

# Public Interest Journalism Q & A

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## The PIJF

### How do I know whether to apply for PIJF or the general NZ On Air Factual fund?

Please review the PIJ definition in the [general guidelines](#) to see if your project meets this definition. It’s likely that some projects could feasibly come into either funding stream. In this instance, we recommend you email [journalism@nzonair.govt.nz](mailto:journalism@nzonair.govt.nz) and an NZ On Air staff member can contact you to discuss and advise which funding stream your project is better suited to.

### What is the definition of Public Interest Journalism?

Please refer to the PIJ definition on [page 2 of the general guidelines](#).

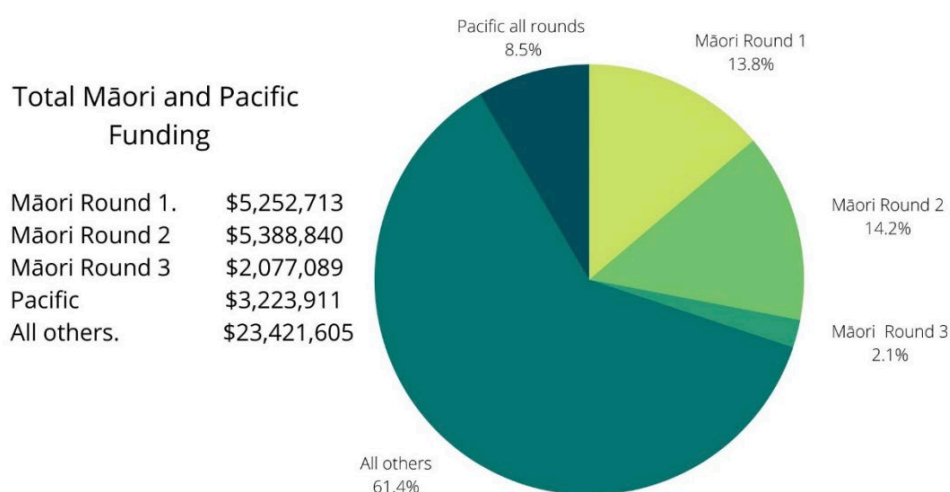
It is up to the applicant to tell us what journalism deficit you are addressing, and how your application fits with the overall PIJ definition.

### How is the PIJF supporting Māori journalism outcomes?

The *Investing In Sustainable Journalism* Cabinet paper states that 'NZ On Air is required by the Broadcasting Act 1989 to "reflect and develop New Zealand identity and culture by ... promoting Māori language and Māori culture" and will be guided by this function in its development of the fund'.

The goals and design of the PIJF were informed by engagement undertaken with the Māori journalism sector in early 2021, and NZ On Air continues to work with the sector to address parity of need and interests within the sector under the PIJF. We have established a Māori sub-committee of our Industry Advisory Panel to discuss the issues and opportunities raised at the Māori journalism session facilitated by Kawea Te Rongo at the January 2022 summit.

This high-level snapshot of the investment to date (March 2022) in Māori and Pacific journalism funding across the first three rounds of the PIJF demonstrates that we remain focused and committed to delivering strong outcomes for both Māori and Pacific audiences. The targeted Māori and Pacific training schemes and industry development initiatives funded will provide great opportunities to build upon these outcomes in future funding rounds.



### In the Eligibility Criteria, what does 'Commitment to Te Tiriti o Waitangi and to Māori as a Te Tiriti partner' mean?

In early 2021 during the stakeholder consultation, the Māori and iwi journalism sector provided guidance (outlined below) of what demonstrating a commitment or intent for commitment to Te Tiriti o Waitangi could look like in practice. Further to this and as a result of requests from applicants, in late 2021, we commissioned an independent report from Kupu Taea (an Auckland-based Māori and Pākehā media research group). This document, [Te Tiriti Framework for News Media](#), is provided as a resource for those organisations looking to develop their own commitment to Te Tiriti. It is not mandatory to use this.

Other suggestions for demonstrating a commitment to Te Tiriti o Waitangi include:

<p><b>Collaboration:</b> A willingness to collaborate is a way to express partnership in accordance with Te Tiriti o Waitangi. This could be in the form of sharing of content / platforms.</p>
<p><b>Commitment to te reo Māori</b></p> <p>Intrinsic to the commitment to Te Tiriti o Waitangi, is the commitment to te reo Māori as an official</p>

language. The PIJF supports the normalisation of te reo Māori wherever possible. How this could be reflected:

- Organisation/project commits to te reo Māori (e.g., language plan)
- Accurate pronunciation is a standard for language use in projects
- Organisation supports staff to learn te reo Māori
- The project planning identifies any language expertise required
- Macrons are used and fonts allowing for macrons are provided for

Bilingual content is provided

### **Iwi and/or Māori relationship building**

Applicant has included how their:

- organisation will work with or currently works with whanau/hapū/iwi/Māori
- existing programmes and projects reflect a whanau/hapū/iwi/Māori relationship and involvement.

How is this reflected?

- Does the application reflect an existing relationship or plan to meet, include, or develop a relationship with local iwi/Māori for the location or kaupapa of their project?
- Planning reflects intentions to engagement with mana whenua when a project is in their region, or language or cultural expertise if required.

### **A marae engagement plan if your funded role and/or project seeks support from or visits a marae**

This is a form of cultural safety for projects to respectfully anticipate and operate under tikanga and kawa (marae codes of conduct). Examples include:

- Engagement – have you identified who to establish a relationship with and to approach to learn of the appropriate protocol for you/your project being at the marae?
- An acknowledgment that each marae maintains its own tikanga and kawa which can be different across iwi and hapū
- Reciprocity – consider how your project will support or benefit the marae? How do you show commitment to the way iwi/hapū work at a grassroots level to get your content?
- Ensuring staff adhere to the tikanga and kawa of each marae

**Training and development:** Organisation can demonstrate a commitment to educate and develop its staff in accordance with Te Tiriti o Waitangi showing a commitment to the education of Aotearoa's cultural identity.

### **I am a freelance journalist. Can I apply for funding for a particular project?**

You can apply as a freelance journalist, but you must already have an approved platform confirmed as an outlet for your content.

## Applying for funding

### How do I apply?

The first step is to register via our [online application system](#). You cannot register as an applicant later than midday on the day the round closes.

Once your registration has been approved you can then go into the application system and start creating your application. You can save and go back to the application as many times as you like before submitting it. It's a good idea to look through the application form before you start the process so that you have all the information you need.

Applications must be submitted through the application portal and must be received by the deadline stated. Don't leave applying to the last minute.

Funding decision dates are generally about 8-10 weeks after applications close. The dates relevant to the round you are applying for will be clear in the guidelines and in the [2022 Funding Deadlines](#). We advise applicants of the Round outcome one to two days after the decisions are made (depending on volume) and then announce funding decisions publicly. All approved funding is also published on our website.

### What sort of costs can I claim for?

Applications need to provide details about all the costs incurred in creating the journalism content. This will be different depending on which of the three pillars of funding you are applying for. We expect that the type of cost, quantity, and rate (where applicable) of personnel, equipment and any other costs related to a Project budget are clearly identified.

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 for roles. 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%.

Overhead costs are allowed to be included in a Project budget but should be related to funded content and detailed line by line as with other costs. Capital expenditure costs are generally not funded by the PIJF. If you would like clarification around whether a cost might be covered, please contact the [PIJF team](#).

We have put together a couple of budget templates to provide some guidance for those putting together a budget. If you're applying for Project-based funding, use [this template](#). If applying for Roles funding, use [this template](#).

### How many applications can I put in?

There will often be caps on how many applications you can put in, so check the criteria for the round you are applying to.

### Does any project we apply for have to meet every category of the general assessment criteria? For instance, if an opportunity for an important project comes up that does not strongly meet one or more of the categories is it likely to be funded?

The more of the criteria you can meet the greater your case will be for funding. However, there will be different weightings given to different aspects of the criteria. If your application does not meet all aspects of the criteria but you have made a strong case regarding the need for the

journalism content you will create, you may still be successful. It's not a simple box-ticking exercise and we are open to hearing your case for the deficit you are addressing.

It is worth noting that over the last few years, NZ On Air has only been able to fund around 30% of applications seeking funding, so we are often turning away projects that still meet our funding criteria. All funding decisions are made based on the assessment of each individual application received for that round. We also consider all applications relative to one another and how NZ On Air believes it can best discharge its statutory functions through the allocation of funding to best meet its funding priorities. Bear in mind that the available funding is not sufficient to fund all applications.

#### **How long is your application allowed to be?**

As we have now moved to a one stage application process, the 5-page limitation has been lifted and there is no limit on how long your application needs to be.

#### **Does the application form allow for a submission on behalf of several small publishers who are wanting to establish a collaborative role?**

We encourage collaboration, especially when doing so addresses an identified gap. You will need one entity that is the entity we contract with, but there is no restriction on how many 'partners' you involve in your application. We have funded multi-party contracts through the PIJF to date so if you are considering doing something similar, please be in touch with the PIJF team in advance of submission so they can talk you through various considerations.

#### **A collective wants to make an application, but it's not currently an incorporated body. Can we apply?**

Yes, but you will need to form either a Limited Liability Company, an NZ incorporated company or an incorporated society if your application is successful so that we can contract with that entity.

#### **Do we need to apply for a specific amount? And if we do, can a different amount be awarded or is it just a yes/no to the amount applied for?**

You do need to apply for a specific amount, with an itemised budget showing where the costs lie. We may decide, upon examining the budget, that you can deliver the project for less, and we may fund you to a lower amount. We would check with you though that you still wish to proceed on that basis and/or whether the scope needs to be revised. We have budget templates for Roles and Project/IDF applications available [here](#).

#### **Can print publications supply a copy of a previous edition of the magazine in hard copy during the Stage 1 application, to demonstrate track record and quality etc.?**

Unfortunately, no. The application and assessment processes are entirely online. You may like to submit a scanned document or a document in Dropbox for example. You should also consider other ways that you can demonstrate your track record and quality for example circulation figures and awards.

### **Other questions:**

#### **Who will decide who gets funding?**

No single person makes that decision for journalism funding or any funding administered by NZ On Air. The decision-making approach is consistent with all our funding decisions and [follows a](#)

[thorough process.](#)

Funding decisions for the PIJF will be made by an assessment panel and the NZ On Air Staff Investment Committee (which comprises the Senior Leadership team including Chief Executive) for applications seeking less than or equal to \$1m, and by the NZ On Air Board for applications seeking more than \$1m.

### **What are my chances of success?**

The applications for funding have far exceeded the amount available in each round so far. We suggest you make sure you have met all of the eligibility criteria and bring us your best application. If you are unsuccessful, unless you have been told otherwise, you may reapply at the next relevant round.

### **Who is on the industry advisory panel?**

Irirangi Te Motu NZ On Air has established the Te Puna Whakatongarewa Public Interest Journalism Advisory Panel as a stakeholder reference group of industry representatives to contribute to the successful implementation of the PIJF. It is co-chaired by Erana Reedy and Hal Crawford. Panel members will meet at regular intervals throughout the remainder of the PIJF to provide industry feedback and support for PIJF development. We have published a full list of the industry representatives and the remit of the PIJF Industry Advisory Panel [here](#).

### **I don't want the funding I've received to be public knowledge. Can I keep it private?**

No. It is a condition of funding through NZ On Air that the public can identify where taxpayer dollars have gone. We believe this is particularly important in the case of journalism because transparency is paramount. We will however hold commercial information you provide as part of the application confidential, but please do note that the Official Information Act applies to all our activities.

### **Is one of your team available for direct one-to-one consultancy regarding the application process? This would be extremely helpful to people/companies who have not previously applied for funding.**

We can certainly help step you through the application form if there is anything you don't understand. We can't, however, provide formal feedback on your application before submission or direct your approach to your project as this would be unfair to other applicants. If you need help with the application form, please email [journalism@nzonair.govt.nz](mailto:journalism@nzonair.govt.nz) and we'll get a funding advisor to give you a call