

QUARTERLY MEDIA ANALYSIS

OF

FAMILY VIOLENCE REPORTING

JULY-SEPTEMBER 2007

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

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Executive summary

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.

It 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.

The Campaign for Action on Family Violence was officially launched during the period of this Quarterly Media Analysis (July to September 2007). However, media advocacy work began in 2006.

The goal of the media advocacy work was to improve news reporting of family violence to better reflect the seriousness and prevalence of family violence in New Zealand. There were four components to this project: media training for domestic violence experts, a seminar for graduating journalists, raising awareness among journalists and editors and developing family violence 'champions' within the media.

Many New Zealanders get their information and understanding of family violence from the media. It is acknowledged that the media is a powerful influencer and shaper of community attitudes, and provides a reflection of social trends.

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

This is the first of those reports, and covers the time period from July to September 2007. For comparison purposes, an Historical Media Report was carried out of family violence stories from a three month sample in 2005 before any media advocacy work began.

The Quarterly Media Analysis reports will examine coverage of family violence in the news media in order to track emerging issues and commentators.

It will also assess 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 will examine 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 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.

Major findings and trends

ISSUES

- Family violence was an issue of interest to the media during the quarterly period from July-September 2007, with the high profile death of Rotorua toddler Nia Glassie attracting sustained and intense media interest.
- The high level of media and public interest in family violence issues was highlighted by the fact that 16.6% of the 561 stories analysed during the July-September 2007 quarterly period were either on the front page of a newspaper or the lead item in a radio or television news broadcast.
- More than half of all family violence stories assessed during this quarterly period (51.9%) were about children (child abuse, child murder/homicide and child sexual abuse).
- On analysing all the media stories on child murder/homicide during the three month time frame, coverage of the theme could be described as inconsistent. At least four children died during the period yet no media stories reflected this fact or kept a tally of (alleged) child murders/homicides.
- Stories specifically about family violence or preventing family violence made up approximately a third of the total coverage.
- The official launch of the Campaign for Action on Family Violence on 4th September 2007 attracted nationwide media coverage.
- After September 4th, there were 167 family violence stories in the media. More than 40% of them (69 in total) named the Campaign for Action on Family Violence or contained a key campaign message.

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 reporting with 241 articles, or 43%, stemming from these four publications.
- Nearly 30% of the total media coverage in the July-September 2007 period was from radio and television news, indicating a high level of broadcast media interest in the issue of family violence.

TONE, MESSAGES AND MYTHS

- 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.
- Nearly 80% of family violence stories were either 'neutral' or 'negative' in tone meaning 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.
- More than 80% of stories contained a family violence message. Many stories during the July – September 2007 period were classed as containing a family violence message because the stories contained an acknowledgement an incident was family violence-related.
- Just over one quarter of all family violence stories assessed in the July-September 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.

LANGUAGE

- The term 'family violence' was commonly used by reporters and spokespeople.
- A sense of community outrage was observed in the stories, with reporters describing child abuse with words like "terrifying", 'horrific' and 'terrible'
- Stories about child abuse used the term 'child abuse' to describe the violence, rather than family violence or domestic violence.
- 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.

SPOKESPEOPLE

- Just over a third of all family violence stories in July – September 2007 were from court or the police (33.9% or 190 stories). The level of stories sourced from police and court could indicate that approximately a third of all family violence stories are reactive.

- However, a third of all stories sourced from the police (31 out of 93 stories) contained a police spokesperson making a comment containing a positive message about family violence.
- Police, politicians, government officials, family violence experts, community groups, local bodies and family were used extensively as spokespeople in family violence stories.
- Prominent spokespeople during the launch of the Campaign for Action on Family Violence included the Prime Minister and the Families Commissioner.
- Family violence spokespeople can be effective just stating the obvious (for example: 'Family violence is not okay').

LOCALISATION

- Nearly 10% of all stories in July-September 2007 were local follow-ups to national stories. This means the reporter went to a local family violence expert, spokesperson or community group and made the story relevant to the local community.
- Stories about family violence were prominent, and often provided a local angle on a national story. For example, the release of annual crime statistics was used by many of the provincial newspapers to create local family violence stories.

REPORTERS

- Simon Collins from the New Zealand Herald was the most prolific writer of family violence stories, writing a total of 13. All of them contained family violence messages and several were positive in tone.

Methodology

This Quarterly Media Analysis covers the three month period from July to September 2007. Initially, this time period was chosen to coincide with the launch of the Campaign for Action on Family Violence in July, but this launch was delayed until September.

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 1

Limitations to the analysis

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.

Because the launch of the Campaign for Action on Family Violence was delayed until September, only September clippings were assessed as to whether or not they contained campaign key messages or images.

Articles chosen for assessment

Approximately 80% of the articles supplied by the Ministry of Social Development were family or domestic violence-related. A total of 561 articles were classed as suitable for assessment for this 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
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 2

Key facts

Breakdown of Stories by Newspaper

SOURCE	NUMBER OF STORIES	PERCENTAGE
New Zealand Herald	95	16.9%
Dominion Post	79	14.1%
Radio New Zealand	66	11.8%
The Press	38	6.8%
Newstalk ZB	38	6.8%
Otago Daily Times	29	5.2%
Sunday Star Times	22	3.9%
TVNZ	18	3.2%
Herald on Sunday	14	2.4%
Gisborne Herald	13	2.3%
Nelson Mail	13	2.3%
Radio Live	13	2.3%
Daily Post	12	2.1%
Bay of Plenty Times	12	2.1%
Southland Times	10	1.8%
3 News	10	1.8%
Waikato Times	9	1.6%
Maori TV	9	1.6%
Wanganui Chronicle	8	1.4%
Northern Advocate	8	1.4%

Sunday News	7	1.2%
Hawkes Bay Today	6	1.1%
Manawatu Standard	6	1.1%
Prime News	6	1.1%
Marlborough Express	4	0.7%
Timaru Herald	4	0.7%
Wairarapa Times Age	3	0.5%
Dannevirke News	2	0.4%
The News Westport	2	0.4%
NZ Truth	1	0.2%
Ashburton Guardian	1	0.2%
Levin Daily Chronicle	1	0.2%
Daily News	1	0.2%
Radio Pacific	1	0.2%
Total	561	100%

TABLE 3

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 241 articles, or 43%, stemming from these four publications.

The main radio news media outlets, Radio New Zealand and Newstalk ZB ran 104 family violence stories, or 18.5%, of the total.

43 family violence news stories appeared on television during the three month period (7.7% of total coverage). The media outlets were TVNZ, TV3, Prime and Maori Television.

Breakdown of Coverage by Type of News Story

TYPE	NUMBER OF STORIES	PERCENTAGE
News story	413	73.6%
Feature or extended broadcast interview	96	17.1%
Letter to the Editor	28	5.0%
Column	16	2.9%
Editorial	8	1.4%
Total	561	100%

TABLE 4

Table 4 shows the large majority (413 stories or 73.6%) of family violence stories during the July – September 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 17.1% of the total (96 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 9.3% (52 stories) of the total. Again, this shows a high level of media interest in the topic of family violence

FRONT PAGE ARTICLES OR LEAD BROADCAST STORIES

93 of the articles analysed (16.6%) were on the front page of a newspaper or the lead story on a radio or television news broadcast. There were several high profile family violence stories during the quarterly period, and the number of front page or lead stories is indicative of the high level of public interest in them.

Themes

All the articles in the 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	212	37.8%
Family Violence/ Domestic Violence	105	18.7%
Preventing Family Violence	85	15.1%
Child Murder / Homicide	68	12.1%
Protection Orders	33	5.9%
Adult Murder /Homicide	25	4.5%
Child Sexual Abuse	11	2%
Smacking	9	1.6%
Sexual Abuse	8	1.4%
Caregiver Abuse	4	0.7%
Elder Abuse	1	0.2%
Total	561	100%

TABLE 5

Nearly 40% of the stories assessed during the July – September 2007 period were about child abuse. When you add this to the number of stories about child murder/homicide and child sexual abuse, it shows more than half of all stories about family violence (51.9%) were about children.

Stories specifically about family violence or preventing family violence made up nearly 34% 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. For example, many of the stories about the death of Rotorua toddler Nia Glassie were about child abuse, so were put under that theme. Other stories that focussed on court charges for her murder were under the theme of child murder.

CHILD ABUSE

Stories about child abuse were the most prominent in the July-September 2007 quarter, making up 37.8% of the total coverage (212 stories).

The abuse and subsequent death of Rotorua toddler Nia Glassie captured the interest of the media. Her story was reported extensively throughout the country, prompting widespread debate and calls for action against child abuse.

The prominence given to the story and the language used by reporters covering the case reflected the public's condemnation of child abuse. A sense of outrage was observed in the stories, with reporters calling the abuse "terrifying", "horrific" and "terrible".

The New Zealand Herald use a special heading when reporting the stories – a large black block with white writing saying "CHILD ABUSE: NATIONAL SCANDAL".

The death of Nia Glassie resulted in nationwide marches and vigils against child abuse. In this respect, many of the stories contained family violence messages, and calls to action.

It was mentioned several times in the media that the public reaction to news of the abuse was different than it had been to other similar stories in the past. The element of 'pointing the finger' at the government was missing, and instead people in the community were asking what they could do to stop child abuse.

However, the blame issue was debated widely in the

Tot's injuries due to a fall, says mother – Herald on Sunday 29 July 2007 "Three year old Nia Glassie is in Starship hospital after suffering terrible abuse. Five people have now been charged by police."

Toddler's sisters saw torture Front page Sunday Star Times 29 July 2007. **The abusers 'put Nia in the dryer. They turned the dial. They watched her go round and they laughed.'** – Louise Kuka, aunt

Whanau revolted by 'dastardly act' Front Page Dominion Post 1 August 2007 "Hollywood actor Cliff Curtis played child-abusing Uncle Bully in Once Were Warriors. Now members of his family are accused of a real-life atrocity".

Silent vigil marks national outrage over abuse NZ Herald 9 August 2007

Deluge of offers to help fight child abuse 3 August 2007 "Dr Kiro said the public reaction to the latest abuse cases was different from earlier ones. In the past, people had tended to point the finger at a government agency. "It's different this time as people are saying: 'What can we do to make a difference?... We've reached a tipping point. This is not a place we've been before.'"

media in regards to whether or not child abuse was a Maori issue. Many of the stories assessed as containing a myth said that child abuse is a Maori problem.

Stories about child abuse used the term 'child abuse' to describe the violence, rather than family violence or domestic violence.

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 the abuse.

The high level of public interest in child abuse was seen in the court proceedings of a 19-year old Southland mother accused of endangering her six-week old baby's life. The judge denied name suppression citing the 'current climate' in New Zealand against child abuse.

FAMILY VIOLENCE / DOMESTIC VIOLENCE

105 stories, or 18.7% of the coverage, fell under the theme of family violence or domestic violence.

The term 'family violence' was commonly used by reporters and family violence spokespeople.

The media made a distinction between 'child abuse' and 'family violence' in describing an incident – child abuse was classed distinctly from family violence.

It is fair to say that family violence was portrayed in the media as a social problem. Two reports, one to the United Nations about domestic violence in New Zealand, and another looking at protection orders were widely picked up by the media and followed up with calls for action.

Stories about family violence were prominent, and often provided a local angle on a national story. For example, the release of annual crime statistics was used by many of the provincial newspapers to create local family violence stories.

Maori child abuse due to drugs, alcohol Otago Daily Times 1 September 2007 "More than 40% of people believe alcohol and drugs are the main reason for the rate of Maori child abuse being twice the national average."

Children's hell at hands of cruel stepdad – Dominion Post Weekend 14 July 2007

"There's real public interest in this case, particularly in the current climate here in New Zealand." Judge Dominic Flatley. Dominion Post 7 September 2007

Family violence tackled

Ashburton Guardian 6 September 2007 "We are continually surprised by the number of families affected by family violence – often families that people would be surprised to know it was going on in" Jim Sole police sergeant

"It takes two children to be mauled by dogs and the law is changed. How many women and children will have to die before we adequately address the issue of domestic violence in our country?" Psychologist Neville Robertson Dominion Post 28 August 2007

Pumpkin will wear the scars for life

Wanganui Chronicle 21 September 2007 "Three-year-old Qian Xun Xue (Pumpkin) will suffer lifelong effects from witnessing violence in her home, Wanganui Child Advocate Shelley Walker says."

Local family violence spokespeople were often used to comment on a national issue. Local police acted as family violence spokespeople talking about family violence in their particular areas.

The most high-profile family violence story in the July-September 2007 time period was about Qian Xun Xue (Little Pumpkin). The police acknowledged that the father had been violent to his wife and daughter and spoke about family violence.

Court stories about family violence were of interest to the media during the three month time period. A family relationship was often mentioned in a story, and court stories often described the abuse.

Many family violence court stories contained myths because they directly quoted the judge or lawyers.

PREVENTING FAMILY VIOLENCE

85 stories, or 15.1% of the total coverage, fell under the theme Preventing Family Violence.

These stories were specifically about preventing family violence, as opposed to reporting of family violence stories.

They were pro-active, and not surprisingly, most of them were positive in tone and contained family violence messages.

There were several initiatives during the July-September 2007 period that resulted in a high level of media interest. These included the launch of the Campaign for Action on Family Violence and the launch of the Ministry of Health's child abuse and domestic violence prevention programme.

Most stories about the Campaign for Action on Family Violence mentioned it cost \$14 million.

For the purposes of the media analysis, stories criticising the government for not providing enough funding for anti-violence campaigns still contained family violence and campaign messages, and were not negative in tone.

Father convicted of injuring Qian. Father assaulted wife and daughter last year but was let off with a warning. Front page. NZ Herald 21 September 2007

Mother guilty of assaulting sons Dominion Post 12 September 2007

Sympathetic judge says she gave as good as she got "It's a cross parents and step-parents have to bear, a stroppy teenager in the family, a sympathetic judge told a man facing a charge of assault yesterday. "She gave almost as good as she got," Judge Gregory Ross added, summing up what happened one Sunday in July between John Rikard and his 14-year old step-daughter." Manawatu Standard 6 September 2007

Hundreds step up to tackle violence NZ Herald 4 August 2007

"The government is spending \$14 million on the campaign "Family Violence: It's Not OK!" 3 News 4 September 2007

Anti-violence campaign 'lacks proper funding' NZ Herald 4 September 2007 "New government campaigns against family violence and child abuse risk falling flat because social services agencies have not been given any guaranteed funding to respond to them."

Parents join forces to stage march against child abuse NZ Herald 22 August 2007 "...The March is one of a series of grassroots initiatives which have sprung up throughout the country since Rotorua 3-year old Nia Glassie was allegedly spun in a tumble-drier and hung on a clothesline last month."

The high media profile of family violence initiatives and the Nia Glassie story can be illustrated by the community follow-ups and calls to action to fight family violence and child abuse. Marches and vigils were held in many areas, and all were given good media coverage.

The Southland Times ran a five day series in September looking at all facets of violence in families and schools.

CHILD MURDER / HOMICIDE

68 stories, or 12.1% of total coverage, were about child murder/homicide.

The main stories in the media during the July-September 2007 period were:

- the police investigation into the death of 22-month old South Waikato girl Tyla-Maree Dayrll in Tokoroa from burns.
- mother of a newborn baby found dead in the backyard of a house in Lower Hutt charged with murder.
- Rotorua toddler Nia Glassie dies in Starship hospital
- a Zimbabwe man alleged to have sexually violated and murdered his 10-year old niece committed for trial after a depositions hearing.
- Chris Kahui committed to stand trial for the murder of his twin baby sons.
- 10 month old baby Jyniah Mary Te Awa died in Starship Hospital after receiving a suspicious 'non-accidental brain injury.'
- Coroners inquest into the death of West Auckland baby Alyssa Wilson.
- the police investigation into the death of toddler Sachin Dhani.

The death of Nia Glassie 'captured the nation's interest' during the July-September 2007 period.

However, on analysing all the media stories on child murder/homicide during the three month time frame, it appears coverage of the theme could be described as inconsistent.

Domestic violence – our ugly secret Southland Times 10 September "We want to promote the message that all violence – physical or verbal – is unacceptable and that there is help available."

Murder accused is baby's mother – Dominion Post 3 July 2007

Gwaze to stand trial for death of niece, 10 – The Press 18 July 2007

Judge Chris McGuire on refusing three accused of abusing Nia Glassie bail "For now, the victim herself, Nia Glassie, is silent forever from giving her on views. It does seem to me that child victims may on occasions like this deserve a voice beyond the immediate family." NZ Herald 9 August 2007

Shaken to death – but no one held to blame NZ Herald 5 September 2007 "Alyssa Wilson was just four months old when she was shaken so violently that her brain stem was fatally damaged – but no one will be brought to justice for the little girl's death."

Infant's death 'not an accident' Dominion Post 27 September 2007

Troubled past of toddler's family. Herald on Sunday 30 September 2007 "Jyniah Mary Te Awa had a troubled home life. The baby was passed between houses and relatives and by last Monday, her brief life was over."

At least four children died during the period yet no media stories reflected this fact or keep a tally of (alleged) child murders/homicides.

Too many of our mokopuna are dying Northern Advocate 31 July 2007 "Is child abuse a Maori issue? Northland weighs into the debate."

PROTECTION ORDERS

33 articles (5.9% of the total number of stories) were about protection orders.

The issue of protection orders was under the media spotlight when the 'Living at the Cutting Edge – Women's Experience of Protection Orders' report was released.

The research confirmed a trend for victims of domestic violence to shy away from obtaining protection orders, and generated a high level of media interest.

One of the authors of the report, Waikato University psychologist Neville Robertson, was one of the most quoted spokespeople during the analysis period.

The media were also interested in the story that protection orders had been issued against Nai Yin Xue due to family violence issues, but he was able to take his daughter out of the country.

Protection for women not enough Editorial NZ Herald 28 August 2007

"I would have thought that the evidence of being a good dad is how you treat the children's mother." Dr Neville Robertson NZ Herald 28 August 2007

Refuge: education on protection orders needed 21 September 2007

"Police say protection orders had been issued against Nai Yin Xue in the past 12 months due to family violence issues." Otago Daily Times 19 September 2007

ADULT MURDER / HOMICIDE

25 stories, or 4.5% of the total coverage, were about adult murder or homicide.

The increasing community interest in the issue of family violence was reflected in two court cases during the July-September 2007 period.

Justice John Priestly condemned the high rate of domestic homicides when he sentenced Joseph Kengike to 10 years jail for the manslaughter of Moana Kapua, the mother of his six children. He asked the New Zealand Herald to publish his ruling which strongly condemned domestic killings.

Judge Philippa Cunningham referred to the murder of An An Liu, and called for victim advisers to be present at all hearings of domestic violence charges.

Judge toughens sentence over mother's death – NZ Herald 10 July 2007

"The problem of domestic violence in New Zealand leading to the death of a vulnerable or protected partner now requires a stern start point." Justice John Priestley.

The Press 20 September "Revelations that fugitive father Nai Yin Xue had talked of killing his wife have emerged as police wait for forensic results confirming that she is the dead woman found stuffed into his car boot yesterday."

The media were also interested in the story of the sentencing of the daughter who killed her mother with a log splitter.

Teen cannot say why she killed mum The Press 24 August 2007

“A couple of weeks before her gruesome death, Moera Jayne McIntyre warned her teenage daughter could hurt or kill someone.” NZ Herald 24 August 2007

CHILD SEXUAL ABUSE

11 of the 561 articles assessed, or 2% of the total coverage, covered the issue of child sexual abuse

Most of the stories about child sexual abuse covered a court case where a mother and her partner had sexually abused a girl.

Girl’s abuser knew of previous attacks Dominion Post 27/0/07

“...Her mother was sentenced to eight year’s jail in March for her role in the offending, which included performing sex acts on her daughter”.

SMACKING

Nine stories (1.6% of the coverage) were about smacking.

Most of the stories about smacking covered the controversy over whether or not Cabinet Minister David Cunliffe smacked his son at a mall.

I didn’t smack my son: Cunliffe - Hawkes Bay Today 2 July 2007

SEXUAL ABUSE

Eight stories (1.4% of the total coverage) were classified as being under the theme of sexual abuse.

One trend observed during the July-September 2007 media analysis is the use of local spokespeople to follow-up a story.

Experts, family violence groups, community groups and police were quoted in stories.

Push to rid our city of ‘secret crime’ Daily Post 29 September 2007 “Rotorua counsellors are to launch a campaign to help people better understand sexual abuse and its consequences. The move co-incides with yesterday’s high court sentencing of a Rotorua man for sexually abusing two daughters and a friend’s daughter.”

CAREGIVER ABUSE

Four stories (0.7% of the total coverage) were about caregiver abuse.

ELDER ABUSE

Only one article (0.2% of total coverage) in the three month sample was about elder abuse.

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	113	20.1%
Negative	13	2.3%
Neutral	435	77.6%
Total	561	100%

TABLE 6

Table 6 shows one in five stories (20.1%) were positive in tone, meaning they strongly portrayed to the average reader that family violence is not okay. The majority of stories (77.6%) were neutral in their overall tone, but many did contain family violence messages. Most of the stories which were negative in their tone were from court stories.

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	455	81.1%
No	106	18.9%
Total	561	100%

TABLE 7

Table 7 shows that more than 80% of stories contained a family violence message.

Many stories in the July–September 2007 period were classed as containing a family violence message because the stories contained an acknowledgement an incident was family violence-related.

The nature of many of the stories assessed in the quarterly period ensured that they contained a message (eg: launch of government initiatives to combat family violence).

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	146	26%
No	415	74%
Total	561	100%

TABLE 8

Table 8 shows just over one quarter of the stories assessed in the July-September 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.

Breakdown of Tone, Messages and Myths by Media Outlet

SOURCE	POSITIVE TONE	CONTAINS MESSAGE	CONTAINS MYTH
New Zealand Herald	15	83	33
Dominion Post	9	62	19
Radio New Zealand	12	51	17
The Press	0	28	8
Newstalk ZB	13	29	6
Otago Daily Times	5	24	6
Sunday Star Times	3	18	5
TVNZ	10	17	2
Herald on Sunday	2	11	5
Gisborne Herald	3	11	2
Nelson Mail	3	10	2
Radio Live	5	10	3
Daily Post	2	11	3
Bay of Plenty Times	1	11	3
Southland Times	4	10	1
3 News	3	9	2
Waikato Times	2	8	2
Maori TV	5	7	4
Wanganui Chronicle	3	7	3
Northern Advocate	2	5	3
Sunday News	-	4	3
Hawkes Bay Today	1	4	3
Manawatu Standard	2	4	2

Prime News	2	4	1
Marlborough Express	-	4	-
Timaru Herald	3	3	1
Wairarapa Times Age	1	3	1
Dannevirke News	-	1	-
The News Westport	-	2	1
NZ Truth	-	-	1
Ashburton Guardian	1	1	1
Levin Daily Chronicle	1	1	1
Daily News	-	1	1
Radio Pacific	-	1	1
Total	113	455	146

TABLE 9

The breakdown of tone, message and myth by media outlet in the July-September 2007 quarter throws up no strong indication that one media outlet is more positive or negative in tone than another, or carries more far more myths and messages about family violence.

The New Zealand Herald carried the most positive stories out of all the newspapers. It also carried the most articles with family violence messages, and also the most number of myths.

However, the number of articles with a positive tone, messages or myths relates clearly to the actual number of stories run by each media outlet, so generally, the coverage is to be expected .

All 10 articles which ran in the Southland Times contained family violence messages. Four of them were positive in tone.

10 stories that ran on TVNZ were judged positive in tone.

Campaign messages

The Campaign for Action on Family Violence was officially launched on 4th September 2007.

From this date, stories 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	69	41.3%
No	98	58.7%
Total	167	100%

TABLE 10

After September 4th, there were 167 family violence stories in the media. More than 40% of them (69 in total) named the Campaign for Action on Family Violence or contained a key Campaign message.

One story in the July-September 2007 period contained a Campaign image in a photograph (in the Dominion Post).

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 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 47.

Breakdown of Spokesperson or Source of Story

Spokesperson/Source	Number of Stories	Percentage
Court	97	17.3%
Police	93	16.6%
Other	371	66.1%
Total	561	100%

TABLE 11

Just over a third of all family violence stories in July – September 2007 came from court or the police (33.9% or 190 stories). The level of stories sourced from police and court indicates that approximately a third of all family violence stories are reactive.

However, 31 of the 93 police stories contained a police spokesperson making a comment containing a positive 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 spokespersons in family violence stories, making comments containing family violence messages. The number of stories they were quoted in follows in brackets.

- Acting Social Development Minister Steve Maharey (7)
- Anti child abuse group Silent Voices (7)
- Associate Minister of Social Development Ruth Dyson (10)

- Campaign Advert Haimona Ngata (5)
- Child Protection Studies Dr Anthea Simcock (10)
- Child Youth and Family (27)
- Families Commissioner Rajen Prasad (17)
- Family First national director Bob McCoskrie(7)
- For the Sake of our Children Trust Christine Rankin (11)
- Health Minister Pete Hodgson (6)
- Living at the Cutting Edge Report co-author Neville Robertson (16)
- Living at the Cutting Edge report co-author Ruth Busch (5)
- Maori Party co-leader Pita Sharples (12)
- Ministry of Health (9)
- National MP Pansy Wong (7)
- Police (22)
- Police – Pumpkin Inquiry Head Det Sen Sgt Simon Scott (14)
- Police - National Family Violence co-ordinator Inspector Ged Byers (6)
- Preventing Violence in the Home Jane Drumm (6)
- Prime Minister Helen Clark (22)
- Rotorua Mayor Kevin Winter (15)
- Shakti Asian Women's Safehouse Shila Nair (5)
- Starship Paediatrician Patrick Kelly (8)
- Victim of Abuse friends and family(31)
- Women's Affairs Minister Lianne Dalziel (5)
- Women's Refuge Heather Henare (11)

Localisation

For the purposes of this quarterly media analysis, a tally was kept of examples of 'localised' family violence stories.

Nearly 10% of all stories in July-September 2007 were local follow-ups to national stories (56 stories out of 561). This means the reporter went to a local family violence expert, spokesperson or community group and made the story relevant to the local community.

Radio and television

Radio and television news broadcasts were monitored during the July-September 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	66	11.8%
Newstalk ZB	38	6.8%
TVNZ	18	3.2%
Radio Live	13	2.3%
TV3	10	1.8%
Maori TV	9	1.6%
Prime	6	1.1%
Radio Pacific	1	0.2%
Total	161	28.8 %

TABLE 12

Nearly 30% of the total media coverage in the July-September 2007 period was from television or radio, indicating a high level of broadcast media interest in the issue of family violence.

Radio New Zealand was the broadcast media outlet to show the most interest in family violence stories, running 66 stories in total, or 11.8% of the total coverage.

Detailed Breakdown of Broadcast Media Programmes

Source	Number of Stories	Percentage of total coverage
<u>Radio New Zealand</u>	<u>66</u>	<u>11.8%</u>
<i>RNZ News</i>	15	2.7%
<i>Morning Report</i>	19	3.4%
<i>Nine to Noon</i>	10	1.8%
<i>Midday Report</i>	3	0.5%
<i>Checkpoint</i>	11	2.0%
<i>Waatea Maori News</i>	8	1.4%
<u>Newstalk ZB</u>	<u>38</u>	<u>6.8%</u>
<i>Newstalk ZB News</i>	29	5.2%
<i>Paul Holmes Breakfast</i>	4	0.7%
<i>Larry Williams Show</i>	5	0.9%
<u>TVNZ</u>	<u>18</u>	<u>3.2%</u>
<i>One News</i>	4	0.7%
<i>Breakfast</i>	2	0.4%
<i>Te Karere</i>	2	0.4%
<i>Marae</i>	2	0.3%
<i>Midday</i>	2	0.3%
<i>Close Up at Seven</i>	5	0.9%
<i>Tonight</i>	1	0.2%
<u>Radio Live</u>	<u>13</u>	<u>2.3%</u>
<u>TV3</u>	<u>10</u>	<u>1.8%</u>
<i>3 News</i>	6	1.1%

<i>Campbell Live</i>	4	0.7%
<u>Maori TV</u>	<u>9</u>	<u>1.6%</u>
<u>Prime</u>	<u>6</u>	<u>1.1%</u>
<u>Radio Pacific</u>	<u>1</u>	<u>0.2%</u>
Total	161	28.8%

TABLE 12

Table 12 shows a detailed breakdown of broadcast media programmes. Newstalk ZB News, Radio New Zealand's Morning Report and Radio New Zealand News showed a high level of interest in family violence stories.

During the July-September 2007 period assessed there were 43 family violence news items shown on television (TVNZ, TV3, Prime and Maori Television) which highlights a high level of media interest in the issue.

On the 16th of August, TVNZ's Close Up at Seven ran four separate stories about child abuse, totalling 21 minutes and 59 seconds of air time out of a 30 minute programme.

On the 27th and 28th of August, Radio New Zealand's Nine to Noon programme spent 30 minutes and 43 minutes respectively discussing the Living at the Cutting Edge report.

Maori media

In the July-September 2007 quarterly period, 21 stories, or 3.7% 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	8	1.4%
TVNZ - Te Karere	2	0.4%
TVNZ - Marae	2	0.3%
Maori TV	9	1.6%
Total	21	3.7%

TABLE 14

Table 14 shows 3.7% of the total media coverage of family violence was on Maori Media.

Maori Media showed interest in the launch of the Campaign for Action on Family Violence, with nearly every story calling for the government to give more money to Maori groups to fight child abuse.

Reporters

A full list of reporters covering family violence stories is listed in Appendix A on page 44.

Simon Collins from the New Zealand Herald was the most prolific writer of family violence stories, writing a total of 13. All of them contained family violence messages and several were positive in tone.

The following reporters showed a particular interest in family violence stories, each writing three or more stories during the three month period from July – September 2007.

New Zealand Herald

Beck Vass (3)

David Eames (6)

Elizabeth Binning (6)

Juliet Rowan (9)

Simon Collins (13)

Dominion Post

Ben Fawkes (3)

Emily Watt (4)

Kim Ruscoe (5)

Rebecca Palmer (3)

Radio New Zealand

Jean Edwards (3)

The Press

Phil Hamilton (7)

Otago Daily Times

Elspeth McLean (3)

Sunday Star Times

Esther Harward (4)

Herald on Sunday

Stephen Cook (5)

Daily Post

Abigail Caspari (4)

Bay of Plenty Times

Michele McPherson (4)

Manawatu Standard

Alister Browne (3)

Comparisons with Historical Media Report

An audit of family violence reporting (Historical Media Audit) was carried out from a three month sample in 2005, before any Campaign for Action on Family Violence media advocacy work began. Below are some comparisons with results from the Quarterly Media Analysis July-September 2007.

Family Violence Reporting Comparisons 2005 and July-September 2007

2005	July – September 2007
<p><i>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.</i></p>	<p>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.</p>
<p><i>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.</i></p>	<p>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.</p>
<p><i>Nearly three-quarters of all articles, or nearly 75% of coverage, contained no message 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.</i></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><i>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.</i></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>

<i>National stories were not followed up at a local level.</i>	Nearly 10% of all stories in July-September 2007 were local follow-ups to national stories.
<i>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.</i>	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.
<i>The relationship between the victim and the perpetrator was usually ignored, or often buried at the bottom of an article.</i>	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.
<i>In 2005, the term 'family violence' was rarely used.</i>	The term 'family violence' was commonly used by reporters and spokespeople.
<i>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.</i>	A sense of community outrage was observed in the stories, with reporters describing child abuse with words like "terrifying", 'horrific' and 'terrible'
<i>New Zealand's four major metropolitan newspapers accounted for more than half (52.2%) of the total coverage of family violence stories.</i>	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.
<i>Nearly half of all family violence stories (47.5%) were about a murder or homicide.</i>	More than half of all family violence stories assessed (51.9%) were about children (child abuse, child murder/homicide and child sexual abuse).

TABLE 15

Community newspapers

For the purposes of the media analysis, community newspaper stories were not collated. However, the launch of the Campaign for Action on Family Violence received widespread coverage in community newspapers so headlines of stories relevant to the launch of the campaign are listed below.

Family Violence Articles in Community Newspapers

HEADLINE	SOURCE
Anti-violence campaign gets funding boost	Motueka-Golden Bay News 6/9/07
Funding for family violence prevention in Taranaki	Opunake & Coastal News 6/9/07
Sexual Abuse: Awhina Wahine	CityLife Wainuiomata 6/9/07
Call for more abuse help	East & Bays Courier 7/9/07
Child abuse action campaign	Challenge Weekly 10/9/07
Family violence bid launched	Fielding Herald 11/9/07
Swain welcomes campaign against family violence	Upper Hutt Leader 12/9/07
Refuge copes well within limits	Marlborough Midweek 12/9/07
Kids taught to speak out about abuse	Eastern Courier 12/9/07
Taking responsibility for own violent actions	Opotiki News 13/9/07
Protecting families from domestic violence	Weekend Guardian 15/9/07
Mayor's face in advert is 'unfair'	Western Leader 18/9/07
Kids helpline calls on the rise	Eastern Courier 19/9/07
Centres join fight against violence	Nor West News 20/9/07
'Family violence – it's not OK'	Weekend Guardian 22/9/07
Network to appoint family violence co-ordinator	Ashburton's The Courier 25/9/07

NST article prompts Street visit	North Shore Times 25/0/07
Care groups helps to tame family violence	Te Puke Times 26/9/07
Stones and bites won't stop barefoot marcher	Northern News 26//9/07
Violence is a choice, not an accident. To stop it, expose it!	Lakes District and Central Otago News 27/9/07
Home violence happening daily	Horowhenua Mail 27/9/07
Family violence. It's not OK. Anna's story	CityLife West 27/9/07
Bringing services to the community	Rodney Times 27/9/07
For the sake of our children	Auckland City Harbour News 28/9/07
Group keeps families safe	The Daily Post - Weekender

TABLE 16

Magazines

For the purposes of the quarterly media analysis, magazine statistics were not collated. 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

ARTICLE TITLE	PUBLICATION
Violence at Home. He's beating you isn't he?	Listener, 28 July 2007
Start making sense. We <i>can</i> do something about New Zealand's appalling record of child abuse	Listener, 11 August 2007
GPs talk about family violence	NZ Doctor, 15 August, 2007
Suffer no more	Listener, 18 August 2007
Child abuse a subculture of dysfunction	iBall, 27 August 2007
Light at the end of the tunnel	Harboursider, September 2007
Before you 'lose it' try this	Littlies, September 2007
Don't fear crime; neglect a concern	New Zealand INsite, 1 September 2007
Protection racket. Why figures suggesting a reduction in assaults in the home are not good news for women and children	Listener, 8 September 2007
'A letter to my abuser'	NZ Womens Weekly, 17 September 2007
FLS responds to report on protection orders	LawTalk, 17 September 2007

TABLE 17

Bibliography

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Stephanie Edmond*

*SPEAK UP – USE THE MEDIA TO PREVENT FAMILY VIOLENCE By Stephanie
Edmond and Sheryl Hann*

*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*

*HISTORICAL MEDIA AUDIT by Michelle McGuinness for the Ministry of Social
Development*

*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 covering family violence stories (with the number of stories in brackets).

<u>New Zealand Herald</u>	Mark Stevens	Rowan Quinn (2)
Alanah May Eriksen	Michael Field	Tim Foulkwa
Beck Vass (3)	Mike Watson	<u>The Press</u>
Chris Barton (2)	Patrick Crewdson	David Williams
David Eames (6)	Paul Mulrooney	Dean Calcott
Edward Gay	Rebecca Palmer (3)	Kim Thomas
Elizabeth Binning (6)	Tanya Katterns	Phil Hamilton (7)
Errol Kiong	<u>Radio New Zealand</u>	Rebecca Todd (2)
Geoff Cumming	Caitlyn Cherry	Yvonne Martin (2)
Greg Ansley	Catherine Jones	<u>Newstalk ZB</u>
Jarrood Booker	Emily Muller	Barry Soper
Jenny Ling	Gael Woods	Michelle Reiber
Juliet Rowan (9)	Jean Edwards (3)	Rachel Jackson-Lees
Martha McKenzie-Minifie	Joy Reid (2)	Shane Taurima
Mike Houlahan (2)	Julian Robins	<u>Otago Daily Times</u>
Simon Collins (13)	Kate Williamson	Elsbeth McLean (3)
Simon O'Rourke	Laura Davis	Tracey Roxburgh
<u>Dominion Post</u>	Lisa Thompson	<u>Sunday Star Times</u>
Ben Fawkes (3)	Lois Williams	Esther Harward (4)
Colin Patterson (2)	Lucy Cleary	Jenny MacIntyre
Emily Watt (4)	Monique Devereux	Karen Kissane
Keri Welham	Nadine Chalmers-Ross	Leigh van der Stoep
Kim Ruscoe (5)	Natalie Mankelow	Mary Jane Boland
Lane Nicholls (2)	Richard Pamatatau	

<u>TVNZ</u>	Kelly Makiha	<u>Northern Advocate</u>
Garth Bray	<u>Bay of Plenty Times</u>	Imran Ali
Robyn Jane	Lauren Adams	Kristin Edge
<u>TVNZ Te Karare</u>	Michele McPherson (4)	Lindy Laird
Dean Nathan	Sandra Conchie	Saskia Konynenburg
Hirini Henare	<u>Southland Times</u>	<u>Sunday News</u>
<u>Herald on Sunday</u>	Karen Pascoe	Steve Hopkins
Jonathon Marshall (2)	Susie Nordovist	
Julie Jacobsen	<u>3 News</u>	<u>Hawkes Bay Today</u>
Stephen Cook (5)	Cia Ashton	<u>Manawatu Standard</u>
<u>Gisborne Herald</u>	Kim Chisnall	Alister Browne (3)
Debbie Gregory	<u>Waikato Times</u>	Christian Bonnevie
Martin Gibson	Bruce Holloway	Lee Matthews
<u>Nelson Mail</u>	Denise Irving	<u>Prime News</u>
Daniel Nielson	<u>Maori TV - Te Kaea</u>	Jonathon Williams
Kiran Chug	Andrew Robb (2)	Liz Seatter
Tom Hunt	Joe Pihema	Sarah Batley
<u>Radio Live</u>	Marire Kuka	<u>Marlborough Express</u>
Colin Marshall	Mere McLean	Katie Wylie
<u>Daily Post</u>	Renee Kahukura	Maike van der Heide
Abigail Caspari (4)	<u>Wanganui Chronicle</u>	<u>Ashburton Guardian</u>
Cherie Taylor	Mary Bryan	Michelle Nelson
Greg Taipari	Merania Karauria	

APPENDIX B List of Tables

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APPENDIX C – List of Family Violence story spokespeople

Acting Social Development Minister Steve Maharey (7)
Actress Greer Robson
Actress Keisha Castle-Hughes
Age Concern CE Andrew Dickerson
Allies of Whanau of Aotearoa
Anonymous battered woman
Anti child abuse group Silent Voices (7)
Ashburton Family Violence Network co-ord Cathie Withington (2)
Associate Minister of Social Development Ruth Dyson (10)
Auckland DHB family violence co-ordinator Kathy Lowe (2)
Campaign Advert Haimona Ngata (5)
Campaign Advert Mabel Wharekawa-Burt
Barnardos
Bay of Plenty CYF social workers
Bay of Plenty Health Worker Raewyn Luka
Canterbury DHB child protection co-ordinator Sue Miles (2)
Chch Early Start Manager Hildegard Grant
Chch Uni Prof David Fergusson
Chch Women's Hospital social work adviser Darral Campbell
Chief District Court Judge Russell Johnson
Child Abuse marcher Parani Howes (3)
Child Protection Studies Dr Author Anthea Simcock (10)
CYF (27)
Doctors for Sexual Abuse Care Dr Carol Shand
DOVE Hawkes Bay Malcolm Byford
Eden Albert Comm Board Virginia Ching
Every Child Counts (3)
Families Commissioner Rajen Prasad (17)
Family First national director Bob McCoskrie(7)
Family Help Trust Dr Annabel Taylor
Family Law Specialist Catriona MacLennan (2)
Family Safety Team (2)
Family Violence Researcher Janet Fanslow (2)
For the Sake of our Children Trust Christine Rankin (11)
Former chief social worker Mike Doolan
Former Children's Commissioner Roger McClay
Former Plunket Nurse Barbara Irons
Gisborne Women's Refuge Vi Pirini (2)
Green MP Sue Bradford (2)
Hamilton Abuse Intervention Project manager Lila Jones
Hamilton Ethnic Women's Centre Anjum Rahman
Happiness House chair Verona Cournane
Hawkes Bay Paediatrician Russell Wills
Health and Disability Commissioner Ron Paterson

Health Minister Pete Hodgson (6)
 Henderson Social Worker Joe Waru
 Invercargill anti child abuse March organiser Tia Webb (3)
 Kaitautoko i te kaupapa Mabel Burt
 La Trobe University social work lecturer Dr Patricia McNamara
 Labour MP David Parker
 Labour MP Shane Jones
 Labour's Otaki MP Darren Hughes
 Lakes DHB
 Living at the Cutting Edge Report co-author Neville Robertson (16)
 Living at the Cutting Edge report co-author Ruth Busch (5)
 Manakau family lawyer Jeremy Sutton
 Maori Affairs Minister Parekura Horomia (2)
 Maori Party co-leader Pita Sharples (12)
 Maori Party Tariana Turia (3)
 Maori Womens Welfare League (3)
 Marlborough Women's Refuge manager Rachel Black
 Massey University child abuse expert Janis Carroll-Lind
 Massey University Development Psychologists John Kirkland and David Bimler
 Min of Women's Affairs CE Shenagh Gleisner
 Ministry of Health (9)
 Ministry of Justice (3)
 MP David Cunliffe (3)
 MSD Peter Hughes (3)
 MSD Wendy Chisnall
 Nat Collective of Independent Women's Refuges Maori Devt Unit Shane Wilson
 National MP Pansy Wong (7)
 National Party leader John Key
 National Welfare Spokesperson Judith Collins (3)
 Nelson Women and Children's Refuge Services manager Cindy Kawana
 New Zealand Law Society
 Ngati Awa Puti O'Brian
 Ngati Kuhungunu Mereana Pitman
 Ngati Porou Hauora Gami
 Ngati Porou/Te Arawa Di Grennell
 Northland men Beyond Violence Allen Halliday
 NZ Assn of Social Workers Nat Dr Rose Henderson
 Otago DHB Catherine Rae
 Paediatric Society President Bick Baker
 Pan Pacific and South East Asian Women's Assn Anne Pen
 Plunket (2)
 Police - General
 Howick-Otara Family Violence co-ordinator Sgt Brett Woodmass (2)
 Police - National Family Violence co-ordinator Inspector Ged Byers (6)
 Police - Family Violence protection officer Mal Drummond (3)
 Police - North Shore Family Violence team Snr Sgt Dave Ryan (2)

Police - Ashburton Sgt Jim Sole
 Police - Timaru acting Sergeant Steve Wills
 Police – Pumpkin Inquiry Head Det Sen Sgt Simon Scott (14)
 Police Violence Reducation Unit Insp Rob Veale
 Presbyterian Support East Coast Shaun Robinson
 Preventing Violence in the Home Jill Proudfoot (3)
 Preventing Violence in the Home Jane Drumm (6)
 Prime Minister Helen Clark (22)
 Principal Family Court Judge Peter Boshier (2)
 Principal Youth Court Judge Andrew Becroft (4)
 Rotorua District Council Charles Te Kowha
 Rotorua Family Violence Prevention Network co-ordinator Wikitoria Hona
 Rotorua Mayor Kevin Winter (15)
 Rotorua Plunket President Tracy Blackedge
 Rotorua Sexual Abuse Centre
 Rotorua Sexual Abuse Centre Glenys Carter
 Senior Citizens Minister Ruth Dyson
 Sensible Sentencing Trust Garth McVicar(4)
 Shakti Asian Women's Safeehouse Shila Nair (5)
 Southern Wairapara Safer Comm Council Tere Lenihan
 Southland Hospital Paediatrician Paul Tomlinson
 Starship Dr Liz Segedin
 Starship Paediatrician Patrick Kelly (8)
 Stopping Violence Service Spokesman Jeremy Logan
 Strengthening Families co-ord Angela Dolan
 Strengthening Families Buller-West Coast co-ordinator Jill Wilson
 Tauranga Abuse Prevention Strategy Jessica Trask (2)
 Tauranga anti child abuse March organiser Kim Horne
 Tauranga Police Family Violence Co-ordinator Con Sally Prentice Jones
 Tauranga's Living Without Violence Dennis Blake
 Te Korowai Aroha Aotearoa CEO Josie Karanga (4)
 Te Rito family violence co-ord Gayle Helm
 Te Whare Ruruhau O Meri director Hera Clarke
 Tiamana Violence Free Pacific Network Pastor Kiria
 Timary Protest Rally organisers Kirsty Stewart and Rachael Peterson (2)
 Unicef Domestic Advocacy manager Barbara Lambourn
 United Party Peter Dunne
 Univ of Canterbury child psychologist Karyn France
 US Paediatrics Prof Ken Ginsburg
 Victim of Abuse friends and family(31)
 Waiariki Women's Refuge
 Waitakere Mayor Bob Harvey (3)
 Wakatipu Abuse Prevention Network co-ordinator Tina Mongston (3)
 Wanganui Child Advocate Shelley Walker (2)
 Wanganui MP Jill Pettis
 Wanganui Violence Intervention Network Cheryl Edwards

Wellington People's Centre
West Coast DHB
Wgtn Ending Abuse and Violence Group Helen McVicar
Wgtn Family Lawyer Wendy Davis
Wgtn Women's Refuge office co-ord Deborah Stokes
Whangerei Hospital emergency dept head Scott Cameron
WINZ (3)
Women's Affairs Minister Lianne Dalziel (5)
Women's Refuge Catherine Delore
Women's Refuge Heather Henare (11)
Womens Refuge Mereana Pitman
Womens Refuge South Canterbury manager Dawn Rangī-Smith