

Local Journalism Initiative

Application Form 2021-2022

FOR OFFICE USE ONLY

Application ID:

IMPORTANT

- Read the Local Journalism Initiative Application Guidelines thoroughly before completing this application form. Refer to the "Glossary" section of the Application Guidelines for definition of terms. For assistance, call toll-free 1-877-305-2262.

How to fill out this form

1. This form can be filled out on your computer using Adobe Reader. At any stage, you can save what you have entered and return to complete it at your convenience.
2. You can also print this form and complete it by hand.
3. Complete one copy of this form for each distinct project proposal.
4. When completed, print all pages, and make a copy for your records.
5. Submit your application to the email address on the last page of this form on or before the deadline date.
A late application form will not be accepted.

It is your responsibility to ensure that the application is complete and accurate.

PART A – PUBLISHING FIRM INFORMATION

General Information

Full Legal Name of Publishing Firm (required)

Full Legal Name of Ultimate Owner (required)

Same as Full Legal Name of Publishing Firm Other - Specify:

Has a change of ownership occurred since the last application? (if applicable)

Yes No

Legal Status (required)

Sole Proprietor Corporation Not-for-Profit Organization Partnership Other - Specify:

Incorporated (if applicable)

Federal Provincial/Territorial

Business Number (BN) (see the "Glossary" of the Application Guidelines) (required)

PART B – CONTACT INFORMATION

Publishing Firm Authorized Official Contact

The authorized official contact may be the owner, publisher, or other designated signing officer. **This application form and any resulting financial support agreement must be signed by the authorized person.**

Salutation (required)

Mr. Mrs. Ms. Other - Specify:

First Name (required)

Last Name (required)

Title (required)

Mailing Address - Number, Street, Suite or Apartment Number, Post Office Box (required)

City (required)

Province/Territory (required)

Postal Code (required)

| | | | |
|--|---------------------------|---|------------------------|
| Telephone (required) | Extension (if applicable) | Preferred Language of Communication (required) English French | |
| Email (if applicable) | | | |
| Application Form Authorized Official Contact | | | |
| The application form contact is the person who has completed the application form, and who is most familiar with its content. This person will be contacted for any additional information. | | | |
| If the application form contact is the same as the authorized official contact, check this box and proceed to Part C. | | | |
| Salutation (required) Mr. Mrs. Ms. Other - Specify: | | | |
| First Name (required) | | Last Name (required) | |
| Title (required) | | | |
| Mailing Address - Number, Street, Suite or Apartment Number, Post Office Box (required) | | | |
| City (required) | | Province/Territory (required) | Postal Code (required) |
| Telephone (required) | Extension (if applicable) | Preferred Language of Communication (required) English French | |
| Email (if applicable) | | | |
| PART C – PUBLICATION GENERAL INFORMATION | | | |
| Title of Publication that will be overseeing the LJI reporter (e.g., Name of the Newspaper or News Website) (required) | | | |
| If the title of the publication has changed since the last application, enter the previous title (if applicable) | | | |
| Publication Identification (required) Daily Newspaper Community Newspaper Digital News Publication News Website | | | |
| If Publication serves a specific town, city or region, list the primary community, followed by additional communities served (if applicable) | | | |
| Website | | | |
| Username and password for internal LJI use only (required if your digital publication or website has a paywall): | | Username | Password |
| If you are applying for a LJI reporter to produce civic journalism on behalf of multiple publications, list the additional publications here | | | |
| PART D — CANADIAN OWNERSHIP AND CONTROL CERTIFICATION OF THE PUBLISHING FIRM | | | |
| To be eligible under the Local Journalism Initiative, a publishing firm must be Canadian-owned and controlled. See the "Glossary" section of the Application Guidelines for complete details of the rules used to determine Canadian ownership and control. (required) | | | |
| I attest that the entities entered in Parts A and C of this application form are majority Canadian-owned and controlled. | | | |
| I attest that the entities entered in Parts A and C are engaged in coverage of democratic bodies/institutions and civic function journalism as core principles. | | | |

PART E - TYPE OF APPLICATION

Is this application for a new project or for renewal of an existing project funded by News Media Canada? (Refer to the Application Guidelines for more information.)

New project – Complete parts E.2, F, G, H, I, J.

Renewal of an existing project previously funded by News Media Canada – Complete parts E.1, F (if required), G, J.

PART E.1 - FOR RENEWAL APPLICATIONS ONLY:

Refer to Schedule 'A' of your most recent LJI funding agreement and provide the following information:

Project ID | Title of Project

Do you wish to propose an amendment to any of the following:

- the project mandate? No Yes
- the type of coverage you intend to provide? No Yes
- the performance metrics by which your project will be measured? No Yes

If you answered 'Yes' to any of the above, enter the details of the requested amendments in the appropriate spaces in Part F. Otherwise, proceed to Part G.

PART E.2 — PUBLISHING INFORMATION - NEW APPLICATIONS ONLY:

Province/Territory Served (required)

Select the provinces/territories where the majority of readers of the Publication are located

- | | | |
|-------------------------------|---------------------------|----------------------|
| All Provinces and Territories | Newfoundland and Labrador | Prince Edward Island |
| Alberta | Northwest Territories | Quebec |
| British Columbia | Nova Scotia | Saskatchewan |
| Manitoba | Nunavut | Yukon |
| New Brunswick | Ontario | |

Publication is a member of the following media councils:

- National NewsMedia Council Quebec Press Council Other – Specify: _____

Publication is a member of the following news industry associations (for informational purposes only – list all that apply)

Describe your publication(s). What is your reach and role in your community?

Does the publication(s) meet any of the following criteria? If yes, check the applicable boxes. (required)

- The publication(s) publishes editorial content in print.
- The publication(s) publishes editorial content on a digital platform (e.g. website, mobile application, digital publication, etc.).
- The publication(s) has completed at least one uninterrupted 12-month publishing cycle at the application deadline.
- The publication(s) will continue to be published until at least March 31, 2022.
- The publication(s) has been edited, designed, assembled and published in Canada.
- The publication(s) is directed primarily at Canadian audiences in Canada.

| | | | |
|--|---|--|--------------------------------|
| <p>Special Categories (if applicable) Check the appropriate boxes if your publication meets one or more of the definitions found in the "Glossary" of the Application Guidelines.</p> | | | |
| Aboriginal | Official Language Minority | | |
| Ethnocultural | Lesbian, Gay, Bisexual, Transgender, queer or two spirited (LGBTQ2) | | |
| <p>Language of the Publication (required)</p> | | | |
| English Only | Bilingual (English and French) | | |
| French Only | Other - Specify | | |
| <p>Year when the Publication was launched (yyyy) (required)</p> | | | |
| <p>Circulation information (for print publications – attach circulation audit report if publication is audited)</p> | | | |
| Publishing days | | Average total circulation per issue | |
| <p>Online traffic information (for news websites – attach analytics report, or audit report if website is audited)</p> | | <p>Do you publish on any of the following social media: (check all that apply)</p> | |
| Average unique visitors per month | | Facebook | Twitter |
| | | Instagram | YouTube |
| <p>International Standard Serial Number (ISSN – if applicable) (see the "Glossary" section of the Application Guidelines).</p> | | | |
| ISSN - Regular Issues (if applicable) | | ISSN - Special Issues (if applicable) | |
| <p>FINANCIAL YEAR INFORMATION OF PUBLISHING FIRM</p> | | | |
| <p>Financial year (required) Enter the publishing firm's financial year. (see the "Glossary" in the Application Guidelines)</p> | | | |
| From (yyyy-mm-dd) | | To (yyyy-mm-dd) | |
| <p>Journalists of Publishing Firm Enter the average number of editorial personnel employed or under contract to produce journalistic content for the publishing firm for each category during the financial year. (required)</p> | | | |
| Partners and Owners | Full-Time Employees | Part-Time Employees | Freelance and Contract Workers |
| <p>PART F — PROJECT MANDATE</p> | | | |
| <p>IDENTIFICATION OF UNDERSERVED COMMUNITY OR COMMUNITIES - An application may include a single underserved community or a group of underserved communities to be covered by a single journalist.</p> | | | |
| <p>Type of Underserved Community. See the "Glossary" in the Application Guidelines.</p> | | | |
| News Desert | Area of News Poverty | | |
| <p>Title of Proposal</p> | | | |
| <p>List the primary geographic community to be covered in your chosen news desert or area of news poverty, followed by any other communities to be covered</p> | | | |
| <p>Specific beat of the LJ reporter (if applicable)</p> | | | |

Special Categories (if applicable)

Check the appropriate boxes describing the underserved community(ies) you intend to cover, as defined in the "Glossary" section of the Application Guidelines.

Aboriginal

Official Language Minority

Ethnocultural

Lesbian, Gay, Bisexual, Transgender, queer or two spirited (LGBTQ2)

Other news media providing coverage of the underserved community

If none, check this box.

Newspapers

News Websites

Community Radio

Community Television

Public Broadcasters

Other

Type of Coverage you intend to provide

Explain how the area you want to cover is a news desert or area of news poverty.

Why is your publication well suited to fill this gap?

What civic journalism is your publication doing now?

Describe what the LJI reporter would allow you to do that you are not doing now.

Where will the LJI reporter be based?

Who will supervise the reporter?

Performance Metrics

Volume of stories

Describe the expected volume of stories and types of stories to be generated by your LJI reporter.

(It is expected that a full-time LJI reporter would produce, on average, 5 to 7 stories per week consisting of a combination of standard news stories and long-form features, OR a minimum of 8 standard news stories per week. Output expectations from freelance or part-time reporters will be similar but proportional to hours worked.)

Story topics

List civic issues, civic institutions and/or socio-economic issues to be covered.

Additional metrics

List any other performance targets you propose for your participation in the LJI.

PART G – CALCULATION OF FUNDING REQUEST

An applicant may request funding towards the cost of providing a Job for a period beginning no earlier than April 1, 2021, and ending no later than March 31, 2022. Up to five percent (5% of total funding may be used toward the lease or purchase of equipment to be used by the journalist during the period of employment. **There is a limit of one full-time journalist position per application.**

Job Type

New hire - Full-time

New hire - Part-time

Upgrade to full-time

Freelance

Renewal

Proposed Compensation

Complete **one** of the following columns only.

Full-time:

a) Proposed Annual Salary: \$

b) Anticipated Start Date
(yyyy-mm-dd):

c) Number of Months Requested:

d) Total Amount for Salary: \$
[Calculation: (a / 12) x c]

e) MERCs requested: \$

f) Total Amount for Equipment Lease
or Purchase (max 5% of total): \$g) Total Amount Requested: \$
[Calculation: d + e + f]**Part-time or Freelance:**a) Anticipated Start Date
(yyyy-mm-dd):

b) Number of Weeks Requested:

c) Number of Hours per Week
Requested:d) Hourly Wage to be Paid to the
Journalist: \$

e) MERCs requested: \$

f) Total Amount for Equipment
Lease or Purchase (max 5% of total): \$g) Total Amount Requested: \$
[Calculation: (b x c x d) + e + f]**PART H – ORGANIZATION POLICIES – NEW APPLICATIONS ONLY:****Hiring Policy**

Submit a copy of your organization's Hiring Policy ensuring diversity and inclusiveness in hiring practices.

If you do not have a Hiring Policy, check this box to adopt the Policy provided by News Media Canada if your application is successful.

Human Resources and Employment Policy

Submit a copy of your organization's Human Resources and Employment Policy ensuring that measures are in place to create a workplace that is free from harassment, abuse and discrimination.

If you do not have a Human Resources and Employment Policy, check this box to adopt the Policy provided by News Media Canada if your application is successful.

Editorial Policy

Submit a copy of your organization's Editorial Policy outlining your organization's journalistic principles, practices, and code of conduct.

If you do not have an Editorial Policy, check this box to adopt the Editorial Policy provided by News Media Canada if your application is successful.

PART I – SUBMITTING YOUR APPLICATION FORM

Required documents – new applications: You must include with your application form, signed and dated (signature must be original), all the supporting documents as follows: (required)

Articles of Incorporation (for a first time applicant or incorporated in the year, if applicable)

Financial statements from the most recently completed financial year (for a first time applicant; if audited financial statements are available, please submit)

For print publications: One digital replica of a regular issue from each of the four quarters from the last 12 months (total of 4 regular issues)

For print publications: Printer's invoices for the 4 regular issues being submitted (printer's invoices must clearly show the number of copies printed)

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.

Additional Documents – new applications: If available, submit the following additional information and documents. They will help the judging panel to better understand your publication and assess your application:

Circulation audit report

Brand report

Website traffic audit report

Media kit

Audits

News Media Canada reserves the right to conduct audits on a sample of successful applications each year; the Association will assume the audit cost. In such cases, recipients must make available any records, documents, or other information that may be required to perform the audit. Recipients must retain for at least five years supporting documents related to the information provided in all application forms.

A recipient found to have submitted false or unsupported information may be required to repay the full amount of the financial support received, and may be declared ineligible from the Local Journalism Initiative for the next two fiscal years or more.

PART J – AFFIRMATION – ALL APPLICATIONS

I affirm that the information in this application form is accurate and complete. I agree to publicly acknowledge financial support and assistance by the Government of Canada. I also agree to submit a final report, and where required, financial accounting for evaluation of the activity funded by the Government of Canada. I also agree to respect the spirit and intent of the various acts governing the programs of the Department of Canadian Heritage.

Amounts awarded to recipients are public information. The name of the publishing firm and the amounts awarded to successful applicants will be published on the Government of Canada website.

I confirm that I have the authorization to sign official documents related to this application for my group.

Authorized Official Contact – please print (required)

Title/Position (required)

Signature (required)

Date (yyyy-mm-dd) (required)

Print and sign the application form (required). Scan all documents and submit them via email to:

Local Journalism Initiative
News Media Canada
Email: lji@newsmediacanada.ca