



## Public Interest Journalism Fund: Which Pillar to Apply for

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In response to requests for clarification on the differences between the three pillars when choosing where best to place an application, we're happy to offer the following advice. It's helpful to start by identifying your main goals.

There are two types of **Role funding** available: **Content Producing** and **Targeted**.

- The main goal of **Content Producing Roles** is to have journalistic outputs. These are story producing roles where you will be able to estimate how much content will be produced and then demonstrate the stories were delivered.
- The main goal of **Targeted Roles** (one year only) is to support the sustainability, quality, engagement and reach of public interest journalism. Roles that meet these criteria can include sub-editors and directors, and craft roles such as editors or audience engagement experts. PIJF funding covers time-limited salaries and there are minimum annual content outputs attached to these roles.

**Projects** and **Industry Development Funding (IDF)** both focus on achieving specific outcomes.

- **Projects** tend to focus on content goals over a set period and can include investigative pieces, coverage of a particular issue, or content for an underserved audience like tamariki.
- **Industry Development Funding** is primarily focused on training outcomes. It's not unusual for IDF initiatives to have some content outcomes as a secondary part of training/upskilling/education. However, this *does not make it a Project application* so long as the main goal is staff or organisational skills development rather than primarily content output.
- You may include budget lines against specific roles as part of a **Project** or **IDF** application if necessary for the running of the project/IDF (e.g., producer, editor, administrator). This is not considered a salaried Role funding application. You do not need to submit an additional Roles application in this case. All funding going towards roles relating to a Project/IDF proposal can be included in your application and should be featured as part of your overall budget.

If you have more questions about the PIJF pillars or applying in general, please contact the PIJF Team:

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