around 20% last quarter). They strongly portrayed to the average reader that family violence is unacceptable.
- Just over 70% of family violence stories this quarter were either 'neutral' or 'negative' in tone (down from nearly 80% 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. Most fell under the theme of 'smacking'.
- Most stories (86%) this quarter contained a family violence message – up from 80% last quarter. This included acknowledging a family relationship or containing a family violence message.
- The number of stories the October-December 2007 quarter containing a family violence myth reduced to just over 20%, down from approximately 25% last quarter.

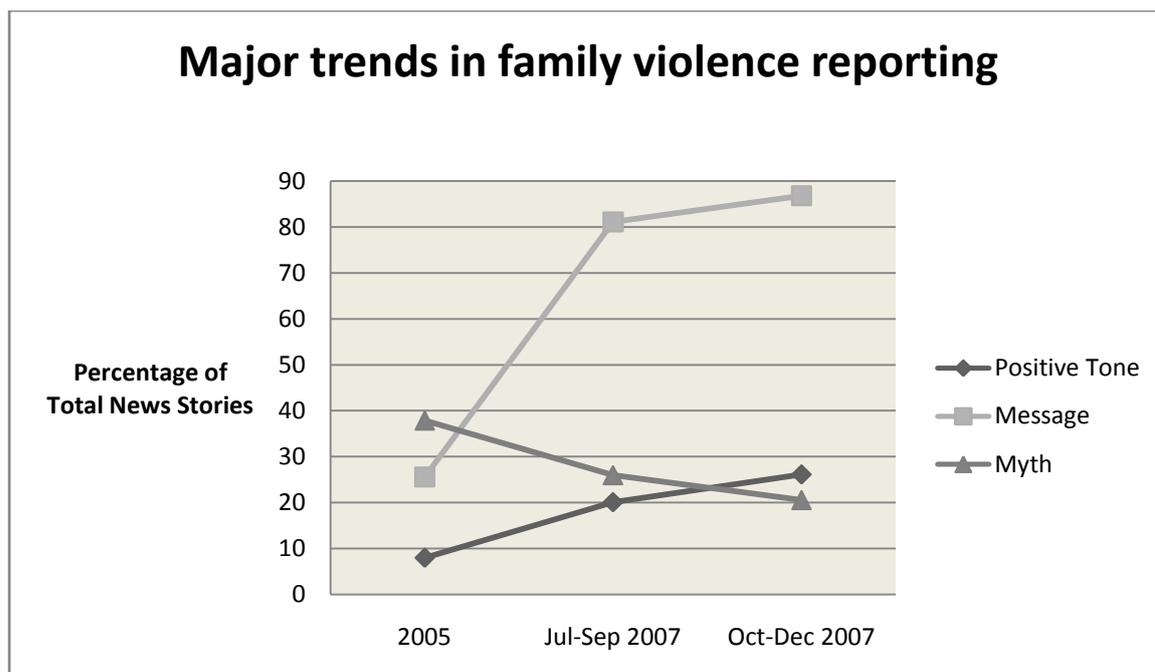


TABLE 1

Table 1 highlights some of the changes and trends seen in 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 (by approximately 60%) 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

- ‘Family violence’ is an accepted term used by reporters and spokespeople, and more commonly used than the term ‘domestic violence’.
- Family 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”.
- A family relationship in family violence stories was often highlighted in the headline.

- The length and quality of 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.
- The language used by reporters reflected society's condemnation of family violence and child abuse, calling levels 'alarming', 'frightening' and 'genocide'.

SPOKESPEOPLE

- In keeping with the trend seen in the July-September 2007, approximately a third of all family violence stories (33%) this quarter were from court or the police.
- The increased length, placement and quality of the court stories in this quarter would indicate that family violence issues are seen by the media as being of high public interest.
- Reporters in family violence court stories were increasingly graphic in their description of violence and injuries, and focused on family relationships. Reporters used the articles to censure adults who abused children.
- More than half of the stories from the police (33 of 63) contained a police spokesperson making a comment containing a message about family violence.
- Judges in several court cases this quarter were effective family violence advocates, as their condemnation of family violence while sentencing was often reported.

LOCALISATION

- 15% of all stories were local follow-ups to national stories (an increase on the previous July-September 2007 quarter of more than 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 October-December 2007 quarter, Simon Collins from the New Zealand Herald again wrote the most family violence stories, with a total of five by-lines.
- There were not as many stories with reporter by-lines this quarter.

Methodology

This Quarterly Media Analysis covers the three month period from October to December 2007. 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 40% of the articles supplied by the Ministry of Social Development were family or domestic violence-related. A total of 501 articles were classed as suitable for assessment for this October-December 2007 Quarterly Media Analysis.

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"> -Family Violence / Domestic Violence -Preventing Family Violence / Domestic Violence -Adult Murder / Homicide -Child Murder / Homicide -Child Abuse -Sexual Abuse -Child Sexual Abuse -Protection Orders -Elder Abuse -Caregiver Abuse -Smacking
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
Campaign Images	Does the article contain the Campaign for Action on Family Violence logo, photographs etc
Call to Action	Does the article call the community to action to fight family violence?
White Ribbon Day	Does the article mention White Ribbon Day?
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
New Zealand Herald	57	11.4%
Dominion Post	55	11%
The Press	35	7%
Radio New Zealand News	27	5.4%
Newstalk ZB	26	5.2%
Otago Daily Times	23	4.6%
Radio Live	21	4.2%
Nelson Mail	20	4%
Gisborne Herald	16	3.2%
Sunday Star Times	13	2.6%
Herald on Sunday	13	2.6%
Bay of Plenty Times	13	2.6%
Daily Post	12	2.4%
RNZ Morning Report	12	2.4%
Manawatu Standard	10	2%
Southland Times	10	2%
Daily News	10	2%
RNZ Checkpoint	10	2%
RNZ Waaeta News	10	2%

Hawkes Bay Today	7	1.4%
Northern Adovacate	7	1.4%
Timaru Herald	7	1.4%
Wanganui Chronicle	6	1.2%
Sunday News	6	1.2%
Marlborough Express	6	1.2%
NZ Truth	6	1.2%
Ashburton Guardian	6	1.2%
TVNZ One News	6	1.2%
Waikato Times	5	1%
TVNZ Te Karare	5	1%
Maori TV – Te Kaea	5	1%
TVNZ Breakfast News	4	0.8%
Wairarapa Times Age	4	0.8%
TVNZ One Tonight	3	0.6%
Three News	3	0.6%
Prime News	3	0.6%
RNZ Nine to Noon	3	0.6%
Dannevirke News	2	0.4%
The News Westport	2	0.4%
TVNZ Marae	2	0.4%
Three Nightline	2	0.4%
West Coast Times	2	0.4%
Levin Daily Chronicle	1	0.2%
TVNZ Midday	1	0.2%
RNZ Midday	1	0.2%

Newstalk Paul Holmes	1	0.2%
Newstalk Larry Williams	1	0.2%
Greymouth Evening Star	1	0.2%
Total	501	100%

TABLE 4

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 170 articles, or 34%, stemming from these four publications.

On broadcast media, the main radio news media outlets, Radio New Zealand and Newstalk ZB ran 53 family violence stories, or 10.6%, of the total.

However, the October-December 2007 quarter shows provincial newspapers are carrying more of the bulk of family violence stories, with both the main metropolitan newspapers and main broadcast news media outlets down percentage-wise on the previous quarter.

34 family violence-related stories appeared on television during the October – December quarter (6.78% of total coverage). The media outlets were TVNZ, TV3, Prime and Maori Television. Considering the lack of ‘high-profile’ family violence stories this quarter, the fact that this figure is only slightly down on the previous quarter shows that family violence stories are of high media and public interest.

Breakdown of Coverage by Type of News Story

TYPE	NUMBER OF STORIES	PERCENTAGE
News story	399	79.6%
Feature or extended broadcast interview	64	12.8%
Editorial	17	3.4%
Letter to the Editor	11	2.2%
Column	10	2%
Total	501	100%

TABLE 5

Table 5 shows the large majority (399 stories or 79.6%) of family violence stories during the October–December 2007 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 12.8% of the total (64 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 7.6% (38 stories) of the total. Again, this shows a high level of media and public interest in the topic of family violence.

Lead stories

FRONT PAGE ARTICLES OR LEAD BROADCAST STORIES

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 '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 media regard the issue of family violence as one of high public interest.

Themes

All the articles in the October-December 2007 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
Child Abuse	153	30.5%
Family Violence/ Domestic Violence	97	19.4%
Child Murder / Homicide	81	16.2%
Smacking	65	13%
Preventing Family Violence	45	9%
Child Sexual Abuse	39	7.7%
Protection Orders	14	2.8%
Adult Murder / Homicide	3	0.6%
Sexual Abuse	2	0.4%
Elder Abuse	2	0.4%
Caregiver Abuse	0	0%
Total	501	100%

TABLE 6

More than half the family violence stories in the October-December 2007 quarter were about children. 54.4% of stories were about child abuse, child murder/homicide or child sexual abuse.

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 67.4%.

Stories specifically about family violence or preventing family violence made up nearly 30% of the coverage.

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.

CHILD ABUSE

Stories about child abuse were the most prominent in the October-December 2007 quarter, making up 30.5% of the total coverage (153 stories).

Child abuse was an issue of high media interest during this analysis period.

One noticeable trend to occur in the October-December 2007 quarter was seen in court stories. They were increasingly graphic in their description of violence and injuries, and focused on family relationships.

Reporters used the articles to censure adults who abused children, with many publishing censorious comments from the Judge or prosecution.

Most court stories were stand-alone, well-placed and of increased length. Instead of being included in news briefs or all-inclusive court report lists, most were separate articles.

Most child abuse stories had large headlines which stated the family relationship.

Another noticeable emerging trend is that victims are increasingly becoming an important part of news stories. Often the impact of abuse on the victims was included in stories, especially in court reporting.

Solo dad guilty of bashing baby son 6 October 2007 front page
Manawatu Standard

Father 'attacked son with boots and wood' 24 October 2007
Dominion Post

Mother gets 200 hours for neglecting kids 5 November 2007
Dominion Post

Mum convicted for punching young son 19 December 2007
Nelson Mail

Assault on son brings jail term
20 October 2007 Weekend Press
"A father who repeatedly dropped, slapped and punched his two-year-old son as part of supposed discipline, and also attacked his partner and a second boy, is behind bars."

Kids feel safer without mum. Court hears impact of drunken beatings 15 November 2007
"Some of Philamaina Bristow's children say they have never been so happy. They finally feel safe now they have escaped the beatings they used to receive from their drunken mother."

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

- the future of Qian Xun Xue (Little Pumpkin)
- stories about a 14-year old Wainuiomata girl nearly killed during an exorcism

There was no new high-profile child abuse story during the October-December 2007, but the variety of court and community stories published and broadcast during this time highlighted what a community and social concern the issue of child abuse has become to many New Zealanders.

FAMILY VIOLENCE / DOMESTIC VIOLENCE

97 stories, or 19.4% of the coverage, fell under the theme of family violence or domestic violence.

The theme of family violence/domestic violence remained in the media spotlight in the October-December 2007 quarter, with the release of police crime statistics.

Nationwide, police family spokespeople in many different regions used the statistics to speak out about family violence, acknowledging that the national police policy of targeting family violence contributed to a rise in violence offences.

The Nelson Mail ran weekly reports on domestic violence complaint numbers.

Again, the trend to bigger and more graphic court stories was highlighted in this theme.

One story in particular talks about the “climate” in relation to family violence incidents, with diversion unacceptable to the community.

The sense of family violence being unacceptable comes though in many stories in this quarterly period, with one judge describing domestic violence as ‘the scourge of society’ when a woman withdrew her evidence against a partner.

Also, the Daily Post spoke about “our domestic violence shame” which indicates community ownership of the problem.

Paediatrician slams culture of secrecy 15 November 2007

Northern Advocate

“In almost all cases the families gather to protect the adult perpetrator rather than speaking up for the child. On a daily basis I feel we are failing many children.” Dr Patrick Kelly

Campaigns prompt more reports, police NZ Herald 2 October 2007

Domestic violence complaints up

5 November 2007 Nelson Mail

“Senior Sergeant Ross Lienert, the Tasman police district family violence coordinator, said police believed more people were contacting police about domestic violence, rather than an increase in action. That was likely due to an anti-family violence campaign launched about two months ago”.

Beating was ‘only knowledge of discipline’ 1 November 2007

Waikato Times

“Ms Palmer said police had considered offering Leavasa diversion “but given the climate in relation to this kind of offence” the offer was not made.”

Bash case dropped. Judge describes domestic violence as the scourge of society 21

November 2007 Daily News.

Our domestic violence shame. Rotorua women hire

bodyguards. Front page 1

December 2007 Daily Post

In line with other court trends, many family violence court stories also reported the impact of violence on victims, what actually happened during the violent event and the family's history of violence. In the case of the father who stabbed his three children, the story also included a box of numbers and help-lines for other victims of family violence.

Another trend was the impression coming through media reports that the problem of family violence can be solved. One example of this is a feature in the Dominion Post which looked at families breaking the cycle of abuse.

There were several different stories from Women's Refuge in this quarter which were picked up nationally. They focussed on funding fears because of increased referrals from the Campaign, reports of partners of violent men moving out of home before major rugby games, and Christmas stories. Many of the Christmas stories contained messages and calls to action when other sources such as the police were quoted.

The media reported on a 'new type of family violence' after reports of parents in the Bay of Plenty living in fear of violence from their children.

The Sunday Star Times ran a story about men being the hidden victims of domestic violence, after the newspaper conducted a poll. This story, which was not supported by any other research, was not picked up by other media.

CHILD MURDER / HOMICIDE

81 stories, or 16.2%, were about child murder/homicide.

Stories about the deaths of children were the third most reported family violence issue this quarter.

While there were no new high-profile child deaths reported in the media during this time, there was a lot of media interest in court cases of previous child deaths, especially depositions hearings for those accused in relation to the deaths of Nia Glassie and the Kahui twins.

Children safe from father for 10 years 13 December 2007
Dominion Post

"The mother of three children who nearly died when they were stabbed by their father is relieved they can now grow up without fear of his return for at least 10 years."

Back from the brink. How two families broke the cycle of violence 6 October 2007
Dominion Post

No room at refuge. Funds cut, more violence the cause. 8 October 2007 The Press

Police go all out on family violence front page Southland Times 26 December 2007

Parents live in fear of their children 29 November 2007 NZ Herald

"Frightened parents are taking out protection orders against their children after being threatened with knives or assaulted as a new type of family violence emerges."

The hidden victims of domestic violence: Men 2 December 2007
Sunday Star Times

Court told of grandfather's abuse 18 December 2007 NZ Herald

"I accept I've smacked the kids, including Nia, but mostly the two big girls. But Nia only got a smack or pull in the ear, a boot, but not chucked against the wall or anything like that." William Curtis in the Rotorua District Court

Foster mum faces trial over Bay tot's death. Toddler died from violent shaking, say experts. 19 October 2007. Front Page Bay of Plenty Times

Other court cases during this quarterly period include:

- Western Bay foster mother accused of murdering a 14-month old toddler Melissa Sale in Jan 2006.
- The death of Sasha Haddock-Woodcock
- Sentencing of Otago University student who gave birth in toilet and threw baby out the window
- Murder trial of Michael John Curran charged with murdering 2-and-a-half year old Aaliyah Morrisey (classed as family violence as he had a relationship with Aaliyah's mother).
- person charged with murder after death of 16-month old Sachin Dhani in June 2007.

The launch of a book called *Lives Cut Short: Child Death by Maltreatment* in December attracted nationwide media interest. It also prompted many calls to action to fight New Zealand's child abuse problem in follow-up stories.

SMACKING

65 stories (13% of the coverage) were about smacking.

Stories about smacking captured the interest of the media during the October-December 2007 quarter.

Most of the news stories were obviously biased either for or against the legislation. In most cases reporters called it the 'anti-smacking' law and called it 'controversial'.

Many of the stories assessed as 'negative' in tone stemmed from this issue, as they failed to highlight to the average reader that family violence is not OK. Stories were also classed as 'negative' in tone if they were obviously opposed to the legislation.

A story from the police showing that there has not been an increase in assault charges because of the new law captured the interest of the media nationwide.

PREVENTING FAMILY VIOLENCE

45 stories, or 9% of the total coverage, fell under the theme Preventing Family Violence.

Most of the stories in this category, because of their

Father held responsible for abuse front page Waikato Times 7 December 2007

Student gets work term for death of her baby 12 December 2007 NZ Herald

Child Homicide. One in four victims under one 6 December 2007, The Press

Parents carry out 54pc of child killings 6 December 2007 Nelson Mail

School dubs mum to CYF for smacking son's hand front page Sunday Star Times 28 October 2007

Three smacks and he's 'guilty' 22 November 2007 Dominion Post

Don't touch that child, you'll end up in court. Editorial 23 November 2007 Ashburton Guardian. "And it is just one more example of nanny-state attempting to create a dumbed down, one rule fits all kind of society where thinking and commonsense are not encouraged."

Anti-smacking law predictions proved wrong NZ Herald 15 November 2007

Kiwi legend reveals why he's put weight behind 'not ok' campaign. Home life is a muss. 7 October 2007 Sunday News (Ruben Wiki)

nature, were positive in tone and contained messages that family violence is not OK. Many also called the community to action to fight against child abuse.

A hui on Maori child abuse attracted the interest of the media – especially broadcast media. Most of the television stories on Maori media stemmed from the hui.

The Gisborne Herald ran a series of anti-family violence stories at the end of October.

The much publicised parliamentary incident between MP Trevor Mallard and MP Tau Henare attracted sustained national media interest. While not strictly a family violence story the timing of the incident meant the campaign message “It’s Not OK” was used many times in the stories. However, the media did question whether or not the fight had undermined the campaign.

White Ribbon Day on 25th November attracted a high level of media interest. The Herald on Sunday ran a double page spread the week before White Ribbon Day.

Provincial media used White Ribbon Day to highlight anti-family violence initiatives at a local level, with many outlining events in their cities and towns. 3% of stories were about White Ribbon Day.

The language used in many of the stories in this category reflected society’s condemnation of family violence and child abuse, calling levels ‘alarming’, ‘frightening’ and genocide.

There were many stories about youth violence during the October-December 2007 quarter, but only one during this period made the link between youth violence and family violence, with a judge saying violent youths often witnessed family violence.

Summit called on ‘genocide’ of Maori kids 23 October 2007
Dominion Post

High-profile trust tackles child abuse among Maori 29 October 2007
NZ Herald

Men have to stop shifting blame. More help needed for those with violence issues. 27 October 2007
Gisborne Herald.

Fears fight has undermined campaign 26 October 2007
The Press

Violence not OK, MPs told
November 2007
The Press

White Ribbons. RED RAGE. Next Sunday marks White Ribbon Day, an international protest against violence on women and children. Eugene Bingham looks into the psychology of men who beat and kill defenceless babies, and finds they often depersonalise their victims, much like soldiers during the war. ...” Herald on Sunday 18 November 2007.

“Manawatu men will be out in force this week as part of a campaign to raise awareness of the alarming rate of family violence in the region.” 22 November 2007
Manawatu Standard

Youth justice needs work, says judge Front page Wanganui Chronicle 18 October 2007

CHILD SEXUAL ABUSE

39 of the 561 articles assessed, or 7.7% of the total coverage, covered the issue of child sexual abuse

Sexual abuse of children was an issue of media interest this quarter.

The New Zealand Violence Against Women study survey, which found one in four New Zealand girls under 15 are sexually abused, attract much media interest, with many calls to stop the cycle of abuse.

A case of a 12 year old girl becoming a mother attracted media interest with the Commissioner for Children Cindy Kiro calling for people to speak up against child abuse

Father accused of rape over seven years 2 October 2007
Dominion Post

Maori girls suffer 'horrific' rate of abuse front page NZ Herald 25 October 2007

Wyndham man jailed for raping stepchild 16 November 2007
Southland Times

Pregnant at 11, mother at 12 20 November 2007 NZ Herald

PROTECTION ORDERS

14 articles (2.8% of the total number of stories) were about protection orders.

Some of the stories themed around protection orders highlighted the media's shift to finding domestic violence an unacceptable New Zealand problem. Reporters used 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".

This use of unattributed language shows the growing acceptance of family/domestic violence as a social problem.

In other cases, stories about breaches of protection orders are now seen in stand-alone news stories, rather than just mentions in court briefs.

Home Violence – Key pledges tougher action 2 November 2007
front page NZ Herald
"National promises to give police the power to issue temporary, on the spot domestic violence protection orders in a bid to improve New Zealand's poor record on abuse in the home."

DOMESTIC VIOLENCE Police will be able to evict offenders 16 December Sunday Star Times
"The police are set to be given new powers to issue on-the-spot protection orders for suspected victims of domestic violence, in a bid to tackle the country's rising family violence rates."

Repeated breaches of protection, court told. Man faces 23 charges 16 October 2007
Otago Daily Times

ADULT MURDER / HOMICIDE

3 stories, or 0.6% of the total coverage, were about adult murder or homicide.

SEXUAL ABUSE

Two stories (0.4% of the total coverage) were classified as being under the theme of sexual abuse.

Man accused of partner's 'vicious' rape 3 December 2007
Daily Post
"A man accused of a vicious domestic violence attack has been charged with beating and raping his former partner and was to appear in the Taupo District Court today"

ELDER ABUSE

Only two articles (0.4% of total coverage) in the three month sample was about elder abuse.

CAREGIVER ABUSE

There were no stories about caregiver abuse in the media analysed this quarter.

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

TO NE	NUMBER OF STORIES	PERCENTAGE
Positive	131	26.1%
Negative	18	3.6%
Neutral	352	70.3%
Total	501	100%

TABLE 7

Table 7 shows just over one quarter of all stories (26.1%) were positive in tone, meaning they strongly portrayed to the average reader that family violence is not acceptable. The majority of stories (70.3%) were neutral in their overall tone, but many did contain family violence messages. Most of the stories which were negative in their tone were about the topic of 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	435	86.8%
No	66	13.2%
Total	501	100%

TABLE 8

Table 8 shows that more than 86% of stories contained a family violence message.

Many of the stories in the October–December 2007 period were classed as containing a family violence message because the stories contained an acknowledgement 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	103	20.6%
No	398	79.4%
Total	501	100%

TABLE 9

Table 9 shows just over one fifth of the stories assessed in the October-December 2007 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 4th September 2007. Stories during the October-December 2007 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	98	19.6%
No	403	80.4%
Total	501	100%

TABLE 11

In the quarterly period from October – December 2007 there were 501 family violence-related stories in the media. Nearly 20% of them (or 98 stories) named the Campaign for Action on Family Violence or contained a key Campaign message.

No stories assessed during this period contained the Campaign logo in a photograph.

Spokespeople

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

The number of stories sourced from the 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 spokespersons can be found in Appendix C on page 51.

Breakdown of Spokesperson or Source of Story

Spokesperson/Source	Number of Stories	Percentage
Court	102	20.4%
Police	63	12.6%
Other	336	67%
Total	501	100%

TABLE 11

Just under a third of all family violence stories in the October-December 2007 period were sourced from court or the police (33% or 165 stories).

While it could appear that family violence stories from these sources are reactive, the length and quality of the court stories in this quarter, and the graphic language used to describe family violence by reporters, would indicate that family violence issues are of high public interest.

More than half of the stories from the police (33 of 63) contained a police spokesperson making a comment containing a message about family violence.

Family violence experts, politicians, academics and community groups were often used as spokespersons in family violence stories during the three month period.

The following people were prominent spokespeople in family violence stories during the October-December 2007 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, Green Party MP Sue Bradford and Women's Refuge CEO Heather Henare who were the most quoted spokespeople on family violence issues this quarter.

Most quoted spokespeople October-December 2007

Auckland Rape Prevention Education director Dr Kim McGregor (6)
Barnardos acting chief executive Peter Gerrie (3)
Cambridge Middle School Principal Ross Tyson (3)
Child Abuse Campaigner Parani Howes (3)
Child Youth and Family spokesperson (4)
Child Youth and Family foster parent (4)
Children's Commissioner Cindy Kiro (13)
Family First national director Bob McCoskrie (18)
Family First co-leader Richard Lewis (3)
Green Party MP Sue Bradford (16)
Lives Cut Short: Child Death by Maltreatment author Mike Doolan (5)
Lives Cut Short: Child Death by Maltreatment author Marie Connolly (4)
Maori – Child Abuse Summit and Anglican Minister Dr Hone Kaa (6)
Maori – Child Abuse Summit Project co-ordinator Anton Blank (3)
Maori child abuse summit – Health campaigner Titewhai Harawira (3)
Maori Trust Te Kahui Manaaki Tamariki – Paora Maxwell (3)
MSD Campaign for Action on Family Violence spokesperson (3)
MSD Chief Executive Peter Hughes (3)
National Collective for Independent Women's Refuges spokeswoman Catherine Delore (5)
National Collective for Independent Women's Refuges CEO Heather Henare (13)
National MP Katherine Rich (3)
National Network for Stopping Violence Services national co-manager Brian Gardner (4)
NZ Violence Against Women study author Janet Fanslow (4)
Police – Deputy Commissioner Rob Pope (4)
Prime Minister Helen Clark (4)
Qian Xun Xue's grandmother Xiaoping Liu (4)
Qian Xun Xue's half sister Grace Xue (5)
Social Development and Education Minister Ruth Dyson (7)

Localisation

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

In the October-December 2007 time period nearly 15% of all stories were local follow-ups or local angles to national stories (75 stories out of 501).

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

Call to action

A tally was kept in the October-December 2007 quarter of 'calls to action'. This was not done in the previous quarter.

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 October-December 2007 quarter nearly 30% of all stories contained a call to action (137 out of 501 stories). This 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 October-December 2007 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 of total media coverage
Radio New Zealand	63	12.6%
Newstalk ZB	28	5.6%
TVNZ	21	4.2%
Radio Live	21	4.2%
TV3	5	1%
Maori TV	5	1%
Prime	3	0.5%
Total	146	29.1%

TABLE 12

The issue of family violence was of high interest to broadcast media in the October-December 2007 quarter, with nearly 30% of all coverage stemming from radio or television.

Radio New Zealand was again the broadcast media outlet to significantly show the most interest in family violence stories, running 63 stories in total, or 12.6% of the total coverage.

Detailed Breakdown of Broadcast Media Programmes

Source	Number of Stories	Percentage of total coverage
<u>Radio New Zealand</u>	<u>63</u>	<u>12.6%</u>
RNZ News	27	5.4%
Morning Report	12	2.4%
Checkpoint	10	2%
Waatea Maori News	10	2%
Nine to Noon	3	0.6%
Midday Report	1	0.2%
<u>Newstalk ZB</u>	<u>28</u>	<u>5.6%</u>
Newstalk ZB News	26	0.2%
Paul Holmes Breakfast	1	0.2%
Larry Williams Show	1	0.2%
<u>TVNZ</u>	<u>21</u>	<u>4.2%</u>
One News	6	1.2%
Te Karere	5	1%
Breakfast	4	0.8%
Tonight	3	0.6%
Marae	2	0.4%
Midday	1	0.2%
<u>Radio Live</u>	<u>21</u>	<u>4.2%</u>
<u>TV3</u>	<u>5</u>	<u>1%</u>
3 News	3	0.6%

Nightline	2	0.4%
<u>Maori TV</u>	<u>5</u>	<u>1%</u>
<u>Prime</u>	<u>3</u>	<u>0.6%</u>
<i>Total</i>	146	29.1%

TABLE 13

Table 13 shows a detailed breakdown of broadcast media programmes. Radio New Zealand News, Newstalk ZB News and Radio Live showed a high level of interest in family violence stories.

During the October-December 2007 period assessed there were 34 family violence news items shown on television (TVNZ, TV3, Prime and Maori Television) which highlights a high level of media interest in the issue, particularly as there was no 'high-profile' news event during this three month period.

Maori media

In the October-December 2007 quarterly period, 17 stories, or 3.4% of the total, stemmed from specialist Maori Media. 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
Radio New Zealand Waatea Maori News	10	2%
TVNZ - Marae	2	0.4%
Maori TV	5	1%
Total	17	3.4%

TABLE 14

Table 14 shows 3.4% of the total media coverage of family violence was on Maori Media.

Maori Media showed interest in the Maori hui to stop child abuse, and most of the news stories assessed were about this topic.

Reporters

A full list of reporters covering family violence stories is listed in Appendix A on page 48.

Simon Collins from the New Zealand Herald again wrote the most family violence stories with by-lines, with a total of 5.

The number of stories containing a reporter's by-line was not as high in October-December 2007 as the previous quarter, perhaps reflecting the lack of high-profile family violence stories.

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 (3)

DOMINION POST

Emily Watt (4)

Kim Ruscoe (3)

GISBORNE HERALD

Nicola Brennan (4)

HERALD ON SUNDAY

Stephen Cook (3)

MANAWATU STANDARD

Alister Browne (3)

NELSON MAIL

Kiran Chug (3)

NZ HERALD

Andrew Koubaridis (3)

Juliet Rowan (4)

Simon Collins (5)

RADIO NZ

Richard Pamatatau (3)

SUNDAY STAR TIMES

Ruth Laugesen (3)

TVNZ – TE KARARE

Kingi Kiriona (3)

Comparisons with previous media reports

Some of the main results from the October-December 2007 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.

Family Violence Reporting Comparisons

2005	July – September 2007	October-November 2007
The three month sample period from 2005 was described as reactive , 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.
The tone 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, but many did contain family violence messages.
Nearly three-quarters of all articles, or nearly 75% of coverage, contained no message about family violence. The story did not	More than 80% of stories contained a family violence message. Many stories during this period were classed as containing a	Most stories assessed in this quarter contained a family violence message (86%). This included acknowledging a family relationship or

acknowledge the incident was family violence, had no up-to-date family violence statistic or contained no message saying family violence is not okay.	family violence message because the stories contained an acknowledgement an incident was family violence-related.	containing a family violence message.
Nearly 40% of the articles contained a myth 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.	Just over one quarter of all family violence stories assessed in the July-September 2007 quarter contained a commonly-held myth about family violence.	The number of stories containing family violence myths reduced during this period to just over 20%.
National stories were not followed up at a local level.	Nearly 10% of all stories in July-September 2007 were local follow-ups to national stories.	15% of all stories were local follow-ups or angles to national stories.
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.	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.	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.
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.
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'.

<p>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.</p>	<p>A sense of community outrage was observed in the stories, with reporters describing child abuse with words like "terrifying", 'horrific' and 'terrible'</p>	<p>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".</p>
<p>New Zealand's four major metropolitan newspapers accounted for more than half (52.2%) of the total coverage of family violence stories.</p>	<p>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.</p>	<p>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.</p>
<p>Nearly half of all family violence stories (47.5%) were about a murder or homicide.</p>	<p>More than half of all family violence stories assessed (51.9%) were about children (child abuse, child murder/homicide and child sexual abuse).</p>	<p>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. 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 67.4%.</p>

TABLE 15

Community newspapers

For the purposes of this media analysis, community newspaper stories were not collated and assessed, however their headlines and sources are listed below.

Of interest is the high number of family violence stories in the October-November 2007 media analysis period – 60 community newspaper stories compared with 25 in the July-September 2007 quarter.

It is worth noting that the majority of these stories followed up from the launch of the Campaign for Action on Family Violence, or were about White Ribbon Day.

Many of these stories 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

<i>HEADLINE</i>	<i>SOURCE</i>
Local domestic violence, child abuse on the rise	Ashburton’s The Courier, 2 October 2007
Bay social workers in high spirits	Whakatane Beacon, 2 October 2007
Help with being the ‘best parent you can’	Marlborough Midweek, 3 October 2007
Igniting Change	Star-Midweek, 03 October 2007
Anti-violence message is having effect	The Ensign, 5 October 2007
Social workers focus on positives	North Shore Times, 9 October 2007
Hope reigns supreme for social workers	Northern News, 10 October 2007
Child abuse forum	Hamilton Press, 10 October 2007
Domestic violence surge after rugby loss catches cops on hop	Howick Pakuranga Times, 11 October 2007

Child abuse forum on	Hamilton This Week, 11 October 2007
Traders back violence stand	Central Leader, 12 October 2007
Child abuse forum	Hamilton Press, 17 October 2007
The violence continues	Eastern Courier, 17 October 2007
Kicking family violence to the kerb with printed rubbish bags	Auckland – West, 17 October 2007
Tom Scott and Positive Fatherhood	Opunake & Coastal News, 18 October 2007
Lobby groups fired up	Challenge Weekly, 22 October 2007
Rotary shares fight against family violence	Hutt News, 23 October 2007
Somalis tackle home violence	Central Leader, 24 October 2007
Mayor lends voice for community course	Wairarapa News, 25 October 2007
Maz, Haimona fronting campaign	Gisborne Herald Bulletin, 25 October 2007
Violent crime increases	Rodney Times, 25 October 2007
White ribbon campaign a joint effort to end violence	East & Bays Courier, 26 October 2007
Condescending commercials	The Tribune, 28 October 2007
What about the children	Wairarapa Midweek, 30 October 2007
Raising Grandkids	Citylife – South & East, 30 October 2007
Visiting bus spreads anti-violence message	Franklin County News, 30 October 2007
A right to live without violence	Papakura Courier, 31 October 2007
Hibiscus grandparents step into nurturing role	Hibiscusmatters, October 2007
Violence-busters hit the road	Manakau Courier, 1 November 2007
Just what is family violence?	Fielding Herald, 1 November 2007
Breakfast event tackles violence	Eastern Courier, 2 November 2007
Forum to share on woman’s story of domestic violence	Hauraki Herald, 2 November 2007
The reality of the anti-smacking bill	Kapi Mana News, 6 November 2007

Middlemore staff may get training to identify abuse	Howick & Botany Times, 7 November 2007
Spotlight on family violence. Lifting veil on hidden crisis	Howick & Botany Times, 7 November 2007
Chance for dads to say 'thanks'	CityLife Porirua, 8 November 2007
Public help police to locate man	Whangerei Leader, 13 November 2007
Elder abuse in the spotlight	Marlborough Midweek, 14 November 2007
East Auckland resists family violence message	Howick & Botany Times, 14 November 2007
Coasters say 'no' to violence	West Coast Messenger, 14 November 2007
Hidden abuse hurts	The Mirror – Queenstown, 14 November 2007
Anti violence campaign starts to show results	Kaikoura Star, 14 November 2007
Child abuse prevention	The Leader (Nelson)m 15 November 2007
Unmasking violence	The Wellingtonian, 22 November 2007
It's illegal	Northland Age, 22 November 2007
Opinion – Litea Ah Hoi	CityLife Porirua, 22 November 2007
Achieving a dream	East & Bays Courier, 23 November 2007
Appeal targets empty tums	Taupo Times, 27 November 2007
Family fun in the park	Franklin County News, 27 November 2007
Background on Strong Pacific Families week	Kapi Mana News, 27 November 2007
Taking a stand against violence	Kapiti News, 28 November 2007
No to violence	Southland Express, 29 November 2007
Abused men need aid	Taupo Times, 30 November 2007
Anti-violence campaign having significant impact	Howick & Botany Times, 5 December 2007
Abuse turnout saddens	CityLife North, 5 December 2007
Waitaki Herald	Waitaki Herald, 5 December 2007
Grandparents trust tackles child abuse	North Shore Times, 6 December 2007

Community joins family violence fight	Manakau Courier, 6 December 2007
New facility to fill void of Totara House	South Taranaki Star, 6 December 2007
It's OK to smack	Northland Age, 6 December 2007
Learning love after violence	Eastern Bay News, 6 December 2007
Battle on home front	East & Bays Courier, 12 December 2007
Preparing for battle	Northern Outlook, 22 December 2007
Festive alert over tide of violence	Whakatane Beacon, 26 December 2007
'Tis the season for domestic violence	Fielding Herald, 27 December 2007
Family VIOLENCE is just not okay	Hauraki Herald, 28 December 2007

TABLE 16

Magazines

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

Family Violence Articles in Magazines

<i>ARTICLE TITLE</i>	<i>PUBLICATION</i>
United We Stand. Ngati's legacy lives on	NZ Women's Weekly, 1 October 2007
DSAC throws line to GPs at sea	NZ Doctor, 10 October 2007
Domestic violence laws need better enforcement, report	Independent Financial Review, 3 October 2007
How could someone abuse a child?	Best of New Zealand, November 2007
It's not OK	Mana, 1 November 2007
Keep elder abuse on the radar	NZ Doctor, 7 November 2007
The Interview. Nigel Latta	Listener, 01 December 2007
Male Bashing	Listener, 8 December 2007
A new tool to help NZers recognise and act on child abuse	Education Weekly, 17 December 2007
Family violence- it's not OK	SPANZ, 25 December 2007
Church takes stand against family violence	SPANZ, 25 December 2007

TABLE 17

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SPEAK UP – USE THE MEDIA TO PREVENT FAMILY VIOLENCE By Stephanie Edmond

PUTTING FAMILY VIOLENCE IN PERSPECTIVE – A PROJECT TO PROMOTE BETTER NEWS REPORTING OF FAMILY VIOLENCE IN THE NEW ZEALAND MEDIA By Stephanie Edmond and Sheryl Hann

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>ASHBURTON GUARDIAN</u>	Emily Watt (4)	Caitlyn McKay
Anna Maynard	Jenny Ling	Christian Bonnevie (2)
Erin Bishop	Kerry Williamson	Grant Miller
<u>BAY OF PLENTY TIMES</u>	Kim Ruscoe (3)	<u>MAORI TV – TE KAEA</u>
Carly Udy (2)	Lane Nichols	Andrew Robb
Joel Ford	Mike Watson	Piripi Taylor (2)
Sandra Conchie	Nikki MacDonald	<u>NELSON MAIL</u>
<u>DAILY NEWS</u>	Sally Kidson	Josh Reich
Glenn McLean (2)	Tanya Katterns (2)	Kiran Chug (3)
Leighton Keith	<u>GISBORNE HERALD</u>	Tracy Neal
Lyn Humphreys	Nicola Brennan (4)	<u>NZ HERALD</u>
<u>DAILY POST</u>	Sophie Rushworth (2)	Andrew Koubaridis (3)
Abigail Caspari	<u>GREYMOUTH EVENING STAR</u>	Beck Vass
Cherie Taylor	Neale McMillan	David Eames
Glenn McLean	<u>HAWKES BAY TODAY</u>	Derek Cheng
Jayne Hulbert	Lawrence Gullery	Elizabeth Binning (2)
Kelly Makiha (3)	<u>HERALD ON SUNDAY</u>	James Ihaka
Kristin MacFarlane	Eugene Bingham	Juliet Rowan (4)
<u>DANNEVIRKE NEWS</u>	Portia Mao	Maggie McNaughton
Wendy Lanauze	Stephen Cook (3)	Mike Houlahan
<u>DOMINION POST</u>	<u>MANAWATU STANDARD</u>	Paula Oliver
Britton Broun	Alister Browne (3)	Simon Collins (5)
Dave Burgess		Simon O'Rourke (2)

Yvonne Tahana (2)	Richard Pamatatau (3)	Michael Field
<u>NZ TRUTH</u>	<u>RNZ WAATEA NEWS</u>	Phil Hamilton (2)
John Landrigan	Eru Rerekura	Tracy Watkins
<u>NORTHERN ADVOCATE</u>	<u>SOUTHLAND TIMES</u>	<u>THREE NEWS</u>
Annette Lamby	Emily Watt	Amanda Gillies
Glen Prentice	Evan Harding	Melissa Davies
Kristin Edge	Jared Morgan (2)	Reon Suddaby
Saskia Konynenburg	<u>SUNDAY NEWS</u>	<u>TIMARU HERALD</u>
<u>OTAGO DAILY TIMES</u>	Lee Umbers	Tracey Chatterton
Craig Borley	Tony Stickley	<u>TVNZ ONE NEWS</u>
Debbie Porteus	<u>SUNDAY STAR TIMES</u>	Hannah Ockleford
Elspeth McLean	Emma Page	Mark Crysell
Glenn Conway	Esther Harward	Simon Bradwell
Rebecca Fox	Leigh van der Stoep	Tini Molyneux
Sarah Harvey (2)	Ruth Laugesen (3)	<u>TVNZ – TE KARARE</u>
<u>PRIME NEWS</u>	<u>THE PRESS</u>	Hirini Henare
Sarah Batley	David Williams	Kingi Kiriona (3)
<u>RADIO NZ</u>	Dean Calcott (2)	<u>WAIKATO TIMES</u>
Cherie McQuilkan	Giles Brown (2)	Aaron Learman
David Reid	Helen Murdoch (2)	Michael Cummings (2)
Eric Frykberg	Jo McKenzie-McLean (2)	<u>WANGANUI CHRONICLE</u>
Matthew Farrell	John Hartevelt	Merania Karauria
Monique Devereux	John Henzell	Nichola Lobban
Natalie Mankelow	Katie Wylie (2)	
Penny Smith (2)	Lane Nichols	

APPENDIX B List of Tables

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Table 12	Breakdown of broadcast media
Table 13	Detailed breakdown of broadcast media programmes
Table 14	Detailed breakdown of Maori media
Table 15	Family violence reporting comparisons
Table 16	Family violence articles in community newspapers
Table 17	Family violence articles in magazines

APPENDIX C – List of Family Violence story spokespeople

Abuse Intervention Programme Hamilton co-ordinator Lila Jones
Act deputy leader Heather Roy
Action on Elder Abuse Felicity McLennan
Amokura – Di Grennell
Anti-Smacking Law opponent Larry Baldcock
Ashburton Families Without Violence collaboration chair Kevin Clifford
Auckland Civil Liberties chairman Barry Wilson (2)
Auckland District Health Board Naida Glavich
Auckland mother Tanya Finlay (2)
Auckland Rape Prevention Education director Dr Kim McGregor (6)
Auckland Sexual Abuse Help clinical manager Kathryn McPhillips
Auckland SPCA chief executive Bob Kerridge
Auckland Women’s Centre Annalise Myers
Author Diane Levy
Barnardos acting chief executive Peter Gerrie (3)
Bay of Plenty family violence/child protection co-ordinator Raewyn Lucas
Bay of Plenty Otumoetai School Principal Dave Randell
Bay of Plenty/Waikato District Law Society President Jonathan Temm
Cambridge Middle School Principal Ross Tyson (3)
Campaign for Action on Family Violence tv ad – Ruben Wiki
Campaign for Action on Family Violence tv ad – Haimona Ngatai
Campaign for Action on Family Violence – Maz Quinn
Canterbury University Researcher Lianne Woodward
Cheviot Area School Principal Colin Readman
Child Abuse Campaigner Parani Howes (3)
Child Youth and Family chief social worker Marie Connelly (2)
Child Youth and Family spokesperson (4)
Child Youth and Family southern regional director John Henderson
Child Youth and Family foster parent (4)
Children’s Commissioner Cindy Kiro (13)
Children’s Commissioner’s Office Mereana Ruri
Chris Kahui’s lawyer Lorraine Smith

Christchurch child discipline study author Prof Lianne Woodward
Christchurch Women's Refuge manager Annette Gillespie (2)
Corrections – Wgtn Prison Manager Dunn Kaiwai
Country Musician Jodi Vaughan
Court – Judge John Cadenhead
Court – Justice John Wild (2)
Court – Judge Rob Murfitt
Dannevirke Family Services manager Peter Barton
Destiny Church Richard Lewis
Dunedin Te Wai Matua Cinnamon Boreham
Dunedin Women's Refuge Te Whare Pounamu Wenda Muir
Doctors for Sexual Abuse Dr Clare Healy
Every Child Counts Deborah Morris-Travers
Family First national director Bob McCoskrie (18)
Family First co-leader Richard Lewis (3)
Family Start Northland – Ngati Hine Health Trust general manager Mariameno Kapa (2)
Family violence child advocate Adell Dick
Family violence victim Anne-Maree Duncan
Families Commission chief commissioner Dr Rajen Prasad (2)
Father charged with assault Rowan Flynn
Father of murdered Wairarapa girl Coral-Ellen Burrows – Ron Burrows
For the Sake of Our Children Trust chief executive Christine Rankin (2)
Former Children's Commissioner Ian Hassell
Former violent man Rusty Rangitohiriri
Former victim of Rusty Rangitohiriri – Maureen Rangitohiriri
Future New Zealand leader Gordon Copeland
Future New Zealand co-leader Larry Baldock
Gisborne Men for Change participant
Gisborne motivational speaker Henare O'Keefe
Great Potentials CEO Lesley Max
Green Party MP Sue Bradford (16)
Hugs All Round quilt-maker Olga Whittaker (2)
Independent MP Gordon Copeland
Invercargill family violence child advocate Sandra B'Devine
Invercargill Family Violence Network Nobby Clark

“It’s Not Ok” campaign TV ad – Ruben Wiki
Jigsaw Family Services chief executive Tau Huirama
Justice Minister Annette King
Kahungunu Violence Free Strategy co-ordinator Sally Rye-Dunn
Kaipara Abuse Prevention Jacoba Puharich
Law Society’s family law section Paul Maskell
Lives Cut Short: Child Death by Maltreatment author Mike Doolan (5)
Lives Cut Short: Child Death by Maltreatment author Marie Connolly (4)
Manawatu Abuse Intervention Network co-ordinator Ang Jury (2)
Maori – Child Abuse Summit and Anglican Minister Dr Hone Kaa (6)
Maori – Child Abuse Summit Project co-ordinator Anton Blank (3)
Maori – Child Abuse Hui project manager Anita Chan
Maori child abuse summit – Health campaigner Titewhai Harawira (3)
Maori child abuse summit spokeswoman – Paora Maxwell
Maori Party co-leader Tariana Turia.
Maori Trust Te Kahui Manaaki Tamariki – Paora Maxwell (3)
Maori Trust Te Kahui Manaaki Tamariki – Ella Henry
Men Beyond Violence Whangerei Allan Halliday
Ministry of Education Jim Greening
MSD Campaign for Action on Family Violence spokesperson (3)
MSD Chief Executive Peter Hughes (3)
MSD Family Violence Communications Advisor Stephanie Edmond
Mother of 3 children stabbed by father (2)
National Collective for Independent Women’s Refuges spokeswoman Catherine Delore (5)
National Collective for Independent Women’s Refuges CEO Heather Henare (13)
National Council of Women of NZ president Christine Low (2)
National Council of Women Lynda Sutherland
National Leader John Key
National MP Anne Tolley
National MP Katherine Rich (3)
National MP Pansy Wong
Nelson MP Nick Smith (2)
Network Against Family Violence Otago collaborative member Terry Brady
National Network for Stopping Violence Services national co-manager Brian Gardner (4)
NZ Violence Against Women study author Janet Fanslow (4)

Ngati Porou Takuta Hone Kaa
Northland Maori Women's Refuges Stacy Pepene
Pacific Advisory Group Tino Pereira
Paediatrician Dr Patrick Kelly
Plunket
Poari Hauora o Tamaki Makaurau – Naida Glavish
Police – Ashburton Police Sergeant Jim Sole (2)
Police – Auckland Detective Sergeant Megan Goldie (2)
Police – Auckland Detective Inspector David Pearson
Police – Counties Manakau acting district commander Inspector Bruce Bird
Police – Counties Manakau Det Snr Sgt Sue Schwalger
Police – Counties Manakau family violence co-ordinator Tim Smith (2)
Police – Counties Manakau iwi liaison officer MaryAnne Ropata
Police – Deputy Commissioner Rob Pope (4)
Police – Detective Senior Sergeant Mark Lynch
Police – Detective Senior Sergeant Mark Loper
Police Lower Hutt Youth Aid Sergeant Steve O'Connor
Police – Manakau family violence prevention Richard Waihi (2)
Police- Nelson Bays Area Commander Brian McGurk (2)
Police – Nelson Snr Constable Vaughn Joyce
Police – Northland family violence manager Snr Sgt Sandra Venables (2)
Police – Southern region family violence intervention co-ordinator Snr Sgt Kelvin Lloyd (2)
Police – Southland police commander – Inspector Tony O'Neill (2)
Police – Taranaki rural area commander Inspector Frank Grant
Police – Tasman District family violence co-ordinator Senior Sergeant Ross Lienert
Police – Timaru Family Violence co-ordinator Senior Constable Steve Wills
Police – Wellington District Commander Superintendent Pieri Munro
Police – Whangerei Detective Kelly Penney
Police Association President Greg O'Connor
Police Minister Annette King
Preventing Violence in the Home Holly Carrington
Preventing Violence in the Home Patrice Tuwairua
Prime Minister Helen Clark (4)
Principal Youth Court Judge Andrew Becroft
Qian Xun Xue's grandmother Xiaoping Liu (4)

Qian Xun Xue's half sister Grace Xue (5)
Relationship Services national chief executive Jeff Sanders
Relationship Services Nelson Area Manager Julie Varney
Renwick School Principal Ian Mackey
Rotorua family lawyer Alayne Wills
Rotorua Family Violence Prevention Network Co-ordinator Wiki Hona (2)
Rotorua security guard Patricia Wilson
Save the Children Ariana Paretutanganui-Tamati
Selwyn Village Chief Executive Duncan McDonald
Sensible Sentencing Trust head Garth McVicar
Sensible Sentencing Trust Taupo Kelly Te Heu Heu
Social Development and Education Minister Ruth Dyson (7)
South Auckland Family Violence Prevention Network Ngaire Harries
South Auckland Family Violence Prevention Network co-manager Suzanne Pene
South Canterbury Women's Refuge Dawn Rangī-Smith
Southland Barnardos Child and Family Services Team Leader Paul Ereckson
Stopping Violence Services Nelson spokesman Ian Gault
Tairāwhiti Abuse Prevention Network (TAIN) co-ordinator Kevin Croskery (2)
Tairāwhiti Men Against Violence (TMAV) Tauha Te Kani
Tauranga mother with violent son and daughter
Tauranga Youth Justice co-ordinator Lance Potaka
Te Korowai Aroha o Ngati Whatua Adell Dick
Te Ohu Rata o Aotearoa – Dr David Jensen
Te Rito Timaru Project Manager Jane Cullimore
Union of Fathers spokesman John Henzell
Unity for Liberty Balclutha spokeswoman Natalie Souness
Upper Moutere anthropologist Donna Swift
Victoria University economist Paul Callister
Violence Free Manakau Week – Kaitautokoite Kaupapa Shirley Wells
Violence Free Manakau Week – Kaiwhakahaere Suzanne Pene
Wairariki Women's Refuge
Welfare commentator Lindsay Mitchell
Wellington mother who smacked her son
Wellington SPCA Lisa Snow
West Auckland Maori Trust Te Whanau o Waipareira John Tamihere (2)

Whakatane Counselling & Mediation Services Marion van Deldon
Whanganui Family Violence Intervention Network (DHB) Awhina Rushworth
Whanganui Maori Women's Welfare League Tiahuia Abraham
Whangerei/Kaipara Family Violence co-ordinator Karen Edwards
Whangerei Maori Women's Refuge Stacey Pepene
Women's and Children's Refuge Services Nelson Manager Cindy Kawana (4)
Women's Refuge
Women's Refuge Wellington Deborah Stokes
Women's Refuge Timaru Dawn Rangi-Smioth
Work and Income Nelson regional commissioner Jeanine Dowding
Youth 2000 Study author Annabel Prescott
Youth Health Researcher Terry Fleming