

# Guidelines to apply for Local Journalism Initiative funding

QUEBEC COMMUNITY NEWSPAPERS ASSOCIATION

## Table of Contents

<b>OBJECTIVES AND EXPECTED RESULTS</b> .....	2
<b>Local Journalism Initiative</b> .....	2
<b>QCNA’s Local Journalism Initiative program</b> .....	2
<b>APPLICATION DEADLINE</b> .....	3
<b>WHO CAN APPLY?</b> .....	3
<b>ELIGIBILITY</b> .....	3
<b>Eligible Publishing Firms</b> .....	3
<b>Eligible Publications</b> .....	3
<b>Ineligible Publications</b> .....	3
<b>HOW TO APPLY?</b> .....	4
<b>OPEN ENDED QUESTIONS</b> .....	5
<b>Part 4 – Newspaper General Information</b> .....	5
<b>Part 5 – Type of coverage</b> .....	5
<b>HOW FUNDING IS PROVIDED?</b> .....	6
<b>Funding allocations</b> .....	6
<b>OFFICIAL LANGUAGE REQUIREMENTS</b> .....	6
<b>AUDITS OF RECIPIENTS AND EVALUATION OF THE PROGRAM</b> .....	6
<b>GLOSSARY</b> .....	8

## Objectives and Expected Results

### 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 or pay freelance journalists to produce civic journalism for underserved communities.

The content produced will be made available to media organizations through a [Creative Commons license](#) so that Canadians can be better informed.

### QCNA's Local Journalism Initiative program

QCNA's goal is to better serve the English communities of Québec by offering civic journalism to the areas which lack of quality news content, while improving partnerships and working with the communities to achieve our common goals, managing our funds appropriately while ensuring timely reporting from all participants, and being accountable for achieving the objectives, including distributing and making available at large all newly produced LJI articles.

During the 2022-2023 QCNA LJI Program, Official Language Minority Language press created over 2000 civic journalism articles for the English language communities of Québec.

Rather than maintaining the agreements with existing ultimate recipients, QCNA has decided to fund as many qualifying newspapers as possible, to give them a chance to be a part of this program and serve the areas of news deserts/news poverty for English communities across Québec.

This application is for the last year of the current 4 year program, 2023-2024.

Please note that for the 2022-2023 year, the base amount of funding has increased substantially due to additional support for pandemic recovery thanks to the Department of Canadian Heritage. Please refer to the funding allocation table on page 6 of this application. Funding for the program year 2023-2024 is determined by Canadian Heritage, and was approved on March 7, 2023 for the remaining program year.

*Please also note that only minority language English publications are admissible to apply for the LJI with QCNA. Bilingual organizations are welcome to apply; however are subject to the guidelines below. QCNA will only consider applications from publications that have not submitted applications to other Administrative Organization or have retracted a previously submitted application to another Administrative Organizations for the current funding year.*

## Application Deadline

**Friday, April 28, 2023**

Please submit your application along with the required documents via email on [lji@qcna.qc.ca](mailto:lji@qcna.qc.ca) before the April 28, 11:59 PM. Applications received after the deadline will not be accepted.

## Who can apply?

The current application process is open to English news media throughout Québec. Publishing firms producing English (50% or more content in English in case of Bilingual news media) daily newspapers, community newspapers, digital news publications and news websites can apply.

## Eligibility

### Eligible Publishing Firms

To be eligible the applicant must be:

- a press agency;
- a private news organization; or,
- a non-profit news organization.

### Eligible Publications

- Must publish editorial content on a regular schedule and on ongoing basis on one or more platforms (print version or digital version, news website);
- Publication is published by a duly identified publisher;
- The publication(s) ensures local, regional and/or provincial news coverage of a given official-language minority population, in English, in Québec;
- The publication(s) will continue to be published until at least March 31, 2024;
- The publication(s) has been edited, designed, assembled and published in Québec;
- The publication(s) language is English or has more than 50% of editorial and advertising content in English;
- The publication(s) target readers are in Québec;
- The publication(s) (For paper format newspapers) published at least ten (10) times per year and contains an average of (12) pages.

### Ineligible Publications

- The following publications are ineligible under the Local Journalism Initiative:
- newsletters;
- pop-up journalism organizations;
- publications produced by or for an organization that primarily reports on the activities or promotes the interests of the organization;

- publications produced by or for an organization providing goods or services in which the main goal of the publication is to promote the sales of the goods or services;
- publications produced under contract by a non-Canadian organization on behalf of a Canadian client;
- publications produced under contract by a Canadian organization for a non-Canadian client;
- publications produced by or for an organization that promotes the organization's main business, when it is not publication publishing;
- professional association publications;
- publications produced by or for a government, a Crown Corporation or a government agency;
- publications whose editorial content is primarily reproduced or repeated from current or previous issues of the same publication or other publications;
- loose-leaf publications;
- publications with editorial content that is made up of more than 50% of the following, singly or in combination: listings, catalogues, magalogues, directories, guides, financial reports, schedules, calendars, timetables, comic books, cartoons, puzzles, games and horoscopes; and
- publications that contain offensive content in the opinion of QCNA and the Department of Canadian Heritage.

## How to apply?

Read the application guidelines in their entirety before completing your application form.

1. You must meet all eligibility requirements and submit a complete application package to be considered for funding. A complete application package includes Local Journalism Initiative application form; and **for first time applicants the following supporting documents:**
2. Articles of Incorporation
3. Financial statements from the most recently completed financial year (if audited financial statements are available, please submit)
4. For print publications: Tear sheet of last year's front-page publication (Can include any 10, in case the company produces more than 10 publications a year. Copies submitted should be highly relevant to the program). Either digital/scanned copy of at least 1 publication in last 12 months.
5. For print publications: Printer's invoices for the 4 regular issues being submitted (printer's invoices must clearly show the number of copies printed)
6. For publications whose digital publication and/or website have a paywall: Website account information (username and password) to be used by the Local Journalism Initiative for verification purposes.
7. Circulation audit Report
8. Media kit
9. Website traffic audit report

Additional documents mentioned above are required by us to understand the publication better and to determine the eligibility of a publication.

## Open Ended Questions

The LJ application form includes a number of open-ended questions which give you a chance to tell us about your publication(s) and your goal for participation in the Local Journalism Initiative. Please be elaborate with the answer and provide as much information possible.

### Part 4 – Newspaper General Information

1. Describe your publication(s)

Include details about the following:

- Demographics of your audience;
- Involvement in and interaction with your community.

2. How many communities does your paper serve?

- Include community names and postal codes if available.

3. Demographics of your existing readership.

- Include age, Ethnicity, Gender etc. of your existing readership. Mention any visible minorities served by your publication.

### Part 5 – Type of coverage

1. List the number and names of communities your paper will serve.

- List the areas of news poverty/news deserts you plan to cover by this project.
- Also, mention why do you think this area is a news desert or a news poverty.

2. Names of other news media serving the underserved community you are planning to serve.

- Specify if there is any other news media already covering the area of news poverty or area of news desert you are planning to cover for LJ program.

3. Specific demographics you intend to cover for the new project.

- Mention if you intend to cover any specific visible minority.

4. Civic Institutions and Civic Issues

- List any specific civic journalism topics that the LJ journalist will cover.

5. Program Duration

- Minimum 12 months

6. Program Objectives

- What is your objective(s) for LJI project? What do you hope to achieve through your participation in LJI?

7. Do you have a contingency plan of control measures should you not achieve your desired goals?

- How do you plan to ensure the production of LJI stories?

8. What measures are in place to ensure the quality of the content produced by the new journalist?

- How you plan to ensure quality of the content and adherence to basic journalistic standards and to verify that it qualifies as civic journalism covering the targeted community.

## How funding is provided?

For year 2023-2024, QCNA has decided to disburse the funding as a contribution.

A contribution is a conditional payment issued to a recipient for a specific purpose as outlined in a funding agreement. The agreement is signed by us and your organization and specifies the terms and conditions to receive payment and will require your newspaper to meet an article quota based on the formula below. *At the end of the funding agreement, you must submit a final report containing the articles published along with the name(s) of the journalist(s).*

SCHEME	Base contribution	Frequency of publication	Bilingual	Multiple newspapers same publisher	
Monthly	\$ 35,000.00*	-	\$ (2,000.00)	Second paper	\$ (5000.00)
Bi-weekly	\$ 35,000.00	\$ 4,000.00	-		
Weekly	\$ 35,000.00	\$ 6,000.00	-	Subsequent Paper	\$ (2500.00)
Daily	\$ 35,000.00	\$ 10,000.00	-		

**Note:** \* *The Base Contribution will change depending on number of approved applications.*

## Official Language Requirements

QCNA is committed to taking positive measures to enhance the vitality of official language communities in minority situations and to promote the use of English in Québec. If you receive funding, you agree to comply with the official language requirements set out in your application and in your funding agreement.

## Audits of recipients and evaluation of the Program

We reserve the right to audit your accounts and records to ensure compliance with the terms and conditions of your funding agreement. We also conduct periodic Program evaluations, during which you

may be required to present documentation. You must keep any records, documents, or other information that may be required to perform the audit or the evaluation for five years. Demonstrated failure to maintain such records may result in the requirement to repay amounts previously received.



## Glossary

### **Advertising**

Includes paid advertising, contra or in-kind advertisements, native advertising and advertorials. Does not include charitable, public service, house advertisements, the masthead, or other non-revenue pages.

### **Advertorial content**

Content of a periodical that promotes or presents the interests, opinions, services or products of an advertiser in a similar style, format and layout as the editorial content. Advertorial content is considered to be advertising.

### **Articles of incorporation**

A legal document filed with a provincial or territorial government, or the federal government, which sets out a corporation's purpose and regulations.

### **Business number**

A Business Number is a unique 9-digit number assigned by the Canada Revenue Agency (CRA). A sole proprietor, partnership, corporation, trust or other organization must enter their Business number on the application form in "Publishing Firm Information" section.

### **Canadian editorial content**

Editorial content (text, photographs, graphics, and illustrations) created or translated by a Canadian citizen or a permanent resident of Canada within the meaning of the Immigration and Refugee Protection Act. Translated editorial content by a citizen or a permanent resident of Canada within the meaning of this Act will be considered Canadian editorial content if the editorial content is translated into one of the two official languages. Translation does not modify the nature of the editorial content.

### **Canadian ownership and control**

To be eligible, a publishing firm or publication must be majority owned and controlled by a Canadian. For the Canada Publication Fund, "Canadian" means:

- a Canadian citizen;
- a permanent resident within the meaning of the Immigration and Refugee Protection Act;
- a Canadian corporation; a partnership, trust or joint venture in which a Canadian or permanent resident or any combination of Canadians and/or permanent residents beneficially owns and controls, directly or indirectly, interests representing in value at least 51% of the total value of the assets of the partnership, trust or joint venture, as the case may be the president or other presiding officer, and more than half of the directors or other similar officers are also Canadians or permanent residents;
- a not-for-profit organization in which at least 51% of its members and directors are Canadians or permanent residents.

- If at any time one or more persons who are not Canadian have any direct or indirect influence through a trust, an agreement, an arrangement or otherwise that, if exercised, would lead to a control in fact of the publishing firm, the firm will no longer be recognized as Canadian-owned.

**"Canadian corporation"** is one that meets the following criteria:

- a corporation that is incorporated under the laws of Canada, a province or a territory;
- a corporation whose principal place of business is in Canada;
- a corporation whose president or other presiding officer, and more than half of the directors or other similar officers are Canadian citizens or permanent residents within the meaning of the Immigration and Refugee Protection Act;
- a corporation, in the case of a corporation with share capital, of which Canadians beneficially own and control, other than by way of shares held only as security, directly or indirectly, in the aggregate at least 51% of all the issued and outstanding voting shares representing more than half of the votes; and
- a corporation, in the case of a corporation without share capital, of which Canadians beneficially own and control, directly or indirectly, interests representing in value at least 51% of the total value of the assets.

### **Circulation report**

A circulation report issued by a circulation audit bureau that reports on the volume of circulation by source, circulation type by breakout, frequency, locations of distribution and selling price for a magazine or newspaper during a specific period.

### **Civic journalism**

Civic journalism covers the activities of the country's civic institutions (for example, courthouses, city halls, band councils, school boards, Parliament or provincial legislatures) or subjects of public importance to society.

### **Community newspaper**

A print and non-bound publication that primarily circulates local or regional news and information on a geographically defined territory, published under a common name at regular intervals, and no more than three times a week. See "Newspaper" and "Non-Daily Newspaper."

### **Creative Commons licence**

A Creative Commons (CC) licence is one of several public copyright licences that enable the free distribution of an otherwise copyrighted "work." A CC licence is used when an author wants to give other people the right to share, use, and build upon a work that he or she (that author) has created. CC provides an author flexibility (for example, he or she might choose to allow only non-commercial uses of a given work) and protects the people who use or redistribute an author's work from concerns of copyright infringement as long as they abide by the conditions that are specified in the licence by

which the author distributes the work.

### **Daily newspaper**

A print and non-bound publication that primarily circulates local or regional news and information on a geographically defined territory or on the basis of common interests (e.g.: farm, ethnocultural, minority official language, religious), published under a common name at regular intervals, four or more times a week. See “Newspaper.”

### **Digital publication**

A digital publication is defined as primarily text, photographic, and illustrated editorial content delivered through a website, download or email, and that is published on a regularly scheduled basis under a common title and governed by an editorial function (editor).

### **Editorial content**

The space in a publication, excluding advertising and non-revenue pages, that consists of text, photographs, graphics and illustrations. For additional information, see the definition of Canadian editorial content.

### **Editorial function/edited in Canada**

The commissioning of editorial material and artwork, directing writers, illustrators and photographers regarding the final form of the material; laying out, copyediting; proofreading; and otherwise preparing the content for publication; must be done in Canada.

### **Ethnocultural publication**

A publication that primarily serves or is primarily concerned with a commonly recognized specific cultural or racially distinct community or specific linguistic group using other than Canada's official languages.

### **Final report**

A final report is submitted at the end of your project based on the requirements defined in the funding agreement.

### **Financial year**

Refers to the publishing firm's twelve-month financial year.

### **Fiscal year (of the Government)**

Refers to the federal government fiscal year, which starts on April 1 of a given year and ends on March 31 of the following year.

### **Indigenous publication**

A publication that is primarily targeted to and concerned with serving First Nations, Inuit and Métis

communities.

### **International Standard Serial Number (ISSN)**

An internationally agreed upon standard number that uniquely identifies a publication. It is assigned by the ISSN (International Standard Serial Number) Network.

### **LGBTQ2 (lesbian, gay, bisexual, transgender, queer, and two-spirited) publication**

A publication that primarily serves or is primarily concerned with the lesbian, gay, bisexual, transgender, queer and two-spirited communities.

### **Mandatory Employment-Related Costs (MERCs)**

Employers are required by law to pay:

- Employment Insurance premiums, Canada or Quebec Pension Plan contributions;
- Vacation pay;
- Workers' Compensation premiums or equivalent liability insurance (if applicable);
- Health Services Fund, Quebec parental insurance premiums, and Commission des normes, de l'équité, de la santé et de la sécurité du travail in Quebec;

Payroll deduction tables can be found on the CRA website. Check with the appropriate provincial or territorial authorities to ensure that you have the most updated rate information.

### **Media Kit**

A media kit contains information about the publication including but not limited to advertisement formats and specifications, advertising rates, circulation and readership statistics, and demographic information about the audience.

### **News Website**

A news website provides regular and ongoing journalistic coverage about news and current affairs that is published directly on the website. Editorial content may be accessible at no charge or for a fee.

### **Newsletter**

A publication, issued periodically, typically by a business, institution, or other organization, that presents information and news to members, customers, or employees with a specific interest in the organization or subject. A newsletter attributes include the following but may not be limited to:

- No cover page – articles start immediately
- Unbound
- Fewer than 20 pages
- No table of contents
- No list of authors
- No full masthead

- No regular editorial columns or letter to the editor
- Part of a continued series.

Newsletters are not eligible for funding under the Local Journalism Initiative.

### **Offensive content**

Publications or projects that, in our opinion, contain or promote any of the following:

- material that is hate propaganda, obscene or child pornography, or any other illegal material, as defined in the Criminal Code;
- pornography or other material having significant sexual content unless it can be demonstrated that there is an overriding educational or other similar purpose;
- material that contains excessive or gratuitous violence;
- material that is denigrating to an identifiable group; or
- any other similarly offensive material.

Publications that contain offensive content, in our opinion, are not eligible for funding under the Local Journalism Initiative.

### **Official language minority publication**

A publication that is published in English or French, in a region of Canada where the language and content of the publication primarily serves and is concerned with an official language minority community (a French-language community outside of Quebec or an English-language community in Quebec).

### **Original content**

Editorial content created for the Canadian market that has not previously been published elsewhere in Canada or abroad, including websites and other Canadian or foreign publications.

### **Publishing cycle**

The number of issues of a publication, pre-determined by the publishing firm, that are published during the 12-month financial year.

### **Underserved community**

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.

### **Website Traffic Audit Report**

A website traffic audit report from a web auditing tool such as Google Analytics (free), Web Trends, or issued by a circulation audit bureau that reports on the volume of website traffic using industry standard metrics, such as page impressions, unique browsers, user sessions, unique browser frequency, user session duration and page duration, during a specific period.