

Public Interest Journalism Fund

Round 7 (Jan-Apr) Funding Round Information for Applicants

Industry Development and Roles Funding

If you have any questions/pātai about the following information - please contact Journalism Manager, Gabriel Thomas: 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 7 Priorities

As this is the final general round of the PIJF, NZ On Air has taken into consideration a consensus formed by the PIJF Industry Advisory Panel which met for the final time on Friday 9 December. The strong view of the Panel was that remaining funding should be focused on the greatest need, which it deemed to be maintaining roles previously funded by the PIJF, and the long-term sustainability of the sector via industry development funded training programmes. The Panel felt projects and new roles funding should not be prioritised in this round.

It is expected that this round will have circa \$3m.

PIJF eligible entities will be able to make separate applications under only Roles and IDF pillars for:

- **1** Industry Development application (new or previously funded) and/or
- Up to **5** previously PIJF approved/funded roles across both targeted or content creation categories

Applicants should note, the funds available can in no way support every role previously funded by the PIJF. Please note the Roles criteria which will be used to prioritise funding below. Refer to Para E '[Extending previously funded Roles](#)'.

D. Eligibility and Assessment Criteria

Before you start your application, 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. Applications are not required to meet every criterion.

PIJF General Assessment Criteria

Upholds PIJ	Meets the goals and definition of PIJ as outlined in Section 3 of the General Guidelines .
Māori and Iwi journalism	Supports Māori and Iwi journalism that is made by, for and about Māori and prioritises the perspectives, issues, interests and 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 PIJF funding or how it might contribute to sustainable outcomes.

E: Round 7 Criteria

The following criteria will be used to broadly analyse all applications in Round 7.

Industry Development Funding

While we will prioritise funding the continuation of existing IDF schemes that can demonstrate strong outcomes, we will be open to new IDF initiatives.

Training for new journalists	<p>The PIJF will look to support demand from industry for 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"> • Cadetship/intern training programmes • Journalism graduate cadetship programmes • Specialist training programmes <p>Applications for cadets/interns/trainees will not be considered without a thorough training plan.</p>
Training for existing journalists (Professional Development)	<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"> • An in-house journalism training programme • Contracted training programmes that encourage innovation in how journalism is carried out e.g., visual, and online storytelling or new technology • Mentorship programmes (including mentor training)

	<ul style="list-style-type: none"> • Collaborative online Master Class projects <p>Assessors will want to see:</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 • A detailed plan on how training will be effectively delivered in-house • Collaborations with other entities to maximise the funding reach • Demonstration of how sustainability of the project beyond PIJF funding has been factored or considered
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Extending previously funded Roles

Given the limited funding available, previously funded roles will be considered for **one-year** extensions on the basis of the following priorities:

- Roles due to end in 2023
- Roles that contribute to long term sustainability
- Roles that support regional and local journalism
- Roles that deliver content not provided elsewhere

Assessors will be judging role applications against these criteria:

- How well the role has so far delivered on intended outcomes
- Why the role deserves further funding
- Why the applicant is unable to financially sustain the role
- How further funding will increase the role’s sustainability
- How the role will address at-risk or missing PIJ
- 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
- 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.

Content creation role	<p>Role that produces an agreed content output within a PIJ reporting subject scope (aligned to the General Guidelines)</p> <ul style="list-style-type: none"> • All content is accredited to the PIJF (see accreditation guidelines) • All content is included in PIJF metrics reporting • As demand for Māori journalists has increased, provision of Māori journalism roles will be prioritised to Māori Media organisations. • PIJF roles will not be permitted to contribute to general reporting unless this is within the approved application subject scope and accredited accordingly.
Targeted roles (Non-content creation roles)	<p>Roles that enhance the <u>quality</u> of public interest journalism, such as, but not limited to:</p> <ul style="list-style-type: none"> • Sub-editors and Directors • Craft roles such as Editors • Digital and Graphic Designers <p>Roles that enhance the <u>sustainability</u>, 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"> • Developers working as part of a wider project supporting sustainable local journalism • Audience engagement experts. <p>We are also interested in 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"> • Whether it contributes in an easily identifiable way to a project that has PIJ at its core • If it is part of a project that the publisher is substantially contributing to (and is heavily invested in) • If it is part of a project that has clear outputs on a clear schedule (either beta products or pilots).
Targeted roles that enhance organisational cultural capability	<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"> • Te Reo Māori translator • Kaupapa Māori Editor • Iwi engagement/Tikanga Māori role <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 KPIs a role might be expected to produce.</p>

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

In situations where a role has previously been approved, but not appointed, leave will be given to apply to the Head of Journalism for the role to be considered for funding.

Further advice about qualifying roles can be sought from the PIJF team: journalism@nzonair.govt.nz

F. Timeline

Date 2023	Milestone	Detail
Thursday 12 January	Funding round opens	Applications portal open for submissions. 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.
Thursday 9 February, 4pm	Application deadline. Round closes.	Late applications will not be considered.

Wednesday 22 March	Decisions for applications seeking ≤ \$1m	Applicants notified.
Monday 17 April	Decisions for applications seeking > \$1m	Applicants notified and media release published. This date may be extended at NZ On Air's sole discretion.

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.