



## Public Interest Journalism Fund

### Round 4 (Mar-Jun) Funding Round Information for Applicants

### Industry Development, Projects and Roles Funding

If you have any questions/pātai about the following information - please contact Journalism Manager, Gabriel Thomas [gabrielt@nzonair.govt.nz](mailto:gabrielt@nzonair.govt.nz)

#### A. Purpose

This information is for applicants intending to make a funding application to the Public Interest Journalism Fund (PIJF). 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. In supporting the Crown as a Te Tiriti partner, the PIJF acknowledges Māori and Iwi Journalism and the provisions made within the [general guidelines](#).

#### C. Round 4 Priorities

Building on funding already distributed in the previous three rounds, the PIJF will increasingly focus on funding that supports the sustainability, capability and capacity of public interest journalism in Aotearoa New Zealand. Applications are invited across all three pillars of the PIJF including, Industry Development, Project and Role based funding. It should be noted however that given the number of roles funded in Round 2 and feedback from industry around shortages in the journalism workforce, Round 4 will prioritise Industry Development and projects that deliver to long term outcomes or support current sector shortfalls and underserved audiences.

It is expected that this round will have up to circa \$5m available.

Given the limited funding available, previous allocations and expected demand, media entities will be able to make separate applications under each of the pillars but the number of proposals within each pillar will be limited to:

- 1 Industry Development application
- 1 Project application
- 2 Roles (across both Targeted or Content Creation categories)

If a producer or platform/publisher wishes to submit more than four applications in total, they will need to seek approval from the Head of Journalism, Raewyn Rasch [raewyn@nzonair.govt.nz](mailto:raewyn@nzonair.govt.nz) prior to submission.

## D. Eligibility and Assessment Criteria

Before you start, you must review the [general eligibility criteria](#) (page 4) in the General Guidelines and ensure you are eligible to apply.

Assessors will use the following general assessment criteria to assess proposals.

### PIJF General Assessment Criteria

<b>Upholds PIJ</b>	Meets the goals and definition of PIJ as outlined in Section 3 of the <a href="#">general guidelines</a> .
<b>Māori and Iwi journalism</b>	Supports Māori and Iwi journalism that is made by, for and about Māori and prioritises the perspectives, issues, interests, and needs of Māori.
<b>Targeted audiences</b>	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).
<b>Discoverability</b>	A clear and convincing plan to reach the target audience/s.
<b>Collaboration</b>	Content distribution agreements, aggregation by platforms/publishers, sharing resources or co-producing content furthers the interests of the industry and audience.
<b>Sustainability</b>	Applicants should consider how their proposal might be sustainable beyond PIJF funding or how it might contribute to sustainable outcomes.
<b>Lockdown contingency</b>	Applicants should demonstrate they have plans in place to, where possible, to continue broadcast or publication should the country be placed under Alert Level 4 lockdown.

Each round has **specific assessment considerations** depending on the focus and priorities of that round and taking into account learnings and feedback from previous rounds. Iterative changes to our guidelines and policies are not retrospectively applied to previously funded projects.

The following criteria will be used to broadly analyse all applications in Round 4. Applications are not required to meet every criteria.

## E: Round 4 Criteria

### Industry Development Funding

<b>Training for new journalists</b>	<p>Shortfalls in the journalism workforce and the provision of on-the-job training for journalists are issues that the sector, alongside tertiary education providers and organisations such as Toi Mai and the Workforce Development Council, will look to develop solutions to. In the meantime, the PIJF will respond to demand from industry to support training programmes that meet immediate and specific needs especially in the provision of Māori, Pacific and diverse voice journalists, where there are few if any alternative training paths.</p> <p>This could include:</p> <ul style="list-style-type: none"><li>• Cadetship/intern training programmes</li><li>• Journalism graduate cadetship programmes</li><li>• Specialist training programmes</li></ul> <p><b>Individual roles should be applied for under the roles funding pillar below.</b></p>
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<p><b>Training for existing journalists (Professional Development)</b></p>	<p>There is an acknowledgement that in-house training has disappeared to a large degree and needs support. Training applications for a single media entity will need to demonstrate a structured approach with measurable outcomes and a rationale for why this training cannot be self-funded. Examples of possible training proposals include:</p> <ul style="list-style-type: none"> <li>• An in-house journalism training programme</li> <li>• Contracted training programmes that encourage innovation in how journalism is carried out e.g., visual, and online storytelling or new technology</li> <li>• <a href="#">Mentorship programmes</a> (including mentor training)</li> <li>• Collaborative online Master Class projects</li> </ul> <p>Assessors will want to see:</p> <ul style="list-style-type: none"> <li>• Articulation of why this work cannot be delivered without PIJF funding</li> <li>• Demonstration of how it will help develop the goals of the PIJF</li> <li>• A detailed plan on how training will be effectively delivered in-house</li> <li>• Collaborations with other media groups to maximise the funding reach</li> <li>• Demonstration of how sustainability of the project beyond PIJF funding has been factored or considered</li> </ul>
<p><b>Training that supports the PIJF goals of encouraging Te Tiriti partnership and education</b></p>	<p>We are interested to see education projects that increase the cultural capacity, Te Tiriti understanding and Te Reo Māori proficiency within the media workforce.</p> <p>We would encourage projects that enhance the ability of a news organisation to better reflect Te Ao Māori and serve Māori audiences. Short term consultancies or contract roles may be useful in developing rautaki Māori strategies for your organisation. For example:</p> <ul style="list-style-type: none"> <li>• Cultural advisor/consultant</li> <li>• Te Reo Māori consultant</li> <li>• Iwi engagement consultant</li> </ul> <p>Specific assessment considerations include:</p> <ul style="list-style-type: none"> <li>• The quality of the training programmes being proposed and ability to measure outcomes</li> <li>• The ability to encourage uptake of training within a workforce</li> <li>• An assessment of current baseline capabilities within an organisation</li> </ul> <p>A resource for entities wanting to develop their own Te Tiriti strategies has been developed in response to demand from the sector. The <i>Te Tiriti Framework for News Media</i> can be <a href="#">found here</a>. The Framework is offered for guidance but is not prescriptive and applicants are free to articulate their own Te Tiriti response in their applications.</p>
<p><b>Funding for small-scale, targeted initiatives focused on sustainability / innovation</b></p>	<p>We are not looking to fund infrastructure projects with ongoing costs attached. 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. These initiatives must be targeted at public interest journalism production.</p>

	To apply for this funding, you will need to contact the Head of Journalism, Raewyn Rasch <a href="mailto:raewyn@nzonair.govt.nz">raewyn@nzonair.govt.nz</a> to seek approval <b>prior to submission</b> .
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## Project Funding

<p>We are seeking applications across the following Project categories:</p> <ol style="list-style-type: none"> <li>1. National audiences</li> <li>2. Local/regional audiences</li> </ol> <p>Priority will also be given to projects that have delivery timeline pressures.</p>	
<b>National</b>	<p>Projects with a <b>national audience focus</b> that target <b>content areas</b> that are currently not being fulfilled, are substantially unfulfilled or at imminent risk.</p> <p><b>Specific round assessment considerations include:</b></p> <ul style="list-style-type: none"> <li>• Applicants will be expected to provide a strong (ideally evidence-based) case for this ‘at-risk or missing’ PIJ</li> <li>• The extent to which applications have any co-investment* as part of their finance plan</li> <li>• The scale and size of projected audience reach.</li> </ul>
<b>Local/regional</b>	<p>Projects with a <b>local/regional audience focus</b> that target <b>content areas specific to local and regional communities</b> that are currently not being fulfilled, are substantially unfulfilled or at imminent risk.</p> <p><b>Specific round assessment considerations include:</b></p> <ul style="list-style-type: none"> <li>• Applicants will be expected to provide a strong (ideally evidence-based) case for this ‘at-risk or missing’ PIJ</li> <li>• Funding levels will likely be commensurate to platform/publication and audience size.</li> </ul>

**Projects seeking PIJF funding that are utilising existing staff resource to a significant degree will be asked to demonstrate that they are not subsidising existing staff salaries with PIJF project funding, or that they have backfill requirements.**

## Roles

This funding is intended to assist media entities to cover areas of public interest journalism that have become increasingly at risk due to lack of staff. This funding is not intended to cover existing positions unless in the following exceptional circumstances.

- In cases where loss of staff is demonstrably imminent, non-incremental roles may be funded. In this instance, applicants must be prepared to provide financial information (including potentially commercial sensitive information) on a confidential basis to be reviewed by an appropriate independent assessor.

In cases where funded roles are recruited internally, applicants must demonstrate backfilling to an incremental level.

Given the number of roles funded in Round 2 and the extreme pressures on the journalism workforce, applicants should be confident they can recruit the roles they apply for. To avoid issues around poaching of

staff from one media organisation to another and to meet the PIJF goals of growing the journalism workforce, priority will be given to those who can demonstrate they are proactively looking to bring new staff into the sector.

**Each applicant can apply for no more than 2 roles.**

**The deadline for contracting individual roles funded in Round 4 will be 31 October 2022 (four months from a funding decision being made). NZ On Air will not contract for or provide any funding for roles that are hired after this date and any uncontracted funding will be returned to the Public Interest Journalism fund.**

Assessors will be judging role applications against these criteria

- How the role will address at-risk or missing PIJ.
- How well an application justifies why the role could not be funded without the PIJF.
- How the role will meet the needs of specific audiences especially key target audiences.
- Evidence that efforts will be made to retain PIJF role/s beyond the fund’s timeframe particularly in newsrooms of scale.
- Evidence of collaboration with other platforms to increase content exposure.
- Applicant’s ability to recruit the role.
- Ability of the applicant to support the role (especially where Māori, Pacific or diverse voice journalists will be a minority in a newsroom).
- A relative balance across all applications and the funding resource.
- In regional areas where additional roles may conflict with or duplicate existing media providers, weighting will tend towards existing providers to limit further market fragmentation.

There are two categories of role you can apply for:

- Content creation roles
- Targeted Roles

<p><b>Content creation role</b></p> <p><b>Contracts up to 2 years</b></p>	<p>Role that produces content within an agreed PIJ reporting subject scope (aligned to the General Guidelines)</p> <p>All content is accredited to the PIJF (see <a href="#">accreditation guidelines</a>)</p> <p>All content is included in PIJF metrics reporting</p> <p>As demand for Māori journalists has increased, provision of Māori journalism roles will be prioritised to Māori Media organisations.</p> <p>PIJF roles will not be permitted to contribute to general reporting unless this is within the approved application subject scope and accredited accordingly.</p>
<p><b>Targeted roles (Non-content creation roles)</b></p> <p><b>Contracts up to 1 year</b></p>	<p><b>Roles that enhance the <u>quality</u> of public interest journalism, such as but not limited to:</b></p> <ul style="list-style-type: none"> <li>• Sub-editors and Directors</li> <li>• Craft roles such as Editors</li> <li>• Digital and Graphic Designers</li> </ul> <p><b>Roles that enhance the <u>sustainability</u> of public interest journalism, such as but not limited to:</b></p> <p>Roles demonstrating defined outputs and targets that improve the sustainability, cost-effectiveness, reach, distribution, adaptation, and production of PIJ through developing new models and audience delivery methods such as but not limited to:</p>

	<ul style="list-style-type: none"> <li>• Developers working as part of a wider project supporting sustainable local journalism</li> <li>• Audience engagement experts.</li> </ul> <p>There would be a focus on role funding that could unearth new, viable business models. Critical assessment criteria for funding this type of role would include:</p> <ul style="list-style-type: none"> <li>• Whether it contributes in an easily identifiable way to a project that has PIJ at its core</li> <li>• If it is part of a project that the publisher is substantially contributing to (and is heavily invested in).</li> </ul> <p>If it is part of a project that has clear outputs on a clear schedule (either beta products or pilots).</p> <p><b>Roles that enhance organisational cultural capability</b></p> <p>The PIJF encourages authentic Te Tiriti relationships between the media and Tangata Whenua. The PIJF can assist those wanting to build this relationship across their public interest journalism functions by funding a range of roles such as, but not limited to:</p> <ul style="list-style-type: none"> <li>• Te Reo Māori translator</li> <li>• Kaupapa Māori Editor</li> <li>• Iwi engagement/Tikanga Māori role</li> </ul> <p>Applicants will need to demonstrate not only a need for the role but also a commitment to ensuring the role is fully supported and enabled to succeed.</p> <p>Priority will be given to applicants who show how the role will be integrated across a newsroom or organisation, the impact it will have on editorial decision making and how the role will be culturally supported. Assessors will also want to see what changes, outcomes or KPI's a role might be expected to produce.</p> <p>Given the shortage of experienced Māori journalists and advisors, priority will also be given to applicants who have at least had discussions with potential candidates and believe they can genuinely fill the role.</p>
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Further advice about qualifying roles can be sought from the PIJF team: [journalism@nzonair.govt.nz](mailto:journalism@nzonair.govt.nz)

## Roles Q & A

### Can I also apply for costs associated with new roles?

Following industry feedback, and to streamline and simplify the application process, applicants can now apply for overhead costs of up to 10% of baseline salary costs. This figure was arrived at by analysing and slightly upweighting the average overhead costs applied for in the previous roles funding which was 7.2%.

Baseline costs	Salary Kiwi Saver
Overhead costs could include the following:	Office expenses Phone/computer/equipment hire Recruitment costs Legal/admin costs

Additional costs that maybe considered	Travel (applicants may make a case for car lease where travel is necessary to role) Training (where specific training will be required for the role)
The PIJF does not cover capital (CAPEX) costs such as buying camera equipment, vehicles or furniture etc	

### How long can a role be funded for?

Up to 2 years for content creation roles

Up to 1 year for targeted roles

It is acknowledged that the limited nature of this fund and the usual NZ On Air annual funding allocations could make recruitment and retention of experienced staff challenging and provides the case for exceptional circumstances under which applicants would be able to apply for up to two years' worth of funding for a content creation role (subject to performance review monitoring at key stages to ensure targets are being met before a second year of funding is renewed.)

### Can roles that missed out on funding in previous rounds reapply to this round?

Yes - if the roles meet the priorities and criteria of this round.

### How to apply

Applications will be accepted through the [NZ On Air submissions portal](#) no later than **4pm Thursday 28<sup>th</sup> April 2021**.

There is no set limit to your application, but it must cover the following points:

- How the project or role meets the PIJF eligibility criteria (page 4)
- How the project or role meets the guidelines above
- An outline of project or role deliverables / content deliverables
- A detailed budget.

## F. Timeline

Date	Milestone	Detail
Thursday 31 <sup>st</sup> March	<b>Funding round opens</b>	Applications portal open for submissions.  All applications must be made through NZ On Air's <a href="#">online application portal</a> . Applications not submitted through this system will not be accepted. <b>You must submit a request to register with our online system well in advance of the application deadline day.</b>
Thursday 28 <sup>th</sup> April 4pm	<b>Application deadline. Round closes.</b>	Late applications will not be considered.
Wednesday 15 <sup>th</sup> June	<b>Decisions for applications seeking ≤ \$1m</b>	Applicants notified.
Monday 11 <sup>th</sup> July	<b>Decisions for applications seeking &gt; \$1m</b>	Applicants notified and media release published. This date may be extended at NZ On Air's sole discretion.

## F. 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.