

HISTORICAL MEDIA AUDIT

OF

FAMILY VIOLENCE REPORTING

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

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Executive summary

The four year Campaign for Action on Family Violence aims to help change the way New Zealanders think and act about family violence.

Family violence affects neighbourhoods, schools, workplaces and communities and has far-reaching and devastating social and economic costs. The campaign aims to change the social climate in New Zealand so that Family Violence is Never OK.

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

It is widely acknowledged that the media is a powerful influencer and shaper of community attitudes, as well as providing a reflection of social trends.

The media plays an essential role in the campaign to change attitudes towards family violence, as most New Zealanders get their information and understanding about family violence from the media.

One tangible way to measure the increase in awareness and understanding of family violence is to analyse media coverage during the campaign period.

This Historical Media Report has been commissioned by the Ministry of Social Development to act as a benchmark to help track changes in family violence reporting and the impact of the Campaign for Action on Family Violence.

An audit of news stories from a three month sample in 2005 has been carried out to identify language and trends used by reporters before the campaign started.

This Historical Media Report will provide a reference document and valuable comparison tool that can be used to highlight to key stakeholders the value and effectiveness of the Campaign for Action on Family Violence.

The results will be used in future media analysis to compare how family violence is reported, and how media coverage tone and manner changes over the campaign period.

In summary, this historical media audit has been undertaken to determine the following:

- The extent of coverage of family violence before the campaign started.
- The tone and manner of family violence media coverage before the campaign started.
- The family violence issues and messages being communicated through media coverage before the campaign started.
- The family violence myths being perpetuated through media coverage before the campaign started.
- Which news organisations were covering the issues

The results of this Historical Media Report 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 frequent use of myths and misreporting.

Major findings and trends

- Family violence reporting from the three month sample period from 2005 can best be described as **reactive**, with 62.1% of stories stemming from court or police reports.
- The **tone** of most articles is neutral in terms of family violence. 92% of articles do not portray family violence as negative, or contain a family violence message.
- Nearly three-quarters of all articles assessed, or nearly 75% of coverage, contained no **message** about family violence within the story. This means the story did not acknowledge the incident was family violence-related, had no up-to-date family violence statistic or contained no message saying family violence is not okay or what to do about it .
- Nearly 40% of the articles contained a **myth** about family violence. This category includes commonly held beliefs about the causes of family violence, or a briefer than expected story given the seriousness of the incident.
- The source or **spokesperson** for 62% of coverage stemmed from the police or court coverage. Experts, family violence groups or community groups were hardly ever used as sources for stories.
- New Zealand's four major metropolitan newspapers accounted for more than half (52.2%) of the total coverage of family violence stories.
- Nearly half of all family violence stories (47.5%) are about a murder or homicide.
- National stories were not followed up at a local level.
- This first media analysis of family violence reporting in New Zealand of a three month sample in 2005 backs up international research from a Portland Press Herald study in 1998 showing poor reporting of domestic violence.

- 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 is possible to pick a domestic violence murder because of the lack of coverage and length in stories.
- The relationship between the victim and the perpetrator was usually ignored, or often buried at the bottom of an article.
- For the purposes of this Historical Media Report, the term 'family violence' was used although it is interchangeable with 'domestic violence'.
- While it is important to acknowledge the legal constraints reporters often face in a family violence story, it is apparent that reporters tread very carefully around the topic of family violence. A relationship is often either not mentioned, or buried within a story.
- In 2005, the term 'family violence' was rarely used.
- Domestic violence and family violence murders were very rarely identified as such. Instead there are clichés such as 'police are not seeking anyone else in connection with the incident or a description as a 'domestic-type' situation.
- An average reader would be hard pressed to know many reported deaths are family violence related.
- There was no family violence story during the sample period that attracted sustained and intense media interest.
- Domestic violence coverage increased at Christmas time - in the 2005 sample assessed, the focus of the media coverage was on the expected increase in family violence levels.
- The results of family violence are reported in a very matter-of-fact manner. There is no sense of 'public outrage' or 'community concern' in the coverage assessed.

Methodology

To carry out the Historical Media Audit, a three month sample of media coverage was chosen at random from 2005 (before any Campaign for Action on Family Violence media advocacy work started). The months of April, August and December were selected. The three month time sample means results from the Historical Media Audit can be used as direct comparisons to on-going quarterly media analysis during and after the Campaign for Action on Family Violence.

The Parameters of the Search

Media Monitors was engaged to research articles containing the following key words from April, August and December in 2005: -Family Violence, -Domestic Violence, -Murder, -Homicide, -Protection Orders, -Child Abuse, - Elder Abuse.

New Zealand’s metropolitan and provincial daily newspapers were searched, as well as the Sunday newspapers, radio and television.

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 Chronicle
Timaru Herald	Taranaki Daily News	Wanganui Chronicle
Nelson Evening 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

TABLE 1

Limitations to the search

Media Monitors advised there are certain limitations to conducting an historical search. Clippings from community newspapers are unavailable, as are full transcripts from radio and television news items. Searching for key words historically is more expensive and less exact than up-to-date media monitoring, as key words such as murder and homicide generate a large volume of clippings.

For the purposes of the Historical Media Report, the newspaper articles have been analysed for key facts, messages and myths, while an overview of broadcast media trends only is provided.

The Media Monitors search generated a very large number of clippings, but after initial assessment it was obvious a large number of them, while related to the key words of the search, were not family or domestic violence related. Many of the articles were classed as “mention only” and not suitable for assessment.

Articles suitable for assessment

The search was narrowed to ensure 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).

About 20% of the initial clippings sample was suitable for assessment. This provided a sample size of 301 newspaper articles for assessment which is regarded as a good number for successful media analysis.

For the purposes of this Historical Media Report, the term ‘family violence’ will be used although it is interchangeable with ‘domestic violence’.

Method of assessment

Each article was read and assessed qualitatively and quantitatively and coverage was analysed for:

Assessing the Articles

Key Facts	Media outlet, date, headline, journalist
Type	Newspaper article, Letter to the Editor or Editorial / Feature
Theme	-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 Equal in terms of its portrayal of family violence
Message	Does the article carry a message that family violence is not okay? Yes or No
Myth	Does the article carry one of the common myths about family violence? Yes or No
Spokesperson/Source	Who was the spokesperson/source of the article ?
Trends	Trends of language, article size and placement etc observed

TABLE 2

Key facts

Breakdown of Stories by Newspaper

SOURCE	NUMBER OF ARTICLES	PERCENTAGE
Dominion Post	57	18.9%
The Press	42	14%
New Zealand Herald	36	12%
Waikato Times	32	10.6%
Otago Daily Times	22	7.3%
Daily Post	19	6.3%
Hawkes Bay Today	18	6.0%
Manawatu Standard	14	4.7%
Bay of Plenty Times	11	3.7%
Timaru Herald	9	3.0%
Taranaki Daily News	9	3.0%
Southland Times	8	2.6%
Sunday Star Times	8	2.6%
Nelson Evening Mail	8	2.6%
Northern Advocate	5	1.7%
Wairarapa Times Age	2	0.7%
Marlborough Express	1	0.3%
Total	301	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 reporting with 157 articles, or 52.2%, stemming from these four publications.

In the sample period assessed, there were no family violence articles provided by Media Monitors from the following publications: Sunday News, NZ Herald on Sunday, Levin Chronicle, Wanganui Chronicle, Ashburton Guardian, Dannevirke Evening News, Gisborne Herald, Greymouth Evening Star, Northland Times, Oamaru Mail or the Westport News.

Article Type

Breakdown of Coverage by Article Type

TYPE	NUMBER OF ARTICLES	PERCENTAGE
News story	267	88.7%
Letter to the Editor	27	9%
Editorial / Feature	7	2.3
Total	301	100%

TABLE 4

Table 4 shows the large majority of family violence stories are news stories. Although the number of Letters to the Editor are relatively small in number, the percentage of the sample at 9% does indicate a certain level of public interest in the issue of family violence. Many of the letters were negative in tone and were from men opposed to Section 59 legislation, or complaining about Air New Zealand's decision to not allow men to sit by unaccompanied minors.

FRONT PAGE ARTICLES

Ten of the articles (3.3% of the total) were on the front page of newspapers. Eight of the articles were about murders, and two were about child sexual abuse.

Themes

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

Breakdown of Coverage by Theme

THEME	NUMBER OF ARTICLES	PERCENTAGE
Adult Murder /Homicide	102	33.9%
Family Violence /Domestic Violence	54	17.9%
Child Murder /Homicide	41	13.6%
Protection Orders	26	8.7%
Child Abuse	21	7%
Preventing Family Violence	17	5.6%
Child Sexual Abuse	16	5.3%
Smacking	9	3%
Caregiver Abuse	9	3%
Sexual Abuse	5	1.7%
Elder Abuse	1	0.3%
Total	301	100%

TABLE 5

Nearly half the media coverage (47.5%) during the period assessed was in relation to murder (adult and child). Stories about family violence made up 13.6% of the coverage.

A DETAILED ANALYSIS OF THEMES

ADULT MURDER / HOMICIDE

Stories about adult murder were the most prominent in the sample analysed, with 102 (33.9% of total coverage) falling under this theme.

Most murder stories involved very matter-of-fact reporting using police or court information as the source. Many of the stories contained myths because they reported comments made during court trials. There was no follow-up with any family violence community groups or agencies to any of the reported murders or court verdicts.

Stories about domestic violence murders were obviously shorter, and the coverage less widespread than that of other murders. In some cases, the clue to a death being family violence related was the brevity of the articles describing what happened.

The family or domestic link was often not mentioned, or alluded to with a line such as 'police say they were known to each other'. Cliches featured a lot in stories, such as 'police are not looking for anyone else in connection with the incident'.

One interesting comparison was the death of Christchurch prostitute which gained prominent and widespread media coverage, with that of a woman in East Tamaki in Auckland who was found stabbed on her driveway. The domestic murder was only mentioned briefly in several newspapers.

Christchurch suffered a spate of murders at this time, and to quell the concerns of residents the Police Association told residents they should not be worrying about their personal safety as most were domestic-related incidents.

One obvious trend noticed was the tendency for media reports to provide more information about the accused than about the victim.

The coverage of a double murder in Tauranga was

"A Tongan who said he murdered his adulterous wife because he loved her has failed in his bid to stay in New Zealand" NZ Herald 1 April 2005

Punch to Kaumatua's face was a 'natural reaction' *The Daily Post 3 August 2005*
"Akima Tarei only punched his former partner's father Charles Vercoe in the face once. Nine days later the kaumatua was dead."

Woman killed *"Senior Sergeant Gary Lendrum said there had been a dispute between the dead woman and a man" The Press 22 April 2005*

Dead woman found alone *Manawatu Standard "Mr Brew said the killing appears to be a "domestic-type" crime, and that it was a violent death."*

Murders stretch police *"In the majority of murders, the victim is either a friend or relative of the murderer. You're looking at mainly domestic-related things. People don't necessarily go around town and shoot people for the fun of it." Police Association Regional Director Craig Prior. The Press 28 April 2005*

"Son is Murder Accused" *Waikato Times 5 April 2005*

significant in that it explored the domestic violence history of the slain woman and her partner. Interestingly, the newspaper was chastised by a judge at a later court hearing for this coverage.

Woman's life of domestic violence "It was like living next door to Once Were Warriors" Front Page Bay of Plenty Times 14 December 2005 "Slain Tauranga woman Teressa Gunn and her former partner had a history of domestic conflict resulting in police call-outs. The man has been charged in connection with this week's Greerton attacks"

FAMILY VIOLENCE / DOMESTIC VIOLENCE

54 articles, or 17.9% of the coverage, fell under the theme of family violence or domestic violence.

The coverage about family violence was interesting as while it did serve to highlight the issue, the stories did not often highlight that family violence was wrong.

The term family violence was not commonly used.

The number of stories about family violence intensified around the Christmas period, focussing on Women's Refuges expecting to be busy.

The Taranaki Daily News stood out during the period sampled with its level of coverage of family violence.

August saw the release of annual crime statistics. The NZ Herald was the only publication to look at domestic violence statistics.

"Xmas spells danger for many women" New Zealand Herald 15 December

"Parents urged to sort out custody and access" The Nelson Mail 23 December 2005

"Domestic Violence rears its ugly head" Timaru Herald 30 December 2005

"Family Study shows Family Violence a huge issue" Taranaki Daily News 14 December 2005

"Pet Cruelty linked to Domestic Violence" Sunday Star-Times 21 August 2005

"Frenzied attack 'out of the blue' Hawkes Bay Today 22 August 2005

CHILD MURDER / HOMICIDE

41 of the articles (13.6% of total coverage) were about child murder/homicide.

There was no child murder/homicide that really 'captured the nation's interest' during the three month sample period. Thus, most of the coverage was straight reporting from police or court reports, with no analysis or follow-up.

"...although police say Sarah's family are co-operating with the inquiry they have now asked the baby's extended family to come forward to help solve her death". New Zealand Herald 12 April 2005

The death in Putaruru of 3 ½ month old Sarah Rebecca Haddock-Woodcock received limited coverage through short stories. Tokoroa police asked the public for information, but trod softly around the issue of whether family was involved.

Mother charged over death of baby *Dom Post* 11 August 2005

Other child murder stories failed to capture much media attention, with short coverage of court verdicts and no focus on the child.

Mum Guilty of Murder *Waikato Times* 11 August 2005

The Taranaki Daily News was the only publication to run a story on the Coroners Court ruling on a murder/suicide where a mother killed her two children and herself, plus a follow-up story on depression.

No warning of mother bludgeoning her children *Taranaki Daily News* 10 August 2005

The Mt Wellington Quarry death gained nationwide coverage, but stories only went as far as saying the incident followed a domestic dispute.

Summit plunge 'potential homicide' *The Press* 24 August 2005 "...The incident follows a domestic dispute in the Mt Wellington suburb, which police attended earlier in the day"

PREVENTING FAMILY VIOLENCE

17 articles, or 5.6% of the total coverage, fell under the theme Preventing Family Violence.

Stars, Ezibuy tackle family violence *Manawatu Standard* 18 August 2005

These stories were specifically about preventing family violence, as opposed to reporting family violence stories. Not surprisingly, these stories were positive in tone, and all carried messages about family violence.

Groups welcome \$12M child funds *Dominion Post* 25 April 2005

SMACKING

Nine stories (3% of the coverage) were about smacking.

Ban on Smacking won't stop violence and abuse *NZ Herald* 9 April 2005

Interestingly, most of the coverage was through letters to the editor.

Anti-Smacking Campaigners Hail Sentence *Front Page Dominion Post* 15 April 2005

PROTECTION ORDERS

26 articles (8.7% of the total number of stories) were about breaches of protection orders.

"Man stabbed after argument" *Dominion Post* 30 April 2005 "A woman was also inside with her four children aged up to 12 years. All three adults knew each other".

Interestingly, most of these stories were from court, and from newspapers in the lower South Island, who publish more court stories than other newspapers. This level of court coverage was not seen at all in the major metropolitan dailies.

Threatening behaviour by text messaging was another issue that was often seen under this theme.

"The break up of a 15-year marriage took its toll on a former Cromwell man who was convicted and sentenced to 15 hours community work for 12 charges of breaching a protection order by sending abusive text messages to his ex-wife." Otago Daily Times 3 August 2005

CHILD ABUSE

21 articles, or 7% of the total coverage fell under the theme of child abuse.

Like the child murder/homicide category, there was no story during the assessment period that captured the interest of the media.

Mother Claims Someone Else Hurt her Baby *The Daily Post* 9 August 2005. A Tauranga mother accused of hurting her baby so badly she left him brain damaged for life claims someone else is responsible."

Mum lied to protect son's alleged abuser *Dominion Post* 7 December 2005

CHILD SEXUAL ABUSE

16 of the 301 articles assessed, or 5.3%, covered the issue of child sexual abuse

Most of them concerned the former Christian Heritage party Leader Graham Capill pleading guilty to sexually abusing a child. None of the stories made any mention of the impact on the victim, rather they focused on his fall from grace.

Capill admits child abuse *The Press* 2 April 2005

CAREGIVER ABUSE

Nine stories (3% of the total coverage) were about caregiver abuse or murder.

Most focused on the death of a tetraplegic Sumner man. Little information was available at the time of the murder, but details become public during court coverage.

"A caregiver is to stand trial on a murder charge after allegedly carrying out his plan to slit the throat of a defenceless tetraplegic man." Timaru Herald 15 December 2005

SEXUAL ABUSE

Five stories (1.7% of the total coverage) were classified as being under the theme of sexual abuse.

In these stories, the relationship between victim and perpetrator was alluded to, but not spelled out.

*"...The woman was known to Karena." Otago Daily Times
8 December 2005*

ELDER ABUSE

Only one article (0.3% of total coverage) in the three month sample was about elder abuse.

*"Old often abused by family"
Dominion Post 12 December
2005*

Tone

The tone of the articles was examined in terms of how it portrayed family violence. Articles were classified as **Positive**, **Negative** or **Neutral**.

To be classed as **POSITIVE** an article had to overall:

-portray family violence as a negative

-contain a family violence message

To be classed as **NEGATIVE** an article had to overall:

-perpetuate the myths of family violence

-highlight accepted stereotypes of family violence as okay

If an article was neither positive or negative it was classed as **NEUTRAL**.

Breakdown of Articles by Tone

TONE	NUMBER OF ARTICLES	PERCENTAGE
Positive	24	8%
Negative	18	6%
Neutral	259	86%
Total	301	100%

TABLE 6

Table 6 highlights the fact that the huge majority of articles – 86% - are neutral in terms of their portrayal of family violence. In terms of Family Violence the interesting point this highlights is that 92% of family violence stories do not on the whole portray family violence as a negative, or contain a family violence message. The most common theme to show as positive was Preventing Family Violence, where not surprisingly all the articles were positive. At the other end of the scale, smacking had the most negative stories but that statistic is affected by the number of letters to the editor on the topic rather than news articles.

Messages

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

The article was given a “Yes” 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 articles containing family violence messages

ARTICLE CONTAINING MESSAGE	NUMBER OF ARTICLES	PERCENTAGE
Yes	77	25.6%
No	224	74.4%
Total	301	100%

TABLE 7

Just over one quarter of the articles were assessed as containing a message.

However, the flipside of this statistic is that nearly three quarters of all family violence stories DO NOT contain a message. They have not mentioned that an incident was family violence related, contained no statistic about family violence or no message about family violence.

Myths

The articles 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 Articles containing Family Violence Myths

ARTICLE CONTAINING MYTH	NUMBER OF ARTICLES	PERCENTAGE
Yes	114	37.9%
No	187	62.1%
Total	301	100%

TABLE 8

Nearly 40% of the articles assessed contained a myth about family violence. This means a large majority of articles about family violence in New Zealand newspapers perpetuate the myths of family violence, or provide less extensive media coverage of a family violence incident.

Breakdown of Tone, Messages and Myths by Newspaper

SOURCE	POSITIVE TONE	CONTAINS MESSAGE	CONTAINS MYTH
Dominion Post	6	15	20
The Press	4	9	18
New Zealand Herald	3	10	14
Waikato Times	2	8	13
Otago Daily Times	0	4	7
Daily Post	0	4	6
Hawkes Bay Today	1	3	9
Manawatu Standard	1	3	7
Bay of Plenty Times	1	5	4
Timaru Herald	2	4	2
Taranaki Daily News	3	5	1
Southland Times	1	2	3
Sunday Star Times	0	3	4
Nelson Evening Mail	0	1	1
Northern Advocate	0	0	4
Wairarapa Times Age	0	1	1
Marlborough Express	0	0	0
Total	24	77	114

TABLE 9

There is no strong indicator that one publication is far more positive or negative in tone than another, or carries more myths and messages.

The Dominion Post 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 does correlate quite closely with the actual number of articles in each publication, so it is fair to say on the whole, the coverage is to be expected .

Of interest was the Taranaki Daily News with three stories that were positive in tone. This publication showed the most interest in the topic of family violence, and ran results of studies and reports carried out in its region, and also covered a speech by a family violence expert. No other publication showed this level of interest in the topic.

Spokespeople

Because this is an historical audit of family violence media coverage, it was not relevant or applicable to keep track of every individual spokesperson. For the purposes of the Historical Media Report, the number of stories sourced from court and police were tallied. It was intended to highlight any spokesperson appearing in over five articles, but no other spokesperson reached this figure.

Breakdown of Spokesperson or Source of Article

Spokesperson/Source	Number of Articles	Percentage
Court	110	36.5%
Police	77	25.6%
Total	187	62.1%

TABLE 10

The majority of family violence stories in the three month sample assessed came from court or the police. This may explain why so many (37.9%) of the stories had myths in them, as articles covering court cases often quote directly from the defendant or lawyers.

This high number of stories quoting police or sourced from court also highlights the point that many family violence stories are reactive – the reporter is covering a given event, rather than getting information from family violence community groups and experts.

Radio and television

As mentioned earlier in the methodology, one of the limitations to carrying out an historical media audit is the unavailability of complete broadcast media transcripts.

Media Monitors provided a selection of radio and television broadcast outlines to provide an indication of the media coverage the study topics attracted in 2005. The selection did not represent a complete survey of all broadcast media over the time period analysed.

It was impossible to analyse the coverage but it appears broadcast media did cover the bigger family violence stories in the three month sample period in 2005.

Radio New Zealand, TVNZ and TV3 all covered the trial of the mother of baby twin Gabriel Taylor who was killed in 2004.

TVNZ, TV3, NewstalkZB and Radio New Zealand all ran stories about the Tauranga double homicide.

All broadcast media ran stories about domestic violence in the lead-up to Christmas.

Maori media

In the three month sample assessed, there were no stories specifically about Maori-related issues in terms of family violence.

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Appendix

APPENDIX A List of reporters covering family violence stories

<u>New Zealand Herald</u>	Yvonne Martin (2)	Iain Butler
David Eames	Jarrod Booker	<u>Rotorua Daily Post</u>
Monique Devereux	Mike Houlahan	Rachel Tiffen (3)
Phillip English	Eleanor Wilson	Abigail Caspari
Sandra Paterson	Keri William	Kelly Blanchard (2)
Simon Collins	Dean Colcott	Kate Shanks
Elizabeth Binning (2)	Paul Focamp	<u>Otago Daily Times</u>
Helen Tunnah	Mike Steere	Lyn Humphreys (2)
Nicola Boyes	John Henzell (2)	Natalie Bridges
Juliet Rowan	Helen Murdoch	Debbie Porteus
Jan Stokes	<u>Waikato Times</u>	<u>Bay of Plenty Times</u>
Derek Cheng	Andrew McAlley (3)	Anna Bowden
<u>Dominion Post</u>	Esther Harward	Sandra Conchie (2)
Vernon Small	Lucy Reed	<u>Sunday Star Times</u>
Sophie Neville	Justine Turner (2)	Rachel Grenwell
Anna Saunders	Helen Pratley	Dave Courtney
Tanya Katterns	<u>Taranaki Daily News</u>	<u>Timaru Herald</u>
Maggie Tait	Lyn Humphreys	Helen Pickering (3)
Karen Hodge	Kim Schwietes	<u>Nelson Mail</u>
Carolyn Enting	Jayne Hulbert (3)	Becky Vass
Anna Chalmers	<u>Manawatu Standard</u>	
Rebecca Palmer	David Eames	
<u>The Press</u>	Anna Wallis	

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