



Local Journalism
Initiative



CONSORTIUM

des médias communautaires
de langues officielles
en situation minoritaire

of Official Language Minority
Community Media

2025-2027 GRANT APPLICATION GUIDE

**The present guide supports LJI applications
for the fiscal years 2025-2026 and 2026-27
from eligible official language minority community media outlets.**

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GLOSSARY¹

Civic Journalism

Refers to activities of the country's civic institutions (e.g., courthouses, city halls, band councils, school boards, the federal Parliament, or provincial legislative assemblies) or topics of public importance to society.

Civic journalism goes beyond formal institutions in a minority linguistic context and incorporates issues concerning preserving identity, language, and culture. This includes local activities, cultural events, and community initiatives to strengthen language and social ties, which are essential to the community's vitality.

Collaborative Initiatives

Refers to a collaborative journalism project involving several media outlets from the same subsector or different subsectors. For example, newspapers and radios in Quebec collaborate to cover the National Assembly.

Content Unit

A standardized measure of journalistic production (e.g., an article or a report) used to evaluate production requirements.

Copy Editor

Refers to a journalist responsible for proofreading, editing, structural verification, and fact-checking journalistic content produced by reporters before publication or broadcast. The review journalist ensures adherence to the media outlet's ethical and editorial standards.

Note: The role of a copy editor excludes production tasks such as graphic design.

Creative Commons License

A Creative Commons (CC) license is one of several types of public licenses that enable the free distribution of copyrighted work. A CC license is used when an author wishes to allow others to distribute, use, or build upon a work they have created.

Cumulative Production Report

A monthly report detailing the content produced, topics covered, and coverage priorities required to assess the progress of subsidized projects.

Digital Media

Refers to any form of media that uses electronic devices to distribute and consume information. Content is available in text, audio, and/or video formats.

Distribution Platform

The digital platform [lji-lji.olconsortiumlo.ca](https://www.lji-lji.olconsortiumlo.ca) is a centralized tool that enables recipients to upload and share content produced under the LJI-Consortium. It ensures the accessible distribution of content licensed under Creative Commons and allows other media outlets to use it.

¹<https://www.canada.ca/en/canadian-heritage/services/funding/local-journalism-initiative/glossary.html>

Employed Journalist (Full-Time or Part-Time)

Refers to a journalist hired by an official language minority community media outlet to produce local and civic journalistic content. The LJI grant covers the journalist's salary. This individual ensures a regular and continuous production of journalistic content.

Equitable Allocation Formula

A method used to distribute LJI funds fairly, based on defined criteria such as the type of media, the region served, and areas experiencing news poverty.

Freelance journalist

Refers to an independent contractor, not salaried by the recipient media, hired to produce journalistic content contractually. Working per assignment, the freelance journalist is paid for each piece of content created based on the specific needs of the official language minority community media.

Generative Artificial Intelligence

Refers to technologies capable of creating original content in various forms (text, audio, video, etc.) based on machine learning models trained on existing data.

Independent Expert Panel

Refers to a group of at least five (5) bilingual members from official language minority communities. The members have diverse expertise in business, community management, media, and journalism. They are responsible for evaluating LJI grant applications and independently recommending fund allocations without any influence from the Consortium's member organizations or applicant media outlets.

Lead (Introductory text)

A brief introduction presents the topic of a report or interview before it is broadcast. This text, usually written by the reporter, contextualizes the content for the audience by outlining the key elements of the topic, the individuals interviewed, or the issues discussed. It prepares the audience by providing essential information without revealing all the content details.

Local Community Media

Local community media are outlets rooted in their communities. They produce content by and for Canadians from specific geographic regions, cultural communities, ethnic groups, and Indigenous communities.

These media primarily produce hyperlocal news, which refers to news, events, and information specific to a particular community or group. They focus on aspects directly impacting people's daily lives, such as local events, community activities and issues, local businesses, schools, community health, recreation, and more.

Media Organization

Refers to a Canadian media organization, either non-profit or private, that owns, manages, or operates one or more media outlets (print or digital newspaper, community radio or television station) and produces local or regional journalistic content.

Official Language Minority Community Media

Official language minority community media are newspapers (printed or digital), community radio stations, or community television stations that serve official language minority communities, specifically English-language communities in Quebec and French-language communities in the other nine provinces and three Canadian territories, as defined in the Official Languages Act of Canada².

Original Editorial Content

Original editorial content includes all articles, columns, editorials, cartoons, and comic strips produced by the newspaper or digital media.

Production Quotas

The number of content units that grant recipients must produce is calculated based on the amount of the grant awarded.

Regional Media

Refers to printed, digital media, a radio station, or a television channel that serves a geographic region larger than a specific local community but remains focused on a defined regional area, such as a province, territory, or regional municipality.

Remote Region

Refers to a geographic area located far from the center or main hubs of a country or organization. These regions are often characterized by their distance from major cities, capitals, or economic centers and reduced accessibility in terms of transportation infrastructure, public services, or communication networks.

Reporter

Refers to the principal author of the content and is responsible for the content published under their name. This signature indicates that the journalist conducted the research, analysis, and writing necessary to produce the content. The signature attests to the editorial responsibility of the author regarding the accuracy, truthfulness, and integrity of the transmitted information.

Total Editorial Content

Total editorial content includes all journalistic content (articles, columns, editorials, cartoons) and all republished informational texts, such as press releases.

Underserved Community

Communities are considered underserved if they are:

Information 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

² <https://laws-lois.justice.gc.ca/eng/acts/o-3.01/FullText.html>

example, community radio or television). Also, if there are other public or private broadcasters, they do not produce local news.

Information Poverty

Communities where there is limited access to journalistic content about community issues and institutions through a daily 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.

1. INTRODUCTION

Launched in 2019 by the Government of Canada, the Local Journalism Initiative (LJI) supports the creation of original civic journalism content in underserved regions of the country or on local issues that are not adequately covered by the media.

The Consortium of Official Language Minority Community Media (the Consortium) is among the administrators selected by the Government of Canada to implement and manage the LJI program within eligible official language minority community media outlets, according to the criteria established (see [Article 3](#) of this guide).

2. OBJECTIVES OF THE LJI

Since the objective of the LJI is to support the creation of original civic journalism content in underserved regions of the country or on local issues that lack adequate media coverage, the Government of Canada provides funding for the creation of civic journalistic content produced by journalists dedicated to covering local issues in underserved communities.

Underserved communities are defined by Canadian Heritage as follows³ :

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.

News Poverty

Communities where there is limited access to journalistic content about community issues and institutions through a daily 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.

In accordance with the obligations of the Government of Canada and under Part VII of the Official Languages Act, the Consortium considers official language minority communities as underserved in the following cases:

- The absence of an official language minority community media outlet in the area;
- Fragmented or non-existent coverage of the cultural and linguistic realities of official language minority communities;
- Fragmented or non-existent coverage of the realities of identity groups (e.g., Black and racialized individuals, gender minorities, Indigenous communities, persons with disabilities, etc.);

³ <https://www.canada.ca/en/canadian-heritage/services/funding/local-journalism-initiative/glossary.html>

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- Partial or non-existent coverage in a minority official language of the following issues prioritized by official language minority populations, including the cultural and linguistic issues, education, health, immigration, the economy and environment.

Recipients

Eligible official language minority community media outlets can receive funding to hire journalists, whether employees or freelancers, who produce local civic content in the minority official language in underserved communities.

These journalists must adhere to the journalistic standards and practices adopted by the Consortium or more robust standards adopted by their media outlet.

The ultimate recipients are Canadian media outlets that meet the eligibility criteria described in Section 3 of this guide.

Content Distribution

Canadian media outlets will have access to all content produced under the LJI-Consortium via the distribution platform ijl-lji.olconsortiumlo.ca under a [Creative Commons](#) licence according to the parameters defined by the Government of Canada.

Program Governance

The parameters of the LJI, as defined by the Canadian Heritage, are under the responsibility of the Consortium of Official Language Minority Community Media.

The governance of the LJI falls under the Consortium, which consists of representatives from the four subsectors of official language minority community media (OLMCM):

- Minority English-language community newspapers represented by the Quebec Community Newspapers Association (QCNA);
- Minority English-language community radios represented by the English-Language Arts Network (ELAN);
- Minority Francophone community newspapers represented by Réseau.Presse;
- Minority Francophone community radios represented by the Alliance des radios communautaires du Canada (ARC du Canada).

These representatives must advocate for the interests of all media that meet the eligibility criteria defined (see [Article 3](#) of this guide), regardless of their membership status in a specific association.

Program Delivery

The LJI-Consortium is delivered by a program management team possessing expertise and knowledge tailored to each subsector of official language minority community media.

Independence of the Evaluation and Grant Allocation Process

Under the LJI-Consortium, an independent panel of experts oversees the process of evaluating grant applications and making recommendations for grant allocations (ref. [Article 9](#)). This panel carries out its mandate independently from the Consortium member organizations and eligible media outlets.

3. ELIGIBLE MEDIA OUTLETS FOR THE LJI-CONSORTIUM

The following criteria determine the eligibility of media outlets to submit a grant application to the LJI-Consortium and those who are not eligible.

It is recommended that any media outlet wishing to submit an application to the LJI-Consortium confirm its eligibility beforehand by contacting the program management team at ijl-lji@olconsortiumlo.ca.

○ Eligible official language minority print and digital media

To be eligible for the LJI program, a print or digital community media outlet in an official language minority must demonstrate that it meets **all** of the following criteria:

- Provide local, regional, and/or provincial journalistic coverage of an official language minority population at regular intervals (minimum monthly) and continuously across one or more platforms.
- Excluding LJI content produced by the applicant media, at least fifty percent (50%) of its **total**⁴ monthly editorial content must be **original**⁵ content in English in Quebec or at least fifty percent (50%) original content in French in the other nine (9) provinces or three (3) territories of Canada.
- Excluding LJI content produced by the applicant media, within its **total eligible original** editorial content, at least fifty percent (50%) must reflect the realities of the minority population served in all its diversity.
- Excluding LJI content produced by the applicant media, thirty percent (30%) of the **total original** editorial content must be written and signed by **journalists or columnists**⁶.
- For more details, refer to the infographic in [APPENDIX C](#), which presents a tool to determine eligibility.

⁴ The **total** editorial content includes all content (articles, columns, editorials, cartoons, comics), as well as all republished informational texts, such as press releases, letters to the editor, and content from agencies or other media.

⁵ **Original** editorial content includes all articles, columns, editorials, cartoons, and comics produced by the newspaper or digital media. Original editorial content excludes content sourced from other media and content generated by AI that exceeds 50%.

⁶ Journalists or columnists who adhere to generally recognized principles of journalistic ethics (e.g., fact-checking, impartiality, freedom from external influence, source identification, and demonstration of editorial judgment).

Example of eligibility: A minority community newspaper that publishes a total of twenty (20) contents per month, excluding LJI content it produces, must publish a minimum of ten (10) contents in the minority language, of which five (5) must reflect the reality of the minority population served, and at least three (3) must be written and signed by journalists or columnists.

○ **Eligible official language minority community radios**

To qualify for the LJI, a community radio station in an official language minority must demonstrate that it meets **all** of the following criteria:

- Serve an official language minority population in its language.
- Offer a **weekly schedule**⁷ in which at least fifty percent (50%) of **original spoken programming**⁸ is in English in Quebec or at least fifty percent (50%) in French in the other nine (9) provinces or three (3) territories of Canada.
- Within its **weekly original spoken programming**, at least fifteen percent (15%) must reflect the minority population served in all its diversity.
- Of the weekly **original** spoken programming reflecting the population mentioned above served, at least thirty percent (30%) of the content must be produced by journalists, hosts, or columnists.
- Broadcast local, regional, and/or provincial news, with at least 50% in the language of the minority population served.
- For further details, refer to the infographic in [APPENDIX C](#), which presents a tool to determine eligibility.

Example of Eligibility: A minority community radio station broadcasts a total of one hundred twenty-six (126) hours of programming per week, with at least sixty-three (63) hours in the language of the minority population served. This station must broadcast at least nine and a half (9.5) hours of original spoken programming per week, of which at least six (6) hours must be produced by hosts, columnists, or journalists.

○ **Community Televisions in Official Language Minority Communities**

To qualify for the LJI, a community television station in an official language minority situation must demonstrate that it meets **all** the following criteria:

⁷ A radio station's **weekly programming** consists of shows and news bulletins produced locally or by other radio stations.

⁸ **Original spoken** programming includes all shows and news bulletins produced by the community radio station. Original spoken programming excludes all content produced by generative AI exceeding 50%.

- Serve an official language minority population in their language.
- Present a **weekly schedule**⁹ in which at least 50% of **original programming**¹⁰ is presented in English in Quebec or French in one of the other nine (9) provinces or three (3) territories of Canada.
- At least fifteen percent (15%) of the weekly original programming must reflect the diversity of the minority population served.
- Of the **original** weekly programming reflecting the minority population served as mentioned above, at least thirty percent (30%) of the content is produced by journalists, hosts, or columnists.
- Broadcast local, regional, and/or provincial news content, with at least fifty percent (50%) in the language of the minority population served.
- See the infographic in [APPENDIX C](#).

Example of Eligibility: A community television station in a minority situation that broadcasts a total of thirty (30) hours of programming per week must air at least fifteen (15) hours of original programming in the minority language and at least four hours and thirty minutes (4.5) of programming that reflects the community served. One hour and fifteen minutes (1.25) of programming must be produced by hosts, columnists, or journalists.

○ **Non-eligible media outlets**

The following media outlets are **NOT** eligible for the LJI-Consortium:

- Radio stations holding a private-type broadcasting license, or a specialized broadcasting license issued by the CRTC.
- Community television stations that do not serve official language minority communities, and that are not French-language stations in Quebec.
- Newspapers or radio stations of post-secondary institutions.
- Magazines and specialized publications.
- Media outlets incorporated or registered for less than 12 months.
- Media funded by government bodies (i.e. TVO, CBC, etc.).
- Digital media that do not meet the criteria set out in [Article 3](#) of this guide.

4. OTHER TERMS AND CONDITIONS OF THE LJI

Grants are allocated based on:

- compliance with the requirements and parameters of the LJI program;
- comprehensive identification of zones and civic news poverty topics by applicants;
- application of the equitable allocation formula;

⁹ A radio **station's weekly programming** consists of shows and news bulletins produced locally or by other radio stations.

¹⁰ Original **spoken programming** includes all shows and news bulletins produced by the community radio station.

- availability of funds.

In the spirit of fairness in allocating LJI funds amongst eligible applicant media outlets, the LJI-Consortium establishes allocation priorities based on the following considerations. For example:

Example: Available Funding Envelope \$100,000 for 20 applications from eligible media				EQUITABLE ALLOCATION FORMULA				
<i>Percentage of available budget</i>				3,5%	1%	0,5%	0,5%	1%
<i>Eligible amount based on established criteria</i>				\$ 3,500	\$ 1,000	\$ 500	\$ 500	\$ 1,000
				<i>Basic minimum amount</i>	<i>Provincial/ Territorial/ National media</i>	<i>Local or regional media</i>	<i>Indexation remote areas¹¹</i>	<i>Collaborative initiative between 3 or more media outlets</i>

Example: An eligible media outlet automatically receives the minimum amount of \$3,500. If the organization operates a provincial or territorial media outlet, it automatically gets an additional \$1,000. If the organization is located in a remote region, it receives an additional \$500.

LJI applications from media organizations with more than one media outlet

A media organization that operates two or more radio stations and/or newspapers may submit two applications to the LJI-Consortium for up to two separate media.

- If the second grant application is approved, the second media outlet will receive a maximum of 75% of the awarded amount.
- To be considered, the second application must demonstrate the unique and/or differentiated impact of the second media outlet compared to the approved application for the first media outlet.

Example: A media organization that owns multiple media outlets, such as newspapers or a newspaper and one or more radio stations, may submit up to two applications to the LJI-Consortium program. If the first application is approved, the grant will be fully allocated to the first media outlet. If the second application from the same media organization is approved, the second media outlet will be eligible to receive a maximum of 75% of the awarded grant amount.

¹¹ These regions are generally characterized by physical remoteness, difficult access, or relative isolation from major urban centers or dynamic activity hubs. The remote regions recognized by the Consortium include Yukon, the Northwest Territories, Nunavut, Newfoundland and Labrador, as well as the administrative regions of Gaspésie–Îles-de-la-Madeleine, Côte-Nord, and Northern Quebec.

5. MAXIMUM GRANTS

Up to \$60,000 per year per media outlet or per LJI collaborative initiative¹².

Based on the recommendations of the independent panel of experts for evaluating eligible grant applications, the Consortium reserves the right to allocate an amount different from the original amount requested by the media outlet.

6. GRANT APPLICATION PROCESS

Grant applications by eligible media outlets must be submitted exclusively through the online portal at olconsortiumlo.ca.

- **Only grant applications submitted via the online portal will be eligible for evaluation.**
 - o The portal will be available starting on **(Date to be announced in August 2025)**.
 - o [APPENDIX B](#) of this guide contains a copy of the grant application form, which will be accessible on the portal.
- Only applications submitted by eligible media outlets will be evaluated.
- Any incomplete applications will be automatically rejected, following the quality control conducted by the members of the Program Management Team.

7. DEADLINE FOR SUBMISSION

The deadline to submit a grant application to the LJI-Consortium is **(Date to be announced in August 2025)**

- No grant applications will be accepted after this date.

8. APPLICATION EVALUATION PROCESS

An independent panel of experts evaluates LJI-Consortium applications and recommends funding allocations. The panel comprises at least five (5) bilingual members from official language minority communities.

The panel members possess experience and expertise in business, community management, media operations, journalism, and program delivery. They understand the realities, challenges, and needs of official language minority populations and the eligible community media outlets serving these populations.

¹² A collaborative initiative refers to a formal collaboration between 3 or more media outlets to cover new-poor areas or issues lacking adequate coverage.

The panel is mandated to analyze all eligible applications according to the evaluation criteria established and listed in [Article 9](#) of this guide.

The panel reserves the right to consult the previous LJI files of applicant media outlets, if applicable, during its review of applications.

The panel's decisions and recommendations are final and not subject to appeal.

9. EVALUATION CRITERIA

The members of the independent panel of experts base their evaluation of LJI-Consortium grant applications on the following criteria:

Scored out of 100%:

35% of the Score – Identification and Coverage of Civic News Deserts

- Approach taken by the media outlet to identify civic news coverage gaps, news deserts, and/or areas lacking news coverage.
- Demonstration of the media outlet's inability to cover identified civic news gaps, news deserts, and/or areas lacking news coverage without the support of LJI-Consortium.
- Proposed approaches to cover identified civic news gaps, news deserts, and/or areas lacking news coverage.

30% of the Score – Applicant's Capacity to Deliver the LJI Program and Meet Its Requirements

- Assessment of the applicant's adequate resource needs regarding LJI's journalistic capacity to deliver the program.
- The media outlet's journalistic capacity without the LJI grant.
- Mechanisms are in place for producing journalistic content.
- Mechanisms are in place for supervising and ensuring the quality control of journalistic content.

20% of the Score – Organizational Capacity and Health of the Responsible Media Organization

- The applicant's financial situation and accountability capacity.
- Access to necessary human and operational resources.
- Community engagement with the media outlet.
- Governance of the media organization.

15% of the Score – Impact of the LJI-Consortium Grant

- Demonstration of the LJI-Consortium grant's impact on the media outlet and the community it serves.

10. ELIGIBLE EXPENSES

Funds must be exclusively allocated to the production of journalistic content.

Eligible Expenses:

- Salaries for employed journalists are dedicated to the production of LJI content.
 - The total grant amount may cover mandatory employer charges.
- Fees for freelance reporters signing the content and assigned copy editors.

11. COMPENSATION FRAMEWORK, CONTENT UNITS, AND PRODUCTION QUOTAS

COMPENSATION AND PRODUCTION QUOTAS

Production quotas are determined based on the following calculation formula:

- ***Content Units to be Produced = Grant Amount ÷ Standard Rate (\$450)***
 - *Example: A media outlet receiving a \$50,000 grant must produce 111 content units.*

EMPLOYED JOURNALISTS

- The grant covers the salaries of one or more employed journalists assigned to journalistic content production.
- Recipients may claim up to 11% of the employer's mandatory charges.
- The target for content production is based on a fixed standard rate of \$450 per content unit.
- Employed journalists must be hired for a full-time equivalent of 26 weeks starting October 1, 2025, and for 52 weeks beginning April 1, 2026.
 - The corresponding pay stubs for the employed journalists must be submitted by the recipient media organization every quarter, covering the 26 consecutive weeks worked between October 1, 2025, and March 31, 2026, as well as the 52 consecutive weeks worked between April 1, 2026, and March 31, 2027.

FREELANCE JOURNALISTS

- The standard rate for a content unit is set at \$450.
- For each content unit funded at \$450, the recipient media must pay a minimum fee of \$300 to the **freelance journalist who authored the content**¹³.
- For each content unit, the recipient media will receive a maximum amount of \$150 to cover the costs associated with the work of the **copy editor**¹⁴.

¹³ An independent journalist hired by a recipient media to create original local civic journalism content aimed at underserved communities and underreported civic topics. The freelance journalist is compensated per piece of content created. This journalist is responsible for gathering information, verifying facts, and writing journalistic content. The content produced by this journalist must be bylined in accordance with the LJI-Consortium guidelines. Original local civic journalism content created by the freelance journalist is produced in coordination with the designated copy editor.

¹⁴ Individuals responsible for ensuring the quality, accuracy, and clarity of content before its publication or broadcast, including but not limited to fact-checking, structural editing, linguistic editing, and production editing.

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- To ensure the fair production of local civic **LJI** content among the LJI Consortium's recipient media outlets, media outlets that pay freelance journalists less than the minimum fee of \$300 will have their total grant amount adjusted on a prorated basis according to the actual fees paid to the freelance journalist.

Example:

A media outlet that pays its freelance journalists \$250 per content unit and requests 100 content units will be eligible to receive a grant of \$40,000 (\$400 = \$250 + \$150).

OTHER GRANTS AWARDED TO THE MEDIA ORGANIZATION FOR AN EMPLOYED LJI JOURNALIST

If a media organization receives any other government or private grant to fully or partially cover the salary of a journalist and also applies for funding through the Local Journalism Initiative (LJI-Consortium), it is understood that:

- The media organization must provide supporting documents confirming that the two grants have fully covered the salaries of the journalists concerned.

CONTENT UNITS

Each piece of content produced by a recipient media outlet may correspond to 1, 2, or 3 content units.

A content unit represents the unique journalistic treatment of a specific topic. A single topic presented in different formats (e.g., written, audio and/or video) will be considered part of the same content unit.

1 content unit = \$ 450

2 content units = \$ 900

3 content units = \$ 1,350

*The standard rate for media outlets that reduce freelance journalist fees will be adjusted.

DESCRIPTION OF CONTENT UNITS**Eligibility**

The eligibility of a content unit is defined as follows:

All content must meet the criteria of the LJI program. Adaptations or variations of original content will not be eligible for the calculation of content units.

Print**Article:**

- Photo captions are not included in the word count.
- Must include the lead (introductory text).

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- Must include photo captions, if applicable.
 - The text and photos, if applicable, must be uploaded to the content distribution platform.

Audio

Text-clip¹⁵

- The audio content must be original.
- The text and the audio clip combined in the audio version are counted in the total duration of the content.
- The text and the audio clip must be uploaded to the content distribution platform.

Report¹⁶

- The audio content must be original.
- The content of the audio report is counted in the total duration of the content.
- Must be accompanied by a lead.
- The lead and the report must be uploaded to the content distribution platform.

Interview¹⁷

- The audio content must be original.
- Must be accompanied by a lead.
- The lead and the interview must be uploaded to the content distribution platform.

TV/Video :

Text-clip

- The video content must be original. The text and the video clip combined in the video version are counted in the total duration of the content.
- Must be accompanied by a lead.
- The video clip must be uploaded to YouTube.
- The lead, including the hyperlink to the video clip, must be uploaded to the content distribution site.

Report

- The video content must be original.
- The content of the video report, including the narration, is counted in the total duration of the content.
- Must be accompanied by a lead.
- The lead, including the hyperlink to the report, must be uploaded to the content distribution platform.

¹⁵ A "texte-clip" is a text accompanied by an original audio or video excerpt included in a news bulletin or a broadcast.

¹⁶ A report is a journalistic production that includes narration linking and contextualizing original audio or video interview excerpts conducted by the journalist.

¹⁷ An interview is a journalistic production consisting of a carefully prepared exchange between a journalist and one or more guests, aimed at gathering their views on a subject of public interest.

Interview

- The video content must be original.
- Must be accompanied by a lead.
- The video interview must be uploaded to YouTube.
- The lead, including the hyperlink to the video interview, must be uploaded to the content distribution platform.

Lengths and durations

		Print	Audio	TV/Video
1 Content Unit	Format	Article	Text-clip	Text-clip
	Length/Duration	410 to 810 words	1:00 to 2:30 min.	1:00 to 2:00 min.
	Format	-	Report	Report
	Length/Duration	-	1:00 to 2:30 min.	1:00 to 2:00 min.
	Format	-	Interview	Interview
	Length/Duration	-	3:00 à 8:00 min.	2:00 à 6:00 min.
		Print	Audio	TV/Video
2 Content Units	Format	Article	Report	Report
	Length/Duration	811 to 1210 words	2:31 t 8:00 min.	2:01 to 7:00 min.
	Format	-	Interview	Interview
	Length/Duration	-	8:01 to 13:00 min.	6:01 to 10:00 min.
		Print	Audio	TV/Video
3 Content Units	Format	Article	Podcast	Report
	Length/Duration	1211 words and more	8:00 min. and more	7:01 min. and more
	Format	-	Interview	Interview
	Length/Duration	-	13:08 min. et plus	10:01 min. et plus

Examples:

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- *To reach the target of 111 content units for the year, a media outlet could produce:*
 - *31 articles worth 1 content unit, and 40 articles worth 2 content units;*
 - *61 articles worth 1 content unit, and 25 audio reports worth 2 content units;*
 - *63 reports worth 1 content unit, 10 podcasts worth 3 content units, and 6 video interviews worth 3 content units.*

12. APPLICANT PERMANENT FILE

Before submitting an LJI grant application to the Consortium, media outlets must complete and provide all the required documents in the **Applicant Permanent File** (see [APPENDIX A](#)) through the Consortium's online portal (olconsortiumlo.ca).

If the media outlet does not provide the requested documents, it cannot complete a grant application for the LJI Consortium program.

13. GRANT AGREEMENT BETWEEN THE CONSORTIUM AND THE RECIPIENT MEDIA

Upon approval of their application, the recipient media outlet must sign a grant agreement with the Consortium of Official Language Minority Community Media.

This agreement outlines the grant recipient's obligations and must be signed by the organization's principal officer or the Chair of the Board of Directors if the organization is a non-profit.

Signing the agreement will trigger an initial payment of up to 90% of the total approved grant amount. Based on the evaluation panel's recommendations, the LJI Consortium reserves the right to distribute the grant in two (2) or more installments.

The independent panel of experts evaluating grant applications may recommend specific provisions to be included in the grant agreement.

14. ACKNOWLEDGEMENT OF FINANCIAL SUPPORT PROVIDED BY THE LJ-CONSORTIUM

Grant recipients under the LJ-Consortium must publicly acknowledge the source of the funding in the following ways:

FOR PRINT CONTENT

- **Article**
For each LJ article produced under this agreement, the recipient media outlet must ensure that the mention **LJ** is included in the journalist(s) author(s) byline.
- **Video**
For each LJ video produced under this agreement, the recipient media outlet must ensure that the **LJ** is displayed on-screen or included in the journalist's verbal signature.
- **Imprint (Print/Digital Media)**
The recipient media outlet must display the wordmark in the imprint section of its publication. The wordmark must be linked to the Government of Canada's website at <http://www.canada.ca> for online materials.
- **Media Website (Print/Digital Media)**
For online materials, the wordmark must be displayed at the bottom of the media's website homepage and linked to the Government of Canada's website at <http://www.canada.ca>.

FOR AUDIO CONTENT

- **Report**
For each LJ report, the recipient media outlet must ensure that *the LJ* accompanies the reporter's name at the end of each piece of content.
- **Interview/Podcast**
For each LJ interview or podcast, the recipient media outlet must ensure that **LJ** is mentioned at the beginning or end of each piece of content.
- **Online Content**
For each piece of LJ content produced under this agreement, the recipient media outlet must ensure that **LJ** is included in the byline of the responsible journalist.
- **Radio Website**
The wordmark must be displayed at the bottom of the recipient media's homepage and linked to the Government of Canada's website at <http://www.canada.ca>.

FOR VIDEO CONTENT

- **Report**

For each LJI report, the recipient media outlet must ensure that the term “LJI,” along with the name of the journalist author, is mentioned at the beginning or the end of each piece of content.

- **Interview**

For each LJI interview, the recipient media outlet must ensure that the term “LJI” is mentioned at the beginning or the end of each piece of content.

- **Online Content**

For each LJI content item produced under this agreement, the recipient media outlet must ensure that the mention “LJI” appears in the byline of the journalist(s) author(s).

- **Television Website**

For online material, the wordmark must be displayed in the website footer and linked to the Government of Canada’s website at <http://www.canada.ca>.

15. CUMULATIVE PRODUCTION REPORT

The officer responsible for the LJI-Consortium will send the automatically generated monthly production report for signature once the content is published on the content distribution platform.

The cumulative report will include:

- The date of the first publication or broadcast of the LJI content.
- The date of upload to the content distribution platform.
- The title of the content.
- The civic issue addressed.
- The area in news poverty.
- The subjects are lacking coverage.
- The coverage priority (including priority groups).
- The name of the journalist responsible.
- The number of content units.

16. IMPACT ANALYSIS OF PROGRAMS UNDER THE CONSORTIUM’S RESPONSIBILITY

To fulfill the accountability requirements to the federal government as a public fund administrator, the Consortium is responsible for conducting ongoing analyses of the impact of grant programs under its responsibility on the viability of media outlets within the OLMCM sector.

-
- Grant recipients under the LJI-Consortium must fully collaborate when consulted by the Consortium before, during, and after the funded period.

FOR MORE INFORMATION:

Contact the LJI-Consortium Program Management Team: ijl-lji@olconsortiumlo.ca

APPENDIX A

QUESTIONNAIRE

APPLICANT'S PERMANENT FILE

Media outlets wishing to submit a grant application to one of the programs under the responsibility of the Consortium of Official Language Minority Community Media must create their Applicant's Permanent File by completing the following steps:

- Provide all required information in the designated fields.
- Submit all required documents.

To remain eligible for programs offered by the Consortium, media outlets must update their Applicant's Permanent File annually.

The information provided and the documents submitted in this file will allow program administrators and members of the independent evaluation panel to confirm, among other things:

- The applicant's eligibility for the grant programs administered by the Consortium.
- The applicant's capacity to deliver the various components of the requested grants.
- The impact of the grants awarded to recipient media outlets on their viability and profitability.
- The level of engagement of official language minority communities with their community media.

All information and documents submitted by applicants are processed following the Consortium's privacy and data protection policy.

1. IDENTIFICATION OF THE RESPONSIBLE MEDIA ORGANIZATION

- Legal Name of the Media Entity
- Incorporation / Registration
 - o National
 - Number
 - Registration Date
 - o Provincial / Territorial
 - Province / Territory
 - Number
 - Registration Date
- Employer Registration Number with the Canada Revenue Agency or Revenu Québec

2. MEDIA OUTLET CONTACT INFORMATION

- Civic Address
- City
- Province/Territory

-
- Postal Code
 - Phone Number
 - Website

3. AUTHORIZED REPRESENTATIVE OF THE media outlet

The person identified in this section has been granted the necessary authorizations to act on behalf of the media outlet.

- Name
- Title
- Email
- Mobile Phone

4. GOVERNANCE

- **NON-PROFIT ORGANIZATION (NPT) or BUSINESS**

- **Board Members OR Company Officers**

Each individual's personal contact information must be provided.

- For businesses: All officers of the company
- For NPOs: All members of the board of directors
- Do not provide the same generic email or the civic address of the legal entity for one or more of your officers or board members.

All fields are mandatory.

- Name
- Title
- Election Date (*for NPOs only*)
- Full Civic Address
- Email
- Mobile Phone

5. INFORMATION ON COMMUNITY MEDIA UNDER THE RESPONSIBILITY OF THE LEGAL ENTITY

Please provide all the required information for each media outlet under the responsibility of the legal entity.

You must complete one form per media outlet.

- **PRINT/DIGITAL or RADIO**

PRINT/DIGITAL

- **Name of the newspaper/website**
- **Date the newspaper was founded**
- **Service Area**
 - **Provincial**
 - What is the total population of the official language minority in your province according to the latest [Statistics Canada Census \(2021\)](#)?
 - What proportion of the total official language minority population in your province is served by your newspaper/website?
 - 1 % to 25 %
 - 26 % to 50 %
 - 51 % to 75 %
 - 76 % to 100 %
 - **Regional**
 - What is the total population of the official language minority in your region according to the latest [Statistics Canada Census \(2021\)](#)?
 - What proportion of the total official language minority population in your province is served by your newspaper/website?
 - 1 % to 25 %
 - 26 % to 50 %
 - 51 % to 75 %
 - 76 % to 100 %
 - **Local**
 - What is the total population of the official language minority in your locality according to the latest [Statistics Canada Census \(2021\)](#)?
 - What proportion of the total official language minority population in your province is served by your newspaper/website?
 - 1 % to 25 %
 - 26 % to 50 %
 - 51 % to 75 %
 - 76 % to 100 %
 - **Other (Specify)**
 - What is the total population of the official language minority in your territory according to the latest [Statistics Canada Census \(2021\)](#)?
 - What proportion of the total official language minority population in your province is served by your newspaper/website?
 - 1 % to 25 %
 - 26 % to 50 %
 - 51 % to 75 %
 - 76 % to 100 %
 - **Human Ressources**
 - Full-time employees (25 hours or more per week)
 - Part-time employees (25 hours or less per week)
 - Freelancers (journalists, columnists, hosts, etc.)
 - Paid

-
- o Volunteers
 - Subcontractors
 - Volunteers
 - o On the board of directors
 - o For activities and events
 - o For administrative support

Readership and Engagement Statistics

- Subscribers to the print version
- Subscribers to the digital version
- Monthly website traffic (Google Analytics report)
- Newsletter subscribers
- Social media followers:
 - o Facebook
 - o X (Twitter)
 - o Instagram
 - o LinkedIn
 - o Bluesky
 - o Other: Specify
- Other: Specify

RADIO

- **Name of the radio station and call sign letters**
- **Date the radio station was founded**

- **Service Area**
 - **Provincial**
 - o What is the total population of the official language minority in your province according to the latest [Statistics Canada Census \(2021\)](#)?
 - o What proportion of the total official language minority population in your province is served by your radio station?
 - 1 % to 25 %
 - 26 % to 50 %
 - 51 % to 75 %
 - 76 % to 100 %
 - **Régional**
 - o What is the total population of the official language minority in your region according to the latest [Statistics Canada Census \(2021\)](#)?
 - o What proportion of the total official language minority population in your province is served by your radio station?
 - 1 % to 25 %
 - 26 % to 50 %
 - 51 % to 75 %

-
- 76 % to 100 %
 - **Local**
 - o What is the total population of the official language minority in your locality according to the latest [Statistics Canada Census \(2021\)](#)?
 - o What proportion of the total official language minority population in your province is served by your radio station?
 - 1 % to 25 %
 - 26 % to 50 %
 - 51 % to 75 %
 - 76 % to 100 %
 - **Other** (*be precise*)
 - o What is the total population of the official language minority in your territory according to the latest [Statistics Canada Census \(2021\)](#)?
 - o What proportion of the total official language minority population in your province is served by your radio station?
 - 1 % to 25 %
 - 26 % to 50 %
 - 51 % to 75 %
 - 76 % to 100 %
 - **Human Resources**
 - Full-time employees (25 hours or more per week)
 - Part-time employees (25 hours or less per week)
 - Freelancers (journalists, columnists, hosts, etc.)
 - o Paid
 - o Volunteers
 - Subcontractors
 - Volunteers
 - o On the board of directors
 - o For activities and events
 - o For administrative support
 - **Audience and Engagement Statistics**
 - Regular listeners on air or online (Stats Radio report or equivalent)
 - Monthly website traffic (Google Analytics report)
 - Social media followers:
 - o Facebook
 - o X (Twitter)
 - o Instagram
 - o LinkedIn
 - o Bluesky
 - o Other: Specify
 - Number of members
 - Other: Specify

6. DOCUMENTS TO BE SUBMITTED

-
- **Incorporation Documents:** Incorporation or registration documents of the responsible legal entity (certificate of incorporation, letters patent, etc.).
 - **Bylaws:** For NPOs only.
 - **Minutes of the Last Annual General Meeting:** For NPOs only.
 - **Most Recent Financial Statements:**
 - For NPOs: The latest audited financial statements, review engagement, or financial report adopted at the AGM.
 - For businesses: The latest annual financial report submitted to the Canada Revenue Agency.
 - For community media controlled by a legal entity with multiple divisions, financial statements must contain only the financial data of the media benefiting from the project.
 - **Current Fiscal Year Budget Forecasts:**
 - For community media controlled by a legal entity with multiple divisions, budget forecasts must contain only the financial data of the media benefiting from the project.
 - **Proof of Liability Insurance:** Proof of liability insurance with a minimum coverage of \$2 million, guaranteeing civil liability coverage for all authorized agents of the media outlet.
 - **Human Resources Policy:** Anti-harassment, anti-bullying, and anti-discrimination policy, or adherence to the generic policy of the Consortium.
 - **Banking information for direct deposit**
 - **For Community Radios Only:**
 - A copy of the documents confirming the nature and validity of their license with the CRTC.
 - The programming schedule for the current fiscal year.
 - **For Community Newspapers**
 - Four (4) issues of the newspaper (PDF or hyperlink) from the first publication dates of the following months
 - January
 - May
 - September
 - December
 - **For Digital Media:**
 - Provide the media's website URL.
 - State the average number of content published per week

-
- for digital media with a paywall, provide a username and password for use by the LJI-Consortium for verification purposes

7. CERTIFICATION BY THE AUTHORIZED REPRESENTATIVE OF THE media outlet

I, (Name of Authorized Representative), am the authorized representative of (Legal Name of the media outlet) and hereby certify that all the information and documents submitted in this permanent file are accurate and complete.

SIGNATURE:

DATE:

APPENDIX B

LOCAL JOURNALISM INITIATIVE – CONSORTIUM GRANT APPLICATION FORM

SECTION 1 – GENERAL INFORMATION

1. Name of the media outlet applying for the LJI-Consortium
2. Will the applicant submit a second grant application for another media outlet?
 - ☐ YES
 - Provide the name of the other media outlet:
 - ☐ NO
3. Will the applicant apply for an LJI journalist for 2025-2026 through another administering organization besides the Consortium?
 - ☐ YES
 - Provide the name of the other administering organization
 - ☐ NO
4. **Type of Application :**
 - ☐ A full-time journalist
 - ☐ One or more part-time journalists
 - ☐ One or more freelance journalists
 - ☐ A combination of part-time and freelance journalists
5. **Is this application for a collaborative initiative between multiple media organizations?**

Collaborative initiatives refer to journalistic collaboration projects between multiple media organizations within the same sub-sector or across different sub-sectors.

 - ☐ YES
 - Indicate the name(s) of the other partner media organizations
 - ☐ NO
6. **Does my media have a Qualified Canadian Journalism Organization (QCJO)* designation with the Canada Revenue Agency?**
 - ☐ YES
 - Indicate the date the QCJO designation was obtained:
 - ☐ NO

*As stipulated in the contribution agreement between the Consortium and the Government of Canada and as stated in the [Income Tax Act](#), media organizations designated as QCJOs are not eligible to claim a tax credit for employee salaries paid through the Local Journalism Initiative.

SECTION 2 – REQUIRED JOURNALISTIC COVERAGE

a. **Areas in News Deserts or Underreported Areas:**

- ☐ List the areas experiencing “journalistic coverage gaps” within the area your media outlet aims to serve. (*Be specific*)

-
- Explain why these areas are underserved.
 - How was the need identified?
 - Why does your media outlet want to serve these new populations?
 - If your application is for a collaborative initiative, explain how ALL media outlets from the partner media organizations will benefit from covering these underserved areas.

b. Underreported Civic Topic

- In addition to the following civic issues and topics, covered with a local perspective, list other local civic issues that suffer from “coverage gaps” in the current territory served by your media outlet:
 - Linguistic issues
 - Culture/heritage
 - Municipal politics
 - Provincial/federal politics
 - Health
 - Education
 - Economy
 - Environment
- Explain why these other civic issues and topics are underreported.
 - How was the need identified?
 - Why does your media outlet want to cover these additional civic issues?
- If your application is for a collaborative initiative, explain how ALL media outlets from the partner media organizations will benefit from the coverage of these underreported civic issues and topics.

SECTION 3 – REQUESTED LJI JOURNALISTIC RESOURCES

EMPLOYED JOURNALISTS

- **My media organization wishes to hire a full-time journalist**
 - Indicate the number of hours per week (*minimum 35 hours per week*)
 - Indicate the number of weeks requested (*maximum of 52 weeks*)
 - Indicate the hourly wage payable to the journalist
 - Indicate the employer’s mandatory contribution percentage (*maximum 11 %*)
 - New position or renewal of an existing LJI position
 - Experience and qualification (*Number of years of experience of the journalists you plan to hire*)

-
- **My media organization wishes to hire one or more part-time journalists** (*minimum of 15 hours per week*)
 - **Position 1**
 - Indicate the number of hours per week (*minimum 35 hours per week*)
 - Indicate the number of weeks requested (*maximum of 52 weeks*)
 - Indicate the hourly wage payable to the journalist
 - Indicate the employer's mandatory contribution percentage (*maximum 11 %*)
 - New position or renewal of an existing LJI position
 - Experience and qualification (*Number of years of experience of the journalists you plan to hire*)
 - **Position 2**
 - Indicate the number of hours per week (*minimum 35 hours per week*)
 - Indicate the number of weeks requested (*maximum of 52 weeks*)
 - Indicate the hourly wage payable to the journalist
 - Indicate the employer's mandatory contribution percentage (*maximum 11 %*)
 - New position or renewal of an existing LJI position
 - Experience and qualification (*Number of years of experience of the journalists you plan to hire*)
 - **Government or Private Grant**
 - My media organization will receive a complementary government or private grant for this/these position(s).
 - Source of the grant
 - Responsible officer
 - Email of the responsible officer
 - Grant amount

FREELANCE JOURNALISTS

Please provide information for each category of freelancer

- The freelancer category is determined based on the rate paid per LJI content unit produced.
- Add freelancer categories according to the realities of your media outlet.
- The minimum fee for a freelance journalist is \$150 per LJI-Consortium content unit produced.

Fee paid to the freelancer (minimum \$150 per content unit)

- Freelancer 1 - Indicate the fee per LJI content unit produced
 - Indicate the number of content units to be produced by the freelancer
 - Experience and qualifications (*Number of years of experience of the freelance journalist*)
 - Will this freelancer be assigned to :
 - One or more news deserts or underreported areas?
 - One or more underreported civic topics?
- Freelancer 2 - Indicate the fee per LJI content unit produced
 - Indicate the number of content units to be produced by the freelancer
 - Experience and qualifications (*Number of years of experience of the freelance journalist*)
 - Will this freelancer be assigned to :
 - One or more news deserts or underreported areas?
 - One or more underreported civic topics?

SECTION 4 – SUPERVISION AND QUALITY CONTROL

1. **Journalistic Supervision** (e.g., Editor-in-Chief, News Director, Assignment Editor, etc.)
 - Name
 - Title
 - Email
 - Cell Phone
 - If this person is also an authoring journalist for LJI content, identify the other person responsible for reviewing the content they produce.
 - Name
 - Email
2. **Review and Compliance:**
 - List the tools and/or mechanisms used for fact-checking, ethical compliance, and linguistic quality control.
3. **Ethical Commitment**
 - Confirm your adherence to the Consortium's Ethics Guide

-
- By adhering to the Consortium's Ethics Guide, my media outlet commits to providing a copy to each LJI journalist producing LJI-Consortium content.
 - Media organizations that do not adhere to the Consortium's Ethics Guide are not eligible for an LJI grant.

SECTION 5 – IMPACT OF THE LJI

1. On Your Media

- Without the support of the LJI-Consortium, how many employed journalists and freelance journalists currently cover the territory served by your media outlet?
 - Employed journalists
 - Freelance journalists
- Excluding LJI content, how many content pieces do employed journalists produce on average per year?
- Excluding LJI content, how many content pieces do freelance journalists produce on average per year?
- Indicate the impact of the LJI-Consortium support on the journalistic content of your media outlet :
 - Increased journalistic content
 - More in-depth journalistic content
 - Greater diversity in coverage and journalistic content
 - Other (Please specify)

2. On the Official Language Minority Community Served by Your Media

Your media outlet must demonstrate the direct impact of the LJI-Consortium on the populations you serve or wish to serve.

- In 250 words or less, explain the direct impact and benefits of the LJI-Consortium on the vitality of the official language minority populations your media outlet **currently serves**.
- In 250 words or less, explain the direct impact and benefits of the LJI-Consortium on the vitality of the official language minority populations that your media outlet **aims to serve**.

SECTION 6 – MEDIA OUTLET COMMITMENT

Before signing and submitting the grant application, the authorized representative for your media outlet must attest the following:

6A - Authority of the Authorized Representative and Certification Provided Information

- I am authorized to sign this grant application by the governing bodies of the media organization submitting this application.

-
- I certify that all information and details provided in this application are accurate and complete.
 - Please provide the name, title, and contact information of the person who will sign the contribution agreement as a witness.

6B - Commitment of the Authorized Representative

IF MY MEDIA ORGANIZATION RECEIVES AND LJI GRAT, I COMMIT TO:

- Ensuring that it is delivered following the submitted grant application, the LJI-Consortium program guidelines, and the provisions of the grant agreement that will be signed between the media organization and the Consortium of Official Language Minority Media
- Submitting all required reports in compliance with the LJI-Consortium guidelines and the grant agreement

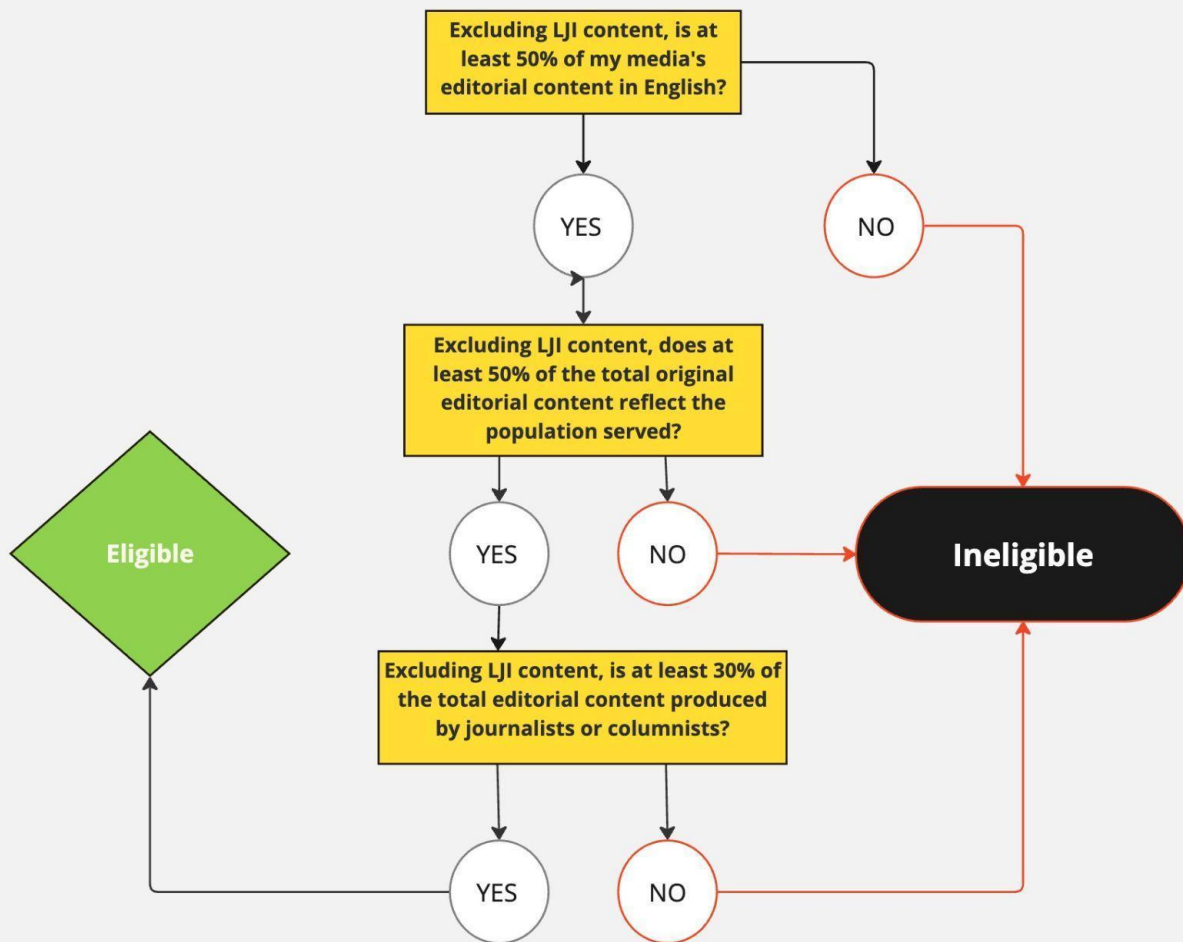
6C - Signature of the Authorized Representative

- AUTHORIZED REPRESENTATIVE NAME :
 - TITLE:
 - DATE :
-

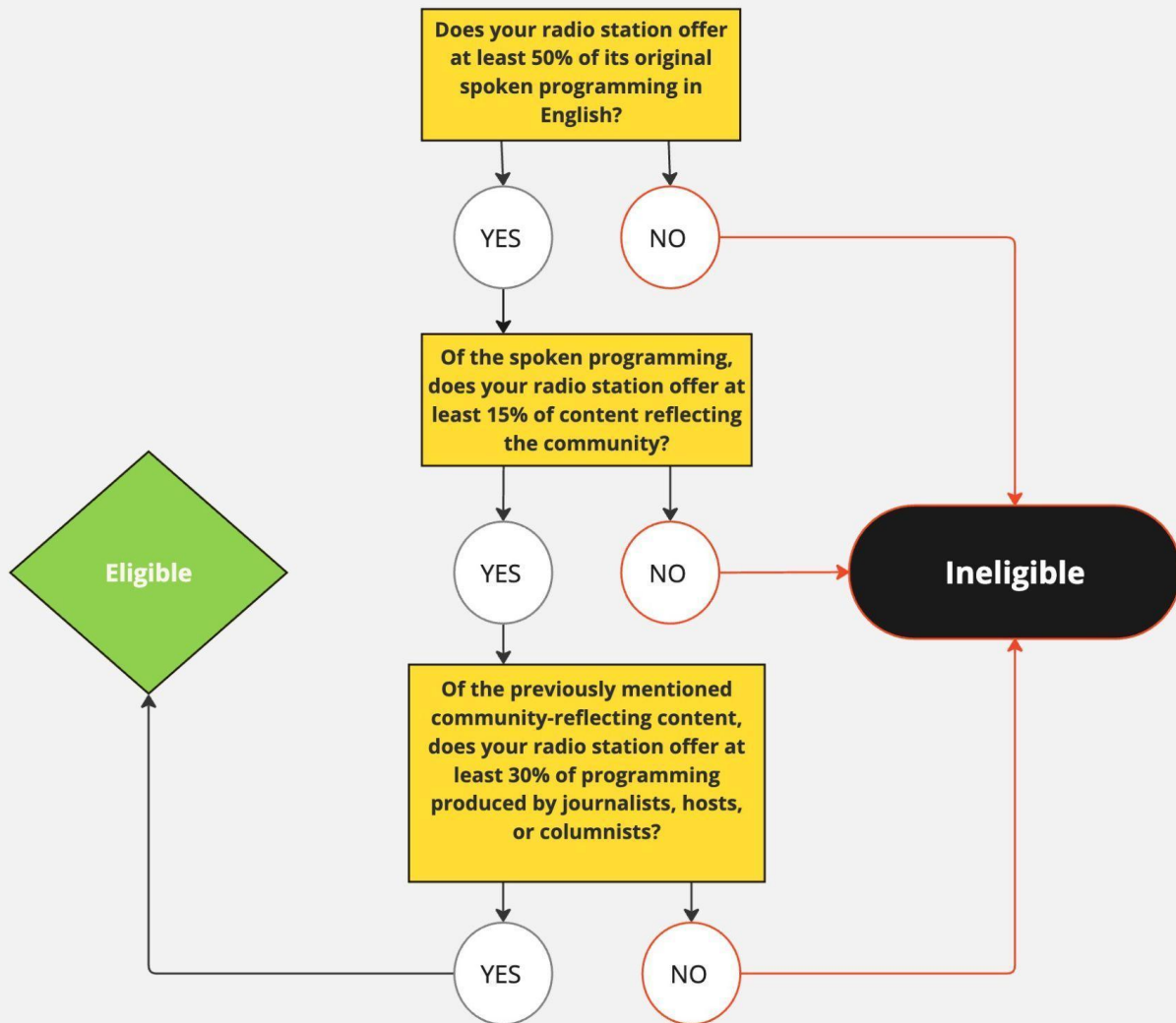
APPENDIX C

ELIGIBILITY CHARTS

Eligibility Chart Print and Digital Media



Eligibility Chart Radios



Eligibility Chart Televisions

