



Canadian Journalism Collective

Collectif Canadien de Journalisme

BROADCASTER ELIGIBILITY POLICY: YEAR 2

JULY 24, 2025

Once a news business has applied for funding from the CJC-CCJ by completing and submitting the CJC-CCJ's Application form before the deadline for submissions, they will be assessed according to the eligibility criteria detailed in this document.

1. Categories of news business that are identified as eligible in the Online News Act

(a) Qualified Canadian journalism organizations (QCJO)

A news business that the Canada Revenue Agency (CRA) has designated as a Qualified Canadian journalism organization ("QCJO") and whose status is active at the time of application is eligible to receive funding from the CJC-CCJ in 2024 without further review of their eligibility provided that their news content is made available on Google.

(b) Licensed campus, community or native stations

A news business that is licensed by the CRTC under paragraph 9(1)(b) of the Broadcasting Act as a campus station, community station or native station and whose status is active at the time of application is eligible to receive funding from the CJC-CCJ in 2024 without further review of their eligibility provided that their news content is made available on Google.

(c) Other similar community stations

A news business that operates a station that has a community mandate that is similar to that of campus, community or native stations licensed by the CRTC, is eligible to receive funding from the CJC-CCJ in 2024 without further review of their eligibility provided that their news content is made available on Google, if the following conditions are met:

- ☐ The news business is a not-for-profit organization

- The Board of Director seats are open to all members of the geographic community served
- The news business has a community-access mandate allowing for all members of the geographic area served to receive training in media production and to produce media content using the equipment and facilities of the news business.

(d) Indigenous news businesses

A news business that operates an Indigenous news outlet and that meets the criteria set out in s. 27(1)(c) of the Act is eligible, if the following criteria are met:

○ Indigenous representation

To be an Indigenous news outlet, the outlet must be owned and operated by an individual who belongs to an Indigenous group, community or people¹. The CJC-CCJ will consider this condition to be met if Indigenous representation in the news business satisfies the following requirements:

- Indigenous individuals must hold key operation and management roles in the news outlet;
- In the case of a for-profit news business (such as a business corporation, partnership, or sole proprietorship), Indigenous individuals must own at least 51% of the news business (i.e. in their capacity as shareholders, partners, or similar); and
- In the case of a non-profit², Indigenous individuals must account for at least 51% of the seats on the board of directors or the analogous decision-making body.

If a news business indicates that it wishes to be considered as eligible in its Application because it operates an Indigenous news outlet, it will be asked to provide copies of the Affirmation of Indigenous Identity form that have been signed and completed by each of these individuals. Further proof of these individuals' Indigenous identity may be requested by the CJC-CCJ.

○ Producing news content of general interest including for Indigenous Peoples

To be an Indigenous news outlet, the outlet must produce news content for

¹ First Nations, Inuit and Métis

² Or similar entities such as a registered charity, registered journalism organization or other qualified donee.

Indigenous Peoples and its primary purpose must be to produce news content. News content in this context means content — in any format, including an audio or audiovisual format — that reports on, investigates or explains current issues or events of public interest and includes content made available by means of Indigenous storytelling. The Indigenous outlet’s news content must include matters of general interest, including coverage of matters relating to the rights of Indigenous Peoples, including the right of self-government, treaty rights and self-determination.

The explanation provided below in the Producing news content of general interest section in the context of s. 27(1)(b) of the Act also applies in this context.

○ Operates in Canada

The Indigenous news outlet must operate in Canada. This means that its day-to-day and sustained activities must be performed in Canada, and generally requires that its content be edited and designed in Canada.

2. Eligibility requirements that apply to all other applicants³

(a) News content must be made available on Google⁴

The news content produced by the news business’s news outlet such as articles or programs must be indexed on Google. A news outlet whose content is discoverable through Google’s search engine meets this requirement. News programs that are solely available via live broadcast, and where previous episodes cannot be accessed on Google, do not fulfill this criteria.

(b) News outlet must produce news content that is of general interest

The news outlet must be operated exclusively for the purpose of producing news content focused on matters of general interest, which could include local, regional and national news content.

The news content must not be focused on a particular topic such as industry-specific news, sports, recreation, arts, lifestyle or entertainment. It must not be intended to

³ This category includes radio stations, television stations, and public broadcasters.

⁴ The CJC-CCJ considers broadcaster news content such as articles or programs to be *available on Google* if articles or episodes of your news program are discoverable online, meaning that searching the title of the news program’s episode or the article’s headline on Google returns a link to the article or the episode in the search results.

promote the interests or report on the activities of an organization, an association or its members. News content in this context generally has the same meaning as it does in the relevant subsection of News businesses producing original news content, which provides further clarification.

(c) Canadian requirement

The news content must be produced primarily for the Canadian news marketplace.

(e) Producers of News Content of Public Interest⁵

A news business that meets the criteria set out in s. 27(1)(b) of the Act related to the production of original news content is also in an eligible category. Types of news businesses that fall in this category include radio stations that are not licensed as Campus, Community or Native stations by the CRTC; television stations; and public broadcasters that are not the CBC. If a news business indicates in its Application that it wishes to be considered in this category, then it must demonstrate that it meets each of the following criteria.

○ Regularly employing two journalists

The news business must regularly employ two or more journalists in Canada, which may include journalists who own or are a partner in the news business and journalists who do not deal at arm's length with the business.

"Regularly employs" refers to the regular and continuous employment of a journalist, either full-time or part-time, even if the position is temporarily unoccupied, whereby a T4 is issued for the employee. Freelance journalists do not meet the condition of being "regularly employed" because they are not employees.

○ Operating in Canada

The news business must operate in Canada, including having content that is edited and designed in Canada. The news business may store its data or publish its content on servers located outside of Canada. But the news business' day-to-day and sustained activities must be performed in Canada, including that its content be edited and designed in Canada.

⁵ If your news business does not have QCJO Status, is not currently licensed by the CRTC as a Campus, Community or Native Station, and is not an Indigenous News Outlet, please apply under the Producer of News Content of Public Interest Category.

- Producing news content of general interest⁶

The news business must produce news content:

- of public interest that is primarily focused on matters of general interest and reports of current events, including coverage of democratic institutions and processes; and
- that is not primarily focused on a particular topic such as industry-specific news, sports, recreation, arts, lifestyle or entertainment.

Its news content should be original, produced on an ongoing basis, and aimed at a general audience, as opposed to specialists of a specific field.

- Following a code of ethics

The news business must either:

- be a member of a recognized journalistic association and follow the code of ethics of a recognized journalistic association; or
- have its own code of ethics whose standards of professional conduct require adherence to the recognized processes and principles of the journalism profession, including fairness, independence and rigour in reporting news and handling sources.

3. Effective dates

The CJC-CCJ will review a news business's eligibility to share in the compensation in accordance with the present policy, according to their operations between January 1st 2024 and December 31st 2024. The news business must also currently meet the eligibility criteria in the present policy, specifically as of the date that their application is submitted.

⁶ See 2(b)

4. Disqualifying circumstances

A news business is ineligible to share in compensation under the Agreement in each of the situations indicated in the following subsections. Even if they satisfy any or all of the requirements in the previous two sections, news businesses are ineligible in the following situations except where the subsections that follow make an indication to the contrary.

(a) International sanctions

A news business is ineligible if it has certain connections to international sanctions that are specified in the Act. The sanctions that the Act refers to are any sanctions under the *United Nations Act*, the *Special Economic Measures Act*, or the *Justice for Victims of Corrupt Foreign Officials Act (Sergei Magnitsky Law)*.

A news business is, more specifically, ineligible to share in compensation if it is the subject of those sanctions or if it is owned or controlled by an individual or entity that is the subject of those sanctions.

It is also ineligible to share in compensation if it has its headquarters in a foreign state, as defined in section 2 of the *Special Economic Measures Act*, if the state is the subject of such Sanctions.

(b) Violations of the Act

If a news business has violated the Act, the Regulations made pursuant to the Act, or an order made under the Act, then the CJC-CCJ may conclude that the news business is ineligible, depending on all of the circumstances; notably the severity and consequences of the violation.