**How 55 Million dollars can make a healthy change among the public and the media**

Before I embark on a deep journey into how 55 million dollars can be spent to better the public’s working citizens and really give the public’s interest a voice, I will need to answer a question. What is Public Interest Journalism?

From my recent research I have found articles explaining and giving details on how Public Interest Journalism can be funded towards not only journalism itself but to the media which gives me a basic idea as to what it is. A quote from the Minister for Culture and Heritage website (<https://mch.govt.nz/media-sector-support/journalism-fund>) that gave me more insight into what it was is, “journalism that contributes to a person's ability to function as a valued and informed member of the communities in which they live and/or work”. Another paragraph from the same article has also led me to believe that Public Interest Journalism (PIJ) helps the media and allow it to “continue to produce stories that keep New Zealanders informed and engaged and support a healthy democracy”.

Now, essentially we consume PIJ by reading news and stories on the internet, through social media, newspapers, television and even for some, the radio. Something I have come to find throughout reading news whether it be on social media platforms or in the newspaper, I have come to find that there tends to be a vast amount of fake news which in turn can create quite a bit of controversy for the topic the fake news has used. This alone can give people the assumption that Journalism itself is a negative way to show the media as fake news can be mistaken by people as real facts and real evidence when it is not. For example, there is countless articles and news about people giving “evidence” that the Earth is actually flat, alot of people know that this is not factual media but many others believe it to be because of the so called evidence which has led to a trend among social media of the Earth being flat. There are many other examples that have been in the spotlight, giving journalism a bad name. Although 55 millions dollars is truly enough to help fund media and the public’s interest into making it a more positive outlook. Although , the things I do like about Journalism is that despite the unfortunately great amount of fake news, I highly enjoy how informative and how accurate a lot of their published stories are. I frequently find myself at awe of the journalists who take the time to really gather proper facts and to not downplay the stories they distribute.

If I myself were able to use that 55 million as a journalist for the PIJ I wouldn’t use all of the money quite so recklessly but instead think about the responsibilities that have bestowed upon me. I would personally begin by getting the public’s concerns, ideas and interests into how we can improve media. I'd then give myself a budget and work from there and first invest in funding to have more reliable journalist’s that make more reliable articles and stories. I’d do this because to me there is nothing more aggravating than knowing that something in that bit of news has not done that story justice, I have seen many controversies over stories that have done a thing like this. Many outraged people that their voices have not been properly conveyed through, angered by the lack of effort. These instances have widened my horizon more and given more of a knowledge as to why they feel this, which is why I would do that.

I would also use the money to bring more light to more intense and informative stories that can get the public more engaged with current affairs and more important topics like climate change, what the government is doing in their favor, if there has been any leakage of privacy and so forth. I have gathered that from the website ‘Better public media’ (<https://betterpublicmedia.org.nz/our-aims/public-interest-journalism>) that finding stories like that are not easy to find nor are they always profitable which is a downside to having very informative topics that need very in depth research and needing to be very precise on the facts and evidence. Which reason as to why I would fund into getting more journalists and help fund their research to give accurate and direct stories/news the public have every right to know.

It is important for the public to know about what is going on with the government, the world and how their safety is secured. If you are wondering as to how this benefits the public’s interest or how it will keep them intrigued and wanting to read more, well it will be a healthy way to give the public insight into how things are for them, what changes they want made and how the media (along with the people behind it) will take that in on their behalf without the people feeling as if they are being silenced or listened to. I can say this would be a much healthier way as from the past we can clearly see that when people feel that they are not being properly treated and properly informed about things, they have started riots and strikes which causes negative outcomes for both the outcome and the media. That is why I think it would be the healthiest way to keep the public at peace with media, it will also help the public know that the stories play a role into their life meaning reading the articles and keeping them updated.

That is what I would do if I could spend 55 Million dollars to help the public’s interests.

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