



‘Put it on the radio’

Connecting with community media for diversity storytelling

Cate Prestidge
School of Media Arts
Wintec



Ko Cate
Prestidge toku
ingoa



oar 
105.4 FM
dunedin

School of Media Arts



Building a relationship

- For skill development and content creation
- That links to strategic plans of both organisations
- That helps us with our approach for teaching applied communication skills for media storytelling across multiple platforms.



Hosting and interviews #winwin

- Professional development, supported by work
- Time for training and to be on air
- Keeps me active with interview skills
- Support for conferences and summits
- **For Free FM**
- A reliable breakfast host
- Contacts from the creative & media sector

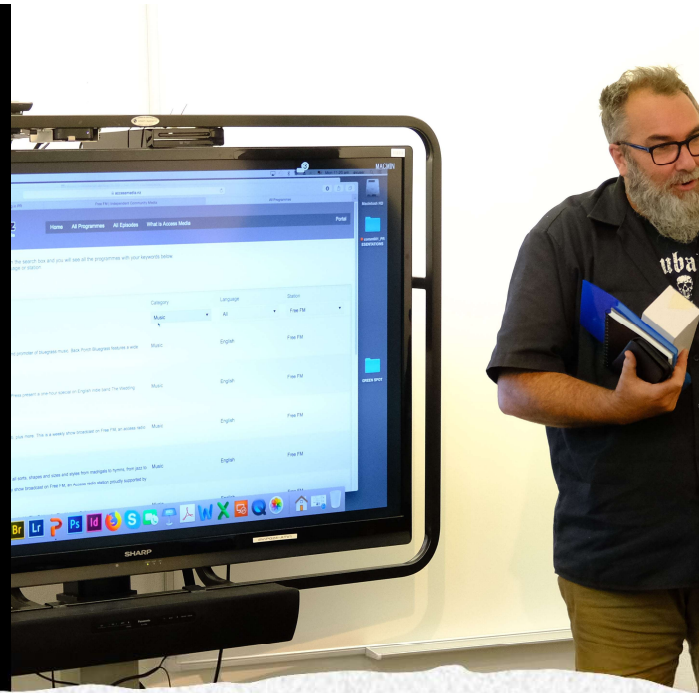
New voice on community radio creates opportunities for students

Friday, 27 July 2018



Cate Prestidge in the Free FM studio during her Thursday morning breakfast slot.

Wintec Media Arts team leader Cate Prestidge is now part of The Free Breakfast team, taking on the Thursday breakfast slot and joining the other Free FM presenters, Mark Bunting, Kelli Pike, Mike Williams and Bryan Smith on air weekdays from 7.30 - 9.30am.



Guest speakers

Teaching podcasting?

Bring in the people that live & breathe it!

Communication Aotearoa

- 1 minute opinion piece
- Writing exercise, focusing on language features
- Week 1 – wrote & got verbal and written feedback
- Week 2 – recorded at Free FM





Feedback

“ I didn’t realise I was going quiet at the end of every sentence, but it really helped to get feedback so I could improve as I went.”

Unedited

“When I saw the graph of the unedited audio it was so clear what I was doing, and what I needed to do next time”

📄 Transcript



Building in more learning

Some of the students came on breakfast to discuss their Topics live

SoMA socials covered it



Wintec School of Media Arts

March 7 · 🌐

A group of communication students have been writing short opinion pieces as part of honing their strategic writing skills.

The opinions covered a wide variety of topics including these great ones:

- 👉 Is Netflix cancelling itself?
- 👉 Are Gen Z as environmentally friendly as they make out?
- 👉 and 'Stop retrofitting classic stories and write new ones instead'.

So they could put their writing into practice, tutor Cate Prestidge took them to [Free FM](#) to record these for broadcast. Free FM Station Manager Phil Grey supported the group with vocal tips and producing.



Building content #winwin

- Worked with their community media manager
- Built the pieces into small shows
- Did workshops to help structure and plan shows
- Wrote and produced
- Recorded for Youth Zone



The New Wave – storytelling project

- Genesis was from a number of things
 - Attending the AUT podcast summit with Free FM 2023/2024
 - A PhD project on radio and community
 - Journalism storytelling connections with the Muslim community
 - Re reading our 2015 publication, The New Wave which profiled the stories of migrants who've made Kirikiriroa home



Perspectives on Ramadan



New Zealand's first large-scale community Ramadan dinner celebrates diversity

Waikato Herald
By Cate Prestidge

Save | Share

14 Apr, 2023 05:00 AM ⌚ 3 mins to read

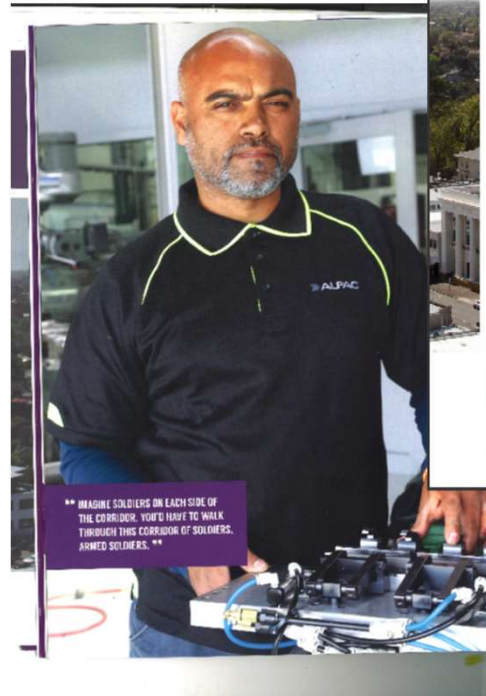


Over 1000 people gathered for the community iftar meal at Claudelands Event Centre. Photo / Isra Yaghi

In a first for New Zealand, a large-scale community “break-fast” for Ramadan was held in

The New Wave

- 2015
- Involved 2 journo teachers
- 1 editor in residence
- 1 design tutor
- 1 photo tutor
- 11 student reporters
- 1 design student
- 1 photo student
- A massive print budget



** IMAGINE SOLDIERS ON EACH SIDE OF THE CORRIDOR. YOU'D HAVE TO WALK THROUGH THIS CORRIDOR OF SOLDIERS. AHMED SOLDIERS. **

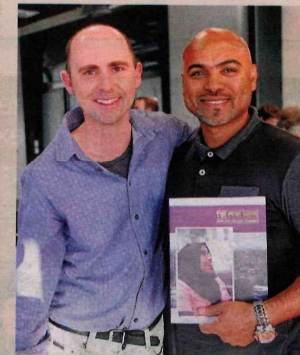




Gordon Chesterman, Venetia Sherson, Margi Moore and Mary Cave-Palmer lent their support.



Sione and Feana Tu'akol pleased to be part of the occasion.



Paul Tilling and Mussolino Humby.



Idris Hussien and Mohamed Robito.

The New Wave

Wintec Media Arts journalism students presented profiles of Hamilton's migrant community, Launch of The New Wave, at Wintec's Atrium on Thursday. Geoff Ridder captured the event.



Margi Moore, Radiya Ali and Mary Cave-Palmer joined in the event.



Shontelle Cargill, Dasha Kuprienko, Paul Mitchell, Te Ahua Maitland, Charlie Scott.



Evdokia Toporishcheva and Lada Fadeeva.

So how could we pick this project up again?



1 tutor only



“Put it on the radio”



Audience listening stats for audio from NZ on Air have shifted and are rising fast



Rationale for the approach includes audio accessibility for speakers of other languages



Mobile phone accessible, free, portable, shareable


Storytelling Project pitch

- To revisit the storytelling project started by 'The New Wave' in 2015
- Develop an updated series of 'new wave' stories to be published on accessible audio platforms via a community partner, FreeFM.
- To build on existing relationships with Waikato Settlement Centre, English Language Partners, HCC
- To create a repository of well-structured podcast episodes featuring stories from members of our community.
- Local content, but universal stories that could reach wider audiences
- Develop a brand for the New Wave podcast, visual collateral & a digi marketing strategy*
- Create video to accompany social media promotion*
- Structure it so students can be involved as a training & assessment, & so it could be passed on

**both using skills of my colleagues, who can also use this as applied research, or students*



Background

- Hamilton - 160 different ethnicities
 - Amplify migrant stories (aligns to CAMA kaupap)
 - Sharing stories and experiences to connect communities.
 - Support people to tell their stories, build understanding and celebrate cultural identity and diversity in our community
 - How can we make this sustainable, accessible & inclusive?
- 



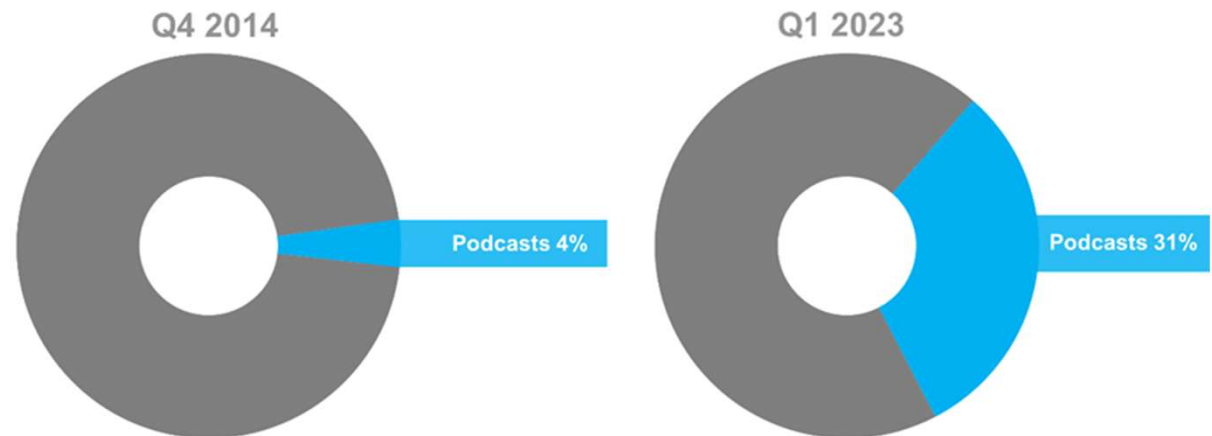
Research objectives include

- Identifying changes in audience media consumption and the efficacy of audio as a storytelling medium
- Developing a suitable podcast structure for effective storytelling
- Revisiting original interviewees for a 'where are they now' story as well as identifying new subjects for the longitudinal aim.
- Creating a polished and engaging podcast which captures individual stories of migrants and prioritises their voices in the audio story.
- Testing and developing technical skills to edit and produce podcasts with community partner Free FM
- Creation of a social media brand and promotion strategy for the show, dissemination through media channels, as well as analysis of audience reach.
- Identify opportunities to partner with Settlement Centre, HCC, Schools

This is just one report from the US showing the increase since 2014 from 4% to 31% audio

Share of Ear[®]

Daily Time Spent Listening to **Spoken Word Audio**
U.S. Population 13+



Edison Research Share of Ear © Q2 2022 - Q1 2023

New Zealand context

- **AUT lecturer Lewis Tennant conducted a study of 723 NZ podcasts spanning 13 categories**
- **Tracked since the 1st in 2005.**
- **Huge growth in 2020-2021**
- **Average podcast lifespan of 2 years**
- **Average length of 39 minutes.**
- **Most popular style (41%) in NZ follows an interview format**

• <https://www.aut.ac.nz/news/stories/nzs-largest-podcast-study-at-podcast-summit>

DAILY AUDIENCE OVER TIME - DETAIL

All New Zealanders 15+ % Daily Reach

Linear TV reach has continued to decline in the last 5 years, and while NZ BVOD has shown steady growth over this time, it has remained stable this year, resulting in an overall year-on-year decline in daily reach for TV.

In 2024, global video platforms reach has increased slightly, now at 64%, ahead of TV with the second highest reach at 60%.

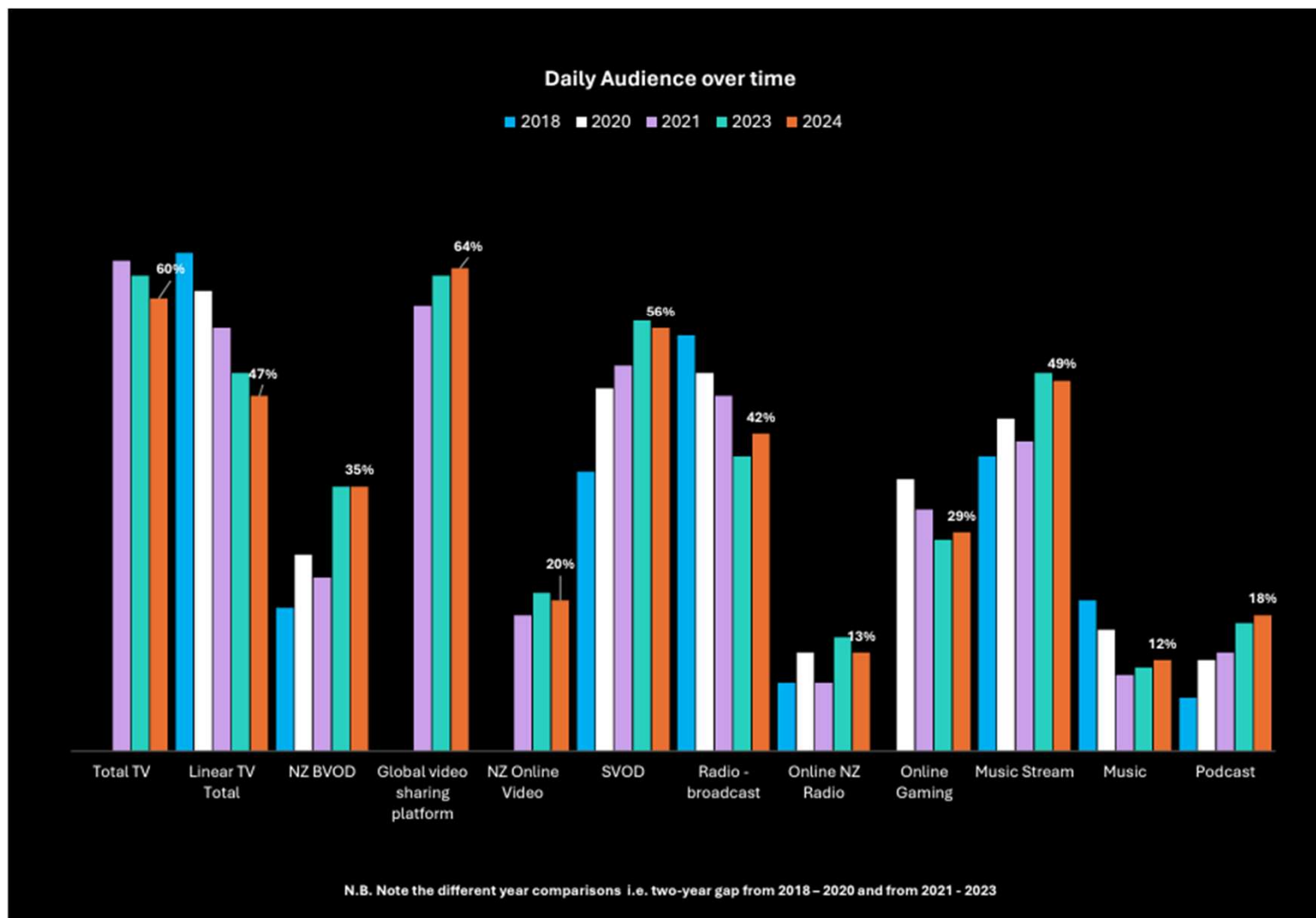
SVOD and music streaming showed strong growth from 2018 to 2023, which has stabilised in 2024.

Radio listening via radio broadcast has increased year-on-year; with online listening slightly down.

Online gaming is slightly up and podcast listening continues to steadily increase.

N.B. TV is all TV viewing (net) of content provided by a NZ Broadcaster i.e. Linear or BVOD (live streaming or on demand)

Base: All respondents (2018 n = 1,414; 2020 n = 1,511; 2021 n = 1,420; 2023 n = 1,408; 2024 n = 1,404)



https://d3r9t6niqlb7tz.cloudfront.net/media/documents/Where_are_the_Audiences_2024_Report_Final_21_08_24.pdf

Links, strategy and funding #winwin

- Free FM and Community Access Media Alliance kaupapa is to promote diversity
- Links to NZ on Air funding priorities.
- Links to their strategic plan for programming to build connections in the community.
- Builds on existing connections with migrant communities for my media students' 'diversity reporting'.
- Audiences are increasingly consuming audio and podcasts – a growth area for the communication degree.
- FreeFM have a strong base of podcast experience, have resources and are keen to showcase more content about and for the community

More #winwin

- We hope that as well as creating a repository of stories, the podcasts may give interviewees a 'media experience' & inspire some to **make their own content** to 'pass the mic'.
- Audio will be more accessible than print media to reach audiences
- Combined with a brand and social media strategy, will help these stories be heard and shared.
- Build as a future student project



Practical bits – Putea! \$\$

- Research funding for my time and any travel
- Secured community funding with Free FM as my nominated community partner
- Free
 - Wintec cars
 - Researchers and technician's time
 - Free FM portable recording gear
 - Student time (as could become an assessment)
 - School of Media Arts video gear, podcast and video production studios





Progress to date

- Full ethics approval gained
- Initial research into podcast stats and changes done
- Contacted past New Wave interviewees
- 160 cell spreadsheet tracking ethnicities
- Working with Waikato Settlement Centre for referrals
- Wintec researchers engaged for brand strategy and music
- Video approach and planning underway
- First 3 interviews booked

Next steps

- Hoping for this to be a longitudinal series, that is easy for other interviewers to pick up & can be sustained over time.
- Working with HCC as poss Welcome Week tie in
- Focus firmly on Kirikiriroa

