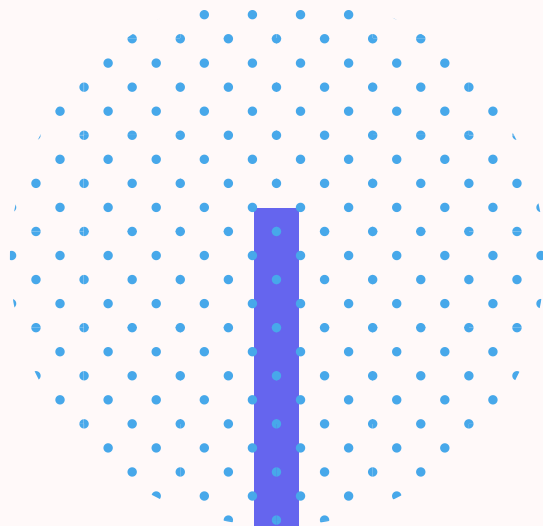




**LOCAL  
JOURNALISM  
INITIATIVE**



# 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 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. TO PROTECT THE INDEPENDENCE OF THE PRESS,

7 NOT-FOR-PROFIT ORGANIZATIONS REPRESENTING DIFFERENT SEGMENTS OF THE NEWS INDUSTRY WILL ADMINISTER THE INITIATIVE. THESE ORGANIZATIONS WILL GIVE FUNDING TO CANADIAN MEDIA ORGANIZATIONS TO ADDRESS THE NEED FOR LOCAL CIVIC JOURNALISM IN 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.

IT IS THE ONLY FUNDING BODY MANDATED TO PROVIDE  
FINANCIAL SUPPORT TO CAMPUS AND COMMUNITY  
RADIO STATIONS IN CANADA, WHICH CONTRIBUTES TO  
THE DYNAMISM OF THE SECTOR BY PROMOTING  
RESOURCE DEVELOPMENT AND CAPACITY BUILDING.

IT ENSURES THE RECURRENCE, STABILITY, AND  
DIVERSIFICATION OF FUNDING BY WORKING WITH THE  
SECTOR'S ASSOCIATIONS AND BY BUILDING STRATEGIC  
ALLIANCES AND INNOVATIVE PARTNERSHIPS.



# OBJECTIVE

WITH THE FUNDING RECEIVED FROM HERITAGE CANADA, THE CRFC WILL FUND ELIGIBLE CANADIAN RADIO STATIONS TO HIRE JOURNALISTS OR PAY FREELANCE JOURNALISTS TO PRODUCE ORIGINAL CIVIC JOURNALISM THAT COVERS THE DIVERSE NEEDS OF UNDER-SERVED COMMUNITIES ACROSS CANADA.

THE JOURNALISTIC CONTENT PRODUCED AS PART OF THIS INITIATIVE WILL BE MADE AVAILABLE TO ALL MEDIA OUTLETS AND / OR THE PUBLIC AT THE SAME TIME (BY MEANS OF A CREATIVE COMMONS LICENSE) AND AT NO COST.

# EXPECTED OUTCOMES

- 1 - INCREASE IN JOURNALISTIC CAPACITY IN UNDERSERVED COMMUNITIES
- 2 - INCREASED ACCESS TO LOCAL NEWS AND CIVIC JOURNALISM IN UNDERSERVED COMMUNITIES
- 3 - INCREASE IN CONSUMPTION OF LOCAL NEWS IN UNDERSERVED COMMUNITIES

# TIMELINE

**NOVEMBER 12TH, 2019**

PROGRAM LAUNCH

**NOVEMBER 12TH TO DECEMBER 13TH, 2019**

COMMENTS AND FEEDBACK OFFERED TO STATIONS ON THEIR PROJECT IDEAS AND DRAFT APPLICATION FORMS. STARTING DECEMBER 6TH, REQUESTS FROM CRFC'S MEMBERS WILL BE DEALT WITH IN PRIORITY.

**DECEMBER 13TH, 2019**

DEADLINE FOR APPLICATIONS

**DECEMBER 14TH TO DECEMBER 20TH, 2019**

ASSESSMENT AND SELECTION OF APPLICATIONS

**DECEMBER 23RD, 2019**

RATIFICATION OF DECISIONS BY CRFC BOARD OF DIRECTORS AND NOTIFICATION TO APPLICANTS

**JANUARY 3RD, 2019**

FIRST CONTACT WITH RECIPIENTS, CREATION OF PROJECT OBJECTIVES, AND PREPARATION OF CONTRIBUTION AGREEMENTS

**FEBRUARY 1ST, 2020 TO MARCH 31ST, 2021**

FUNDING PERIOD

NOTE: THIS TIMELINE IS PROVIDED AS AN INDICATION ONLY. THE CRFC RESERVES THE RIGHT TO MODIFY IT WITHOUT ANY NOTICE.

# WHO CAN APPLY?

ELIGIBLE APPLICANTS ARE **NOT-FOR-PROFIT** RADIO 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.



# PARTNERSHIPS

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.

THIS STATION WILL ASSUME LEGAL AND FINANCIAL RESPONSIBILITY FOR THE PROJECT.



# WHAT ACTIVITIES DOES THIS PROGRAM FUND?

HIRING AND RETAINING A QUALIFIED JOURNALIST COVERING LOCAL CIVIC NEWS, LEADING TO AN INCREASE IN JOURNALISTIC CAPACITY IN **UNDERSERVED** COMMUNITIES AND AN INCREASED ACCESS TO LOCAL NEWS AND CIVIC JOURNALISM IN **UNDERSERVED** COMMUNITIES

THE AIM OF THE PROGRAM IS TO BROADEN COVERAGE ON CIVIC INSTITUTIONS AND ISSUES ACROSS THE COUNTRY, SO WE ENCOURAGE YOU TO THINK ABOUT WHERE THE NEED IS, WHETHER THAT IS A COURTHOUSE, CITY HALL, BAND COUNCIL, SCHOOL BOARD, PARLIAMENT, PROVINCIAL LEGISLATURE, SCHOOL BOARD, ETC., TO HELP RESIDENTS KNOW WHAT IS GOING ON WHERE THEY LIVE.

ALL CONTENT CREATED BY THE JOURNALIST WILL BE UPLOADED TO A DISTRIBUTION PLATFORM TO BE SHARED WITH THE PUBLIC AND FOR RE-USE BY OTHER MEDIA VIA A CREATIVE COMMONS LICENSE.




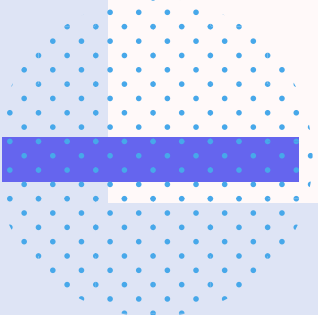


# WHAT IS AN UNDERSERVED COMMUNITY AND HOW DO YOU IDENTIFY ONE?

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.




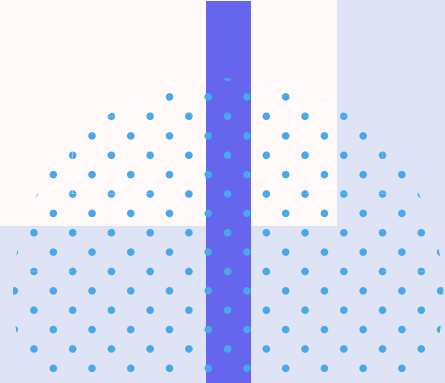

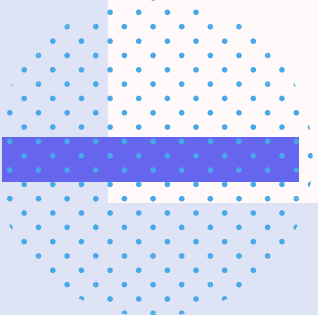


# WHAT IS AN UNDERSERVED COMMUNITY AND HOW DO YOU IDENTIFY ONE?

COMMUNITIES ARE CONSIDERED  
UNDERSERVED IF THEY ARE:

## 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.





**WHAT AMOUNT IS  
AVAILABLE?**

**\$ 50 000**

**WHAT IS THE  
ELIGIBLE FUNDING  
PERIOD?**

**FEBRUARY 1ST, 2020  
TO MARCH 31ST 2021**



# 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 TOTAL BUDGET)*

# WHICH EXPENSES ARE INELIGIBLE?

THIS PROGRAM WILL ONLY FUND THE ABOVE  
EXPENSES. ALL OTHER EXPENSES REQUIRED  
FOR THE DELIVERY PROJECT WILL BE ASSUMED  
BY THE APPLICANT.



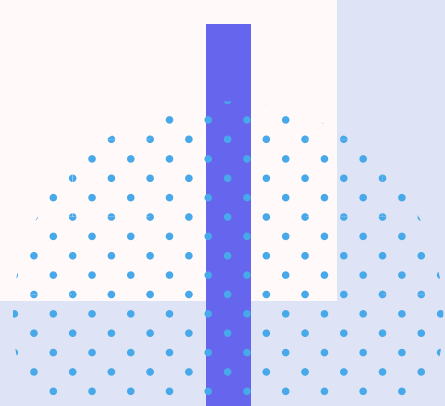
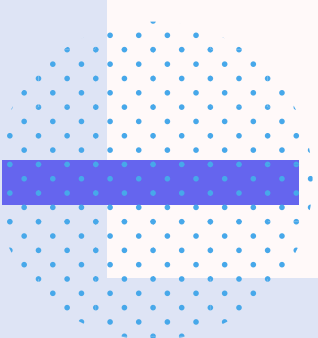
# HOW TO APPLY

BEFORE SUBMITTING YOUR APPLICATION, WE ENCOURAGE YOU TO CONTACT THE CRFC TO DISCUSS 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-MONFCRC.SM APPLY.IO](http://www.mycrhc-monfcrc.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.

# TIPS

- YOUR LJI 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.
- PROOFREAD YOUR APPLICATION TO ENSURE NO GRAMMAR OR SPELLING ERRORS.
- 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  
**FRIDAY DECEMBER 13TH, 2019 AT 11:59 PM EST.**

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

# MANDATORY DOCUMENTS

WHEN COMPLETING YOUR APPLICATION FORM, YOU WILL BE ASKED TO PROVIDE THE FOLLOWING DOCUMENTS:

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:

- STATIONS THAT ARE IN A NEWS DESERT;
- STATIONS THAT DO NOT HAVE FULL-TIME JOURNALISTS;
- THE NUMBER OF MEDIA PRESENT ON THE TERRITORY SERVED BY THE STATION AND THE GAPS IN EXISTING NEWS COVERAGE;
- 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.

# ASSESSMENT AND APPROVAL

## SELECTION CRITERIA

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 JANUARY 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

IF YOUR APPLICATION FOR FUNDING IS APPROVED, YOU WILL HAVE TO SUBMIT PERFORMANCE INDICATORS WITH YOUR ESTIMATES FOR THE DURATION OF THE PROJECT.

## PERFORMANCE INDICATORS

- NUMBER OF CIVIC NEWS (ARTICLES / REPORTS) PRODUCED
- NUMBER OF HOURS OF NEW PROGRAMMING PRODUCED DEALING WITH LOCAL CIVIC NEWS
- NUMBER OF UNDERSERVED MUNICIPALITIES / COMMUNITIES COVERED

# RECIPIENT OBLIGATIONS

## 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:

COMMUNITY RADIO FUND OF CANADA  
606-130 ALBERT ST  
OTTAWA, ON  
K1P 5G4

[PROG@CRFC-FCRC.CA](mailto:PROG@CRFC-FCRC.CA)

613-321-3513



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