

# Public Interest Journalism Fund (PIJF)

## Round 3 (Sep-Dec) Funding Round Information for Applicants

### 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 Projects and Roles funding pillars 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. 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. Eligibility and Assessment Criteria

All [general eligibility criteria](#) (page 4) must be met for applications to be assessed.

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. These are outlined in more detail below.

#### 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 and promotes Māori and Iwi journalism that is made by Māori about Māori perspectives, issues, and interests prioritising the 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.

## D. Sep-Dec funding round priorities

The Sep-Dec funding round will **not** include applications to the Industry Development Funding (IDF) pillar. The IDF pillar attracted considerable demand in the first round (especially around large-scale, single media entity training/cadetship programmes) which raised concerns about the potential distortionary impact the PIJF could have unintentionally on the wider journalism education ecosystem.

To that end, only a small number of specialist and targeted training initiatives were **funded** in the first round and ongoing discussions with the journalism education sector have sought to explore these concerns further. We have an opportunity for the industry and the education sector to collectively address these training issues at the PIJF Journalism Conference to be held late in January 2022. Until this coordination between the two key players takes place, we will not consider funding further cadetship/training initiatives.

However, areas that have not been explored fully are professional development of existing journalists and roles that improve the sustainable production of PIJ and that will be considered in this round within the Roles funding outlined below.

It is expected that this round will have circa \$9m available with estimated allocations as follows:

- Projects (circa \$7m)
- Targeted Roles (circa \$2m)

This comprises approximately \$5m from the PIJF and approximately \$4m from NZ On Air baseline Factual funding (context on this is outlined below).

Given the limited funding available and expected demand, the number of applications each media entity can make will be limited to

- Up to **three project applications**. Each project should be applied for separately.
- and
- Up to **three targeted roles**. Applications can be made via a single application or separately. If an applicant wishes to submit more than three targeted role applications, they will need to seek approval from the Head of Journalism (raewyn@nzonair.govt.nz) prior to submission.

## Targeted Roles

In line with the iterative nature of this Fund, following the learnings from Round 2 and industry feedback, the PIJF is seeking to fund a small number of roles that support the production and sustainability of high-quality public interest journalism.

We believe these roles will help improve the quality and access New Zealand audiences have to public interest journalism, helping to build trust in the sector and meeting the goals of the PIJF.

### **Targeted Roles (circa \$2m)**

#### **Targeted roles must be incremental to current staffing.**

Consideration will be given to:

- The role's potential impact within a newsroom and beyond
- The demonstrated need for the role
- The cost of the role compared to the potential outcomes
- The ability to measure outcomes
- How well the role aligns with General PIJF Assessment criteria

Roles that would increase the quality of journalism being produced by newsrooms, such as but not limited to:

<p><b>Roles that improve the overall quality of PIJ</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> <li>• Roles that enhance organisational cultural competency</li> </ul> <p><b>Partnership Editors</b></p> <p>At the June 2021 PIJF summit, Stacey Morrison and Mihingarangi Forbes (acting on behalf of Aotearoa Media Collective (AMC)) 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 <a href="#">here</a>.</p> <p>AMC is working with individual organisations that registered their interest in Round 2 to identify strengths and weaknesses and help to create a bespoke role description for a Partnership Editor for that organisation. Those registered organisations can apply for funding in this round but due to the constrained nature of the funding, we will not be accepting new expressions of interest for this role funding at this stage.</p>
<p><b>Roles that improve the provision and sustainability of PIJ</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, and 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> <li>• If it is part of a project that has clear outputs on a clear schedule (either beta products or pilots).</li> </ul>

### Can roles that missed out on funding in Round 2 reapply to this round?

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

### Why can't we apply for reporting roles in this round?

The role funding allocations of the Jul-Sep Round 2 (to be announced in late September) will see a significant number of reporting roles funded. These funding offers will have a contracting 'cut-off' date to accurately gauge if supply meets the demand of the proposed PIJF roles funded in this financial year. At the 'cut-off' date, we will be able to gauge how many positions were actually filled and how much of the allocated funding was unspent. It is anticipated the completion of this process will provide a clearer picture of the overall available journalism workforce, the impact the PIJF is having on the market and whether funding more reporter roles is sustainable.

### How long will funding be available for these Round 3 roles?

These roles are designed to be targeted contract roles and will be offered for up to one year's funding.

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

It's 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 roles and will apply this advice during the assessment process. Some guidance can be found on the [Government Careers](#) site.

### 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.

## Project Funding

<b>Project Funding (circa \$7m)</b>	
<p>There are currently a number of journalism and current affairs projects annually-funded from NZ On Air baseline Factual funding. Some are long-running, others are relatively new, and some originated in the past 2-3 years from one-off additional funding from Government. (The latter are particularly challenging to continue funding given the one-off nature of the original funding.)</p> <p>All these projects will need to apply for funding via the PIJF in order to run a fully contestable process and ensure they are assessed under the same eligibility and assessment criteria as similar journalism applications. We propose adding circa \$4m from NZ On Air baseline Factual funding to accommodate for this. If you are regarded as one of these projects, you will have been notified by NZ On Air. Those unsure whether they fit this criteria should contact Head of Journalism, Raewyn Rasch <a href="mailto:raewyn@nzonair.govt.nz">raewyn@nzonair.govt.nz</a>.</p>	
<p><b>News and Current Affairs Projects – including children and youth news</b></p>	<p>We are open to receiving <u>new</u> current affairs and news applications in this round alongside news and current affairs projects annually-funded from NZ On Air baseline Factual funding. This content will be demonstrably different to commercial news and current affairs and will likely have an underlying intention to contribute to civics.</p> <p><b>Children (6-12) and Youth News (13+)</b></p> <p>In this round we will look to support children and/or youth news initiatives to provide PIJ to younger audiences. Children and youth should be encouraged and enabled to engage with news and current affairs as they prepare to engage in the democratic process. We will be looking for applicants to demonstrate:</p> <ul style="list-style-type: none"> <li>• A clear plan to engage with and deliver PIJ to children and youth audiences (ideally applicants will be able to demonstrate existing engagement with the target audience/s).</li> <li>• A cost-effective project that could be sustainable beyond the PIJF timeframe (end of the 2022-23 financial year).</li> <li>• A strong cultural inclusivity plan and commitment to Te Tiriti o Waitangi.</li> </ul>
<p><b>Investigative Journalism Projects</b></p>	<p>Projects that research important subjects, give opportunities to provide informed analysis, or investigate complex events.</p> <p><u>Due to the limited funding, priority will be given to smaller-scale projects that demonstrate clear content outputs and cost effectiveness.</u></p>
<p><b>Projects that improve the quality of PIJ</b></p>	<p>Projects demonstrating defined outputs and targets that support the professional development and upskilling of newsroom staff such as but not limited to:</p> <ul style="list-style-type: none"> <li>• Masterclasses in specific subject areas, for example media and privacy, te reo, media ethics, cultural capability etc. It is expected that these resources</li> </ul>

	<p>will be made available across the sector and to local journalism education providers.</p> <p>Proposed projects must be new and not currently provided, and a PIJ focus must be demonstrated.</p>
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### How to apply

Applications will be accepted through the [NZ On Air submissions portal](#) no later than **4pm Thursday 30 September 2021**.

They must be five pages or less and cover the following points:

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

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).

### E. Timeline

Date	Milestone	Detail
Thursday 9 <sup>th</sup> September	<b>Funding round opens</b>	Applications portal open for five-page 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 30 <sup>th</sup> September 4pm	<b>Initial application deadline. Round closes.</b>	Late applications will not be considered.
Friday 8 <sup>th</sup> October	<b>Shortlist decided</b>	The assessment team will decide on a shortlist of applications.
Tuesday 12 <sup>th</sup> October	<b>Shortlist contacted</b>	Shortlisted applications will be invited to submit full proposals. Unsuccessful applicants notified.
Tue 12 <sup>th</sup> – Fri 15 <sup>th</sup> October	<b>Feedback to shortlist</b>	The assessment team will go back to shortlisted applicants re: any outstanding questions that came up during assessment.
Friday 29 <sup>th</sup> October 4pm	<b>Full proposal deadline</b>	Shortlisted applicants submit full proposals through our online applications portal. Late applications will not be considered.
w/c 15 <sup>th</sup> November	<b>Decisions for applications seeking ≤ \$1m</b>	Applicants notified this week.

Thursday 2 <sup>nd</sup> December	<b>Decisions for applications seeking &gt; \$1m</b>	Applicants notified the following day and media release published. This date may be extended at NZ On Air's sole discretion.
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## 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.