

Public Interest Journalism Fund (PIJF)

May/July 2021 Funding Round Information for Applicants

Projects and Industry Development Funding



If you have any questions/pātai about the following information - please contact journalism@nzonair.govt.nz

A. Purpose

This information is for applicants intending to make a funding application to the Projects and Industry Development pillars of the [PIJF](#) for the May/July 2021 round. In an environment where there are more applications than available funding, we structure funding rounds so that wherever possible like applications can be considered at the same time. This enhances the contestability of ideas across the applications considered in each round.

B. Introduction

NZ On Air's funding strategy is founded on core public media principles. These include enriching the New Zealand cultural experience, improving diversity of media content in many forms, ensuring content is accessible, strengthening community life, and promoting informed debate.

For more detail on the PIJF please read the [general guidelines](#).

C. Assessment Criteria

The following criteria will be used to broadly analyse all applications to ensure the objectives of the PIJF are met across the breadth of applications funded. However, each round will have **specific assessment considerations** depending on the focus and priorities of that round.

Upholds PIJ	Meets the goals and definition of PIJ as outlined in Section 3 of the general guidelines.
Māori and Iwi journalism	Supports and promotes Māori and Iwi journalism that is made by Māori about Māori perspectives, issues, and interests prioritising the needs of Māori.
Targeted audiences	Targets content areas and communities (local, regional, national) that are currently not being fulfilled in particular: Pacific, women, youth, children, persons with disabilities, ethnic communities (with a focus on Pan-Asian communities).
Discoverability	A clear and convincing plan to reach the target audience/s.
Collaboration	Content distribution agreements, aggregation by platforms/publishers, sharing resources or co-producing content furthers the interests of the industry and audience.
Sustainability	Applicants should consider how their proposal might be sustainable beyond that time frame or how it might contribute to sustainable outcomes.

D. July funding round priorities

Project Funding

We are seeking applications across the following Project categories:

1. National audiences
2. Local/Regional

National	Projects with a national audience focus that target content areas that are currently
-----------------	--

	<p>not being fulfilled, are substantially unfulfilled or at imminent risk.</p> <p>Specific round assessment considerations include:</p> <ul style="list-style-type: none"> • Applicants will be expected to provide a strong (ideally evidence-based) case for this ‘at-risk or missing’ PIJ • The extent to which applications have any co-investment* as part of their finance plan • The scale and size of projected audience reach.
Local/Regional	<p>Projects with a local/regional audience focus that target content areas specific to local and regional communities that are currently not being fulfilled, are substantially unfulfilled or at imminent risk.</p> <p>Specific round assessment considerations include:</p> <ul style="list-style-type: none"> • Applicants will be expected to provide a strong (ideally evidence-based) case for this ‘at-risk or missing’ PIJ • Funding levels will likely be commensurate to platform/publication and audience size.

Industry Development

The number of editorial staff employed in New Zealand has greatly reduced over the past decade and demand for journalism education has also declined. During consultation, stakeholders agreed that training and development were vital to the delivery of short and medium-term talent gain. There was widespread acceptance of funded training and cadetship programmes under the PIJF, which would go some way to developing and injecting new talent into journalism.

Stakeholders also expressed that training and development is a priority for Māori and Iwi journalism as well as the Pacific, Pan-Asian and wider ethnic communities’ journalism sector.

We are seeking applications across the following Industry Development categories:

1. Cross-sector training/cadetship collaboration between media entities
2. Training that supports the PIJF goals of encouraging Te Tiriti partnership and education
3. Training/cadetship collaboration between media entities and journalism courses
4. Internal training/cadetships specific to a single media entity
5. Funding for small-scale, targeted initiatives focused on sustainability / innovation.

Industry Development Funding	
Cross-sector training/cadetship collaboration between media entities	<p>The sector has indicated there is opportunity to be had in collaborations across media entities and platforms. We would be interested to see innovative ways such collaborations could increase the capacity and capability of the journalism workforce.</p> <p>Please note that we are intending to host a summit to encourage more cross sector collaboration and to specifically discuss opportunities around delivering a significant industry-wide cadetship scheme under the PIJF.</p> <p>We are interested in funding collaborative media projects that may be grouped around a single topic i.e. “understanding RMA reform” that could provide professional development along with content creation.</p> <p>We would be interested to see collaborative Master Class projects with shared hosting by a media collective.</p> <p>Specific assessment considerations include:</p>

	<ul style="list-style-type: none"> • Extensive collaboration between organisations in order to attract and develop the best candidates is preferred. • The quality of the training programmes being proposed and ability to measure outcomes. • How the proposal aligns with and supports the aims of the PIJF.
<p>Training that supports the PIJF goals of encouraging Te Tiriti partnership and education</p>	<p>We are interested to see education projects that increase Te Tiriti understanding within the media workforce.</p> <p>We are interested to see education and training projects that support te reo Māori status as an official language.</p> <p>We are interested in education projects that increase the cultural awareness and capacity of the journalism workforce.</p> <p>Specific assessment considerations include:</p> <ul style="list-style-type: none"> • The quality of the training programmes being proposed and ability to measure outcomes. • The ability to encourage uptake of training within a workforce • An assessment of current baseline capabilities within an organisation.
<p>Training/cadetship collaboration between media entities and journalism courses</p>	<p>We would like to encourage greater collaboration between the media industry and training and education providers to develop new and innovative journalism training.</p> <p>We are not looking to subsidise existing journalism course activities.</p> <p>Please note that funding applicants would be the media entities who will need to contract training, education, and consultant organisations. Training participants will need to be staff, contractors or cadets associated with a media entity.</p> <p>We are interested in funding paid workforce development and on-the-job professional development of current journalism staff.</p> <p>This could include short course training around specialist topics such as financial reporting, visual storytelling, te reo Māori pronunciation, te reo Māori (fluent speakers), newsroom management, online platforms, interviewing skills, investigative skills etc.</p> <p>This could also include a paid mentor system to support ongoing on-the-job development.</p> <p>Specific assessment considerations include:</p> <ul style="list-style-type: none"> • Articulation of why this work cannot be delivered without PIJF funding • Training that meets and helps develop the goals of the PIJF • How the scheme could be maintained beyond the current PIJF • The quality of the training being provided • How the proposal intends to assess and measure training outcomes • How the scheme intends to recruit participants where the proposal involves new cadets.
<p>Internal training/cadetships specific to a single media entity</p>	<p>There is an acknowledgement that in-house training has disappeared to a large degree and needs support.</p> <p>Single media entity training will need to demonstrate a structured approach with measurable outcomes.</p>

	<p>It could include an on-staff training role where the scale of training required could justify a position.</p> <p>It could include cadetships where a thorough training programme could be demonstrated.</p> <p>It could include specific training programmes that encourage innovation in how journalism is carried out i.e. visual and online storytelling or new technology.</p> <p>Specific assessment considerations include:</p> <ul style="list-style-type: none"> • Articulation of why this work cannot be delivered without PIJF funding • Demonstration of how it will help develop the goals of the PIJF • Detail on how the application will contribute to journalism recruitment and retention • Plan around how training will be effectively delivered in-house to best support trainees/cadets and staff • The extent to which applications have any co-investment* as part of their finance plan.
Funding for small-scale, targeted initiatives focused on sustainability / innovation	<p>We are not looking to fund infrastructure projects with ongoing costs attached.</p> <p>We are interested in one-off targeted initiatives seeking innovation funding to pilot/develop sustainable business models, new media platforms, new technology solutions to content creation and sharing.</p> <p>To apply for this funding, you will need to contact the Head of Funding (amie@nzonair.govt.nz) to seek approval prior to submission.</p>

* Co-investment will take one or more of the following forms:

- **Platform/publisher cash contribution to the production budget.** This is our preferred option.
- **'In kind' or non-cash platform/publisher contribution to the production budget.** This type of contribution may also be considered as co-investment if it is a genuine contribution to the production budget by providing necessary resources or services that are appropriately costed.

E. Timeline

Date	Milestone	Detail
Fri 30 Apr	Funding round opens and guidelines published	<p>General PIJF guidelines and key fund documents published and portal open for five-page submissions.</p> <p>All applications must be made through NZ On Air's online application portal. Applications not submitted through this system will not be accepted. You must submit a request to register with our online system well in advance of the application deadline day.</p>
Thu 13 May, 4pm	Five-page application deadline. Round closes.	Late applications will not be considered.
Fri 21 May	Shortlist decided	The assessment team will decide on a shortlist of applications.
Mon 24 May	Shortlist contacted	Shortlisted applications will be invited to submit full

		proposals. Unsuccessful applicants notified.
Tue 25 May	Feedback to shortlist	The assessment team will go back to shortlisted applicants re: any outstanding questions that came up during assessment.
Thu 3 Jun, 4pm	Full proposal deadline	Shortlisted applicants submit full proposals through our online applications portal. Late applications will not be considered.
4 – 28 Jun	Assessment	Papers for applications with a budget < \$1m prepared for the NZ On Air Investment Committee. Papers for applications with a budget > \$1m prepared for the NZ On Air Board.
Tue 29 Jun	Decisions for applications seeking ≤ \$1m announced	Applicants notified the following day. This date may be extended at NZ On Air’s sole discretion.
Thu 15 Jul	Decisions for applications seeking > \$1m announced	Applicants notified the following day. This date may be extended at NZ On Air’s sole discretion.

F. Requirements

- First stage applications will be **up to 5 pages maximum** (incl. indicative budget).
- If a content producer or platform/publisher wishes to submit **more than four** project-based applications, they will need to seek approval from the Head of Funding (amie@nzonair.govt.nz) **prior to submission**.

G. Reserved Rights and Terms and Conditions

The following government standard terms and conditions apply to the RFP and the RFP process:

- A. you must bear all of your own costs in preparing and submitting your proposal
- B. you represent and warrant that all information provided to us is complete and accurate
- C. we may rely upon all statements made in your proposal
- D. we may amend, suspend, cancel and/or re-issue the RFP at any time
- E. we may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
- F. we may accept late proposals and waive any irregularities or informalities in the RFP process
- G. we may seek clarification of any proposal and meet with any submitter(s)
- H. we are not bound to accept the lowest priced conforming proposal(s), or any proposal
- I. if none of the proposals are acceptable to us we may enter into negotiations with one or more of the submitters (if any).
- J. we both agree to take reasonable steps to protect the other’s confidential information
- K. our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
- L. there is no binding legal relationship between us, and your proposal is only accepted if we both sign a funding contract
- M. our Request for Proposals (RFP) comprises this document, and any subsequent information we provide to suppliers
- N. the laws of New Zealand shall govern the RFP process

- O. in submitting your proposal you are deemed to have read, understood and agree to be bound by these terms and conditions, and the additional terms and conditions below, if applicable.