

Public Interest Journalism Fund (PIJF)

Round 2 Funding Round Information for Applicants

Role-based Funding Only



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

A. Purpose

This information is for applicants intending to make a funding application to the Role-based funding pillar of the [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. As a Te Tiriti partner, the PIJF acknowledges Māori and Iwi Journalism and the provisions made within the [general guidelines](#).

C. General 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. August funding round priorities and criteria

[Role-based funding](#)

Due to the large number of applications expected for role-based funding, this round will be focused solely on role-based applications. The next round is due to open in early September and, given the iterative nature of the fund, we will review the status of PIJF funded outcomes after 6 September to determine whether Project, Industry Development and role-based funding should all be included in that round.

[General guidance](#)

This funding is intended to assist media entities cover areas of public interest journalism that have become increasingly at-risk due to lack of staff.

This funding is not intended to cover current positions or general news positions (unless in exceptional circumstances.)¹ For example, a newsroom that does not have a dedicated health reporter, could apply to fund such a role, but that journalist would need to focus on health reporting.

Where the size of a newsroom cannot support a reporter focused on a single area of PIJF content, the case may be made for a role to cover multiple PIJF outcomes, e.g., a reporter might be tasked with covering arts and education if it can be demonstrated that these are outside the newsroom's current reporting resource.

Content created by funded roles will need to be identified as PIJF funded (using agreed PIJF identifiers or logo) and measured as part of the NZ On Air reporting agreement.

Content output expectations for the role should be outlined in the proposal and will form the basis of a funding agreement that will be monitored and reviewed. Content agreements need not be prescriptive but should provide benchmark outcomes that can justify public expenditure. Adjustments can be made during the funding period to take into account changing circumstances although it is expected that a minimum agreed output of content will be required.

[What kind of role can you apply for?](#)

The intent of this fund is to increase the quantity and quality of public interest journalism. Qualifying criteria for a funded role are:

- Produces content within an agreed reporting subject scope (aligned to the General Guidelines)
- Accredited to the PIJF.
- Included in PIJF metrics reporting.
- PIJF roles will not be permitted to contribute to general reporting unless this is within the subject scope and credited.

(Advice about qualifying roles can be sought from the PIJF Head of Journalism, Raewyn Rasch ahead of proposals being submitted. raewyn@nzonair.govt.nz)

[Partnership Editors](#)

At the recent PIJF summit, Stacey Morrison and Mihingarangi Forbes (acting on behalf of Aotearoa Media Collective) presented an opportunity to create new roles to sit alongside editors and bring a kaupapa Māori framework to newsrooms and to stories from the outset. Their presentation is included [here](#).

Aotearoa Media Collective (AMC) propose working with individual organisations to identify strengths and weaknesses and help to create a bespoke role description for a Partnership Editor for that organisation.

If you are interested in submitting a funding application into this round for a Partnership Editor, please contact Head of Journalism, Raewyn Rasch on raewyn@nzonair.govt.nz **by 5pm Thursday 8th July**. Depending on the demand for these roles, NZ On Air will work with AMC to ensure that both NZ On Air and AMC have the capacity to provide tailored feedback to applicants prior to submission.

[How many roles can you apply for?](#)

The initial [stakeholder consultation report](#) mentioned the ideal of funding a minimum of 100 roles across the sector. This is not a target but an indication of the possible scale of the role-based funding.

Additionally, there will be entry- to mid-level roles supported through Industry Development projects in the form of cadetships/internships, and project-based funding will support a range of roles indirectly.

¹ 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.

Due to the range of media entities eligible for this funding it is difficult to prescribe a limit on how many roles each applicant could apply for to cover at-risk or missing public interest journalism. Each applicant is invited to apply for the number of roles it believes meets the general PIJF guidelines and the assessment criteria below. It will be up to the assessors panel to decide how many roles will be funded for each application.

Specific Role-Based Assessment Criteria

We expect this fund to be heavily subscribed and to ensure fairness across the sector, the number of roles each entity is awarded will be assessed against:

- 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.
- 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.
- 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.

How long can a role be funded for?

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. This provides the case for exceptional circumstances under which applicants would be able to apply for up to two years' worth of funding for a role (subject to performance review monitoring at key stages to ensure targets are being met before a second year of funding is renewed.)

How much can a role be funded for?

It is expected that roles are funded in line with your current salary bands and in line with market rates. NZ On Air will seek independent advice on market expectations around journalism roles and will apply this advice during the assessment process.

Can I also apply for costs associated with new roles?

The PIJF is not intended to fund capital expenditure. In general, costs associated with a role such as an office, computer, phone etc. will be encouraged as a platform contribution. If these costs cannot be met by the applicant, a case may be made to the fund for the lease of CAPEX costs such as equipment etc. of no more than 10% of the total role funding request.

Māori Journalism (Te Reo Māori and English medium)

As per the PIJF General Guidelines, Māori Television and Iwi Radio will be eligible for role-based funding (subject to the assessment criteria above) where the funded role is:

- additional to roles that the entity is currently funded for
- and where the funding does not duplicate other roles funded through the PIJF.

As demand for Māori journalists is expected to increase, provision of Māori journalism roles will be prioritised to Māori Media organisations and those serving targeted Māori audiences.

How to apply?

Five-page applications will be accepted through the [NZ On Air submissions portal](#) no later than **4pm Thursday 22 July 2021**. An Excel template can be downloaded [here](#) to assist applicants collate the information we require, and this can be uploaded with your application in the NZ On Air submissions portal.

Each media entity will be able to make one application, covering multiple roles if need be.

Your proposal needs to cover the following points:

- The number of **incremental** role/s you are applying for.
- The number of **non-incremental** role/s you are applying for.
- How each role will meet the criteria of the PIJF – especially the case for why it is at-risk or missing PIJ
- Why you need PIJF to fund the role/s
- Please prioritise the roles in order of importance (in the event not all can be covered in this round)
- Your current journalism staffing both fulltime and part time.
- How the new roles will be linked to measurable PIJF content creation.
- Consideration will be given to the employment environment within the funded organisation. Platforms/publishers must show how they will support funded roles materially, legally, culturally, and emotionally, and highlight pathways for journalists’ development. Clear editorial direction for employed roles is essential to ensure quality output.
- An application to fund role equipment costs must include a breakdown of items to be leased and lease costs.
- Platform/s the PIJF content will be available on.

Budget details

1. Annual base pay for PIJ salary assuming intermediate or senior journalist *
2. Where relevant – other staff costs (e.g., KiwiSaver, annual leave, sick leave)
3. If required – equipment costs (e.g., laptop, camera, smartphone, broadcast field equipment)
4. If required – communications and software costs (e.g., monthly phone billing)
5. If required – travel costs (e.g., leased vehicle / mileage)
6. Please outline all in-kind contribution costs (see below)

*Some guidance can be found on the [Government Careers](#) site

An initial assessment round will create a shortlist of applicants who will be invited to submit full proposals addressing any questions raised by assessors (see timeline below).

Exceptional circumstances – non-incremental (existing roles)

If you are applying to fund existing roles:

- Please demonstrate what imminent risk there is to the current position/s *
- Please outline how the existing role/s link to measurable PIJF content creation.

* Full financial information (including potentially commercial sensitive data) will be required only at the full proposal stage. It will be treated with confidentiality to be reviewed by an appropriate independent assessor.

E. Timeline

Date	Milestone	Detail
Thursday 1 July, 4pm	Funding round opens and guidelines published	General PIJF guidelines and Role-based fund documents published and portal open for five-page 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 22 July, 4pm	Five-page application deadline. Round closes.	Late applications will not be considered.
Friday 30 July	Shortlist decided	The assessment team will decide on a shortlist of

		applications.
Monday 3 August	Shortlist contacted	Shortlisted applications will be invited to submit full proposals. Unsuccessful applicants notified.
Tuesday 4 August	Feedback to shortlist	The assessment team will go back to shortlisted applicants re: any outstanding questions that came up during assessment.
Thursday 12 August, 4pm	Full proposal deadline	Shortlisted applicants submit full proposals through our online applications portal. Late applications will not be considered.
Friday 20 August	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.
6 September	Decisions for applications seeking ≤ \$1m	Applicants notified the following day. This date may be extended at NZ On Air's sole discretion.
22 September	Decisions for applications seeking > \$1m	Applicants notified the following day 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.