



Fonds canadien de la  
**radio communautaire**

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**Community Radio**  
Fund of Canada

# **LOCAL JOURNALISM INITIATIVE**

***2020-2021***

**PHASE 2  
GUIDELINES**

## ABOUT THE LOCAL JOURNALISM INITIATIVE

The Local Journalism Initiative (LJI) supports the creation of original **civic journalism** that covers the diverse needs of **underserved communities** across Canada. Funding is available to eligible Canadian media organizations to hire journalists to produce civic journalism for underserved communities.

The Community Radio Fund of Canada is one of the not-for-profit organizations administering the Initiative. This project has been made possible by the [Government of Canada](#).

## ABOUT THE COMMUNITY RADIO FUND OF CANADA

The Community Radio Fund of Canada (CRFC) is an independent not-for-profit organization created in 2007. Through its funding programs, the CRFC supports the campus and community radio sector, one of the three pillars of Canada's broadcasting system, by helping it comply with the values, needs and interests of the various communities it serves.

By providing financial support, the CRFC contributes to the campus and community radio sector's dynamism, promoting resource development and capacity building. It ensures the recurrence, stability and diversification of its funding by working with the sector's associations and by building strategic alliances and innovative partnerships.

## OBJECTIVE AND EXPECTED OUTCOMES OF THE LOCAL JOURNALISM INITIATIVE

The CRFC will fund eligible campus and community radio stations to hire journalists to produce original local journalism that covers the diverse needs of underserved communities across Canada.

It is an opportunity for stations who would otherwise not have the means to hire a journalist to be able to create news content that is relevant to the communities that the station serves. Having a paid journalist on staff with the singular goal of producing journalism will help your station have an even deeper connection to your community. The journalist will create news content covering the municipal institutions of the community (city hall, school board, etc.) or other subjects of public importance.

The stories that matter to your community also matter to other Canadians. We commit to not only supporting the journalism created by this initiative, but to sharing it with the rest of the country. The stories produced by journalists hired through the LJI program will be made available to Canadian media outlets and the public at no charge to them via our **national distribution platform** at [Canada-Info.ca](#).

Our **National Information Coordinators** will work alongside your station to help with hiring, training and overseeing the journalists hired through this initiative to ensure the success of the program.

## TIMELINE

### **May 27**

Phase 2 applications open

### **May 25 to June 12**

Comments and feedback offered to stations on their project ideas and draft application forms as of May 25. Starting June 8th, requests from CRFC's members will be dealt with in priority.

### **June 23**

Deadline for applications

### **June 24 - 30**

Assessment and selection of applications

### **Early July**

Contact with recipients, creation of project objectives, and preparation of contribution agreements

### **September 1st, 2020 to February 28th, 2021**

Funding period

Note: This timeline is provided as an indication only.  
The CRFC reserves the right to modify it without any notice.

## ELIGIBILITY

### **Who can apply?**

Eligible applicants are **not-for-profit** Canadian stations who hold a **valid CRTC-issued campus or community radio broadcasting license** (as set out in Public Notice CRTC 2010-499) or a **valid Native Type B radio broadcasting license** (as set out in Public Notice CRTC 1990-89).

A station **does not** have to be a CRFC member to apply for funding.

Any recipient not meeting the terms of a previous agreement with the CRFC will not be eligible for any new funding until they have fulfilled these obligations.

Since funds for this initiative are limited, we highly encourage stations to form partnerships to share journalists for a shared region of the country. One station would put in an application on behalf of the station(s) and will be the lead contact with the CRFC and assume legal and financial responsibility for the project.

### **What activities does this program fund?**

Hiring and retaining a qualified journalist covering local news, leading to an increase in journalistic capacity in **underserved communities** and an increased access to local news in **underserved communities**.

### ***What is an underserved community and how do you identify one?***

Communities are considered underserved if they are:

**News deserts:** Communities where citizens do not have access to journalistic information about community issues and institutions because there are no daily or community newspapers and other media (for example, community radio or television). Also, if there are other public or private broadcasters, they do not produce local news.

**Areas of “news poverty”:** Communities where there is limited access to journalistic content about community issues and institutions through a daily or community newspaper or public or private broadcaster. Available sources of local news — whether a newspaper, a community radio station or other media — demonstrate significant gaps in coverage due to a lack of capacity.

Your application must include a well-stated case, justifying the need for a LJ reporter, that provides information about the community as well as the media that serve it, the reason for the need, and the specific issues of concern that the reporter would cover.

### **What amount is available?**

Up to \$ 30 000 per project

### **Which expenses are eligible?**

Salary for journalist(s) or payments to freelancer(s)  
*(including all Mandatory Employer Related Costs (MERCs))*

Equipment  
*(up to 5% of requested amount)*

### **What is the eligible funding period?**

September 1st, 2020 to February 28, 2021.

## **HOW TO APPLY**

Before submitting your application, we encourage you to contact the CRFC to discuss your funding application. The CRFC can give you more information about eligibility, review your draft

application with you and provide advice during the call for funding applications. Remember that the CRFC staff is the most qualified to give you feedback that meets our assessment criteria. Please note that having the CRFC review your application beforehand does not guarantee funding.

### **Tips**

- Read the program guidelines carefully.
- Start preparing your application as soon as possible. Don't wait until the deadline!
- Collect and update all mandatory supporting documents outlined below.
- Make sure to have an electronic copy of the required documents.
- Create a user account for your station before preparing your application: <http://www.mycrhc-monfrcrhc.smapply.io> If you already have an account through FluidReview, the same login credentials will apply.
- Keep in mind the assessment criteria and program results when formulating your answers.
- Your application must include a well-stated case, justifying the need for a LJI reporter, that provides information about the community as well as the media that serve it, the reason for the need, and the specific issues of concern that the reporter would cover.
- Demonstrate that you have the capacity to train, supervise and monitor the journalist(s).
- Be concise and clear.
- Ask someone who is not familiar with the station and your project to review your funding proposal and provide constructive comments.

### **Deadline**

The CRFC will accept funding applications until **June 23, 2020 at 11:59 pm PST**. Late applications will be ineligible for funding.

All completed funding applications submitted on time will be subject to a thorough review by the CRFC. The CRFC may ask for clarification on your application. You will have one week to provide further information on your application.

### **Number of applications**

Each station may submit one application per call for funding.

This includes applications done in partnership with another station.

### **Mandatory documents**

When completing your application form, you will be asked to provide the following documents:

- A resolution from the board of directors identifying the official signers of the station;
- A copy of your letters patent, provincial or federal charter, or any incorporation document;
- A copy of your most recent valid CRTC licence (NOT the Industry Canada certificate);
- Financial statements of the last fiscal year;
- Operating budget of your station for the current fiscal year

If possible:

- A copy of your Human Resource Policy and/or other document which demonstrates your commitment to employment equity
- A copy for your Harassment Policy or other document which indicates your commitment to providing a workplace that is free from harassment

*If you do not currently have a Human Resource Policy or Harassment Policy in place the CRFC will provide templates.*

## **ASSESSMENT AND APPROVAL**

### **Selection criteria**

Applications are judged by an independent selection committee based on their merit, subject to the availability of funds, using a scoring system based on the following criteria:

- The description of the underserved community and the station's proposal to provide civic journalism coverage;
- The quality of the information provided to explain the media universe in which the station evolves; and
- The applicant's ability to monitor and successfully complete the project.

The CRFC will also work to ensure the equitable allocation of funds between different regions of the country as much as possible.

This is a competitive process and submitting an application does not guarantee funding for your project.

### **Approval of applications**

Applicants will be notified by email as to whether or not their application has been successful. The CRFC plans to announce the list of recipients in July 2020.

The CRFC will enter into a contribution agreement with successful applicants that outlines the terms, responsibilities, approved activities, expected results, approved expenses, as well as reporting mechanisms of both parties.

## Recipient obligations

### Performance indicators

If your application for funding is approved, you will have to submit the table below with your estimates for the duration of the project.

Performance Indicators	Goal
Number of civic news (articles / reports) produced	
Number of hours of new programming produced	
Number of underserved municipalities / communities covered	

### Reports

All recipients will be required to submit at least one progress report during the term, based on a format provided by the CRFC. This will include an update of activities, a summary of progress on achieving goals, explanation of any significant challenges or delays, and a financial summary.

All recipients must submit a final report no later than 30 days following the end date indicated in the contribution agreement.

The final report includes:

- A final report form, based on a format provided by the CRFC;
- A station budget-versus-actual report that verifies the proper accounting of related expenses;
- Proof of payments
- Any other document requested by the CRFC

## CONTACT US

For further information, please contact us: [prog@crfc-fcrc.ca](mailto:prog@crfc-fcrc.ca) / 613-321-3513



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# Canada



# APPENDIX 1 : GLOSSARY

## **Civic journalism**

Civic journalism refers to the collection, investigation and dissemination of information for a public audience, undertaken by a professional journalist who follows a recognized code of ethics (e.g. from the Quebec Federation of Professional Journalists (FPJQ) or the National News Media Council (NNC)). This information may cover the activities of the country's civic institutions (e.g. courthouses, city halls, band councils, school boards, federal parliament or provincial legislatures) or subjects of public importance to society. For the purposes of the initiative, opinion columns, editorials and advertorials do not represent civic journalism.

## **CRFC members**

All campus and community radio stations holding a broadcasting licence in accordance with public notice 2010-499 as well as the associations that represent them are eligible for CRFC membership. Membership fees are of \$20 per year, and the membership year runs from September 1 to August 31.

CRFC members may submit nominations to the Board of Directors, vote in the elections and participate in our annual general meeting. Above all, by becoming a member, you can demonstrate your support to the only organization devoted to financially supporting the campus and community radio sector in Canada.

<https://crfc-fcrc.ca/en/crhc/members/>

## **National Information Coordinators**

National Information Coordinators have been hired to assist stations in hiring and training journalists as necessary. They will also work with the stations and the journalists hired through this initiative to upload their content to the national platform. They will also be there to help coordinate and support all journalistic activities undertaken during this program.

## **National distribution platform**

The national distribution platform can be found at <https://canada-info.ca>. This platform enables all of the news content created by LJI journalists to be shared with all Canadians. The journalist will be responsible to upload their content to the platform including a short description of the content and all other necessary information. The National Information Coordinators will be available to assist in this task.