Canadian Journalism Collective
Collectif Canadien de Journalisme

BROADCASTER PAYMENT CALCULATION POLICY: SETTLEMENT YEAR 2
JULY 24, 2025

1. Background

The Canadian Journalism Collective–Collectif canadien de journalisme ("CJC-CCJ") will distribute compensation to news businesses for a second year in accordance with a contribution agreement (the "Agreement") that the CJC-CCJ signed with Google LLC ("Google") on 6 June 2024.

The following guidance is intended to clarify how Broadcasters should calculate and declare information in their Application notably including information regarding their full-time equivalent (FTE) employees, which will in turn determine the share that the CJC-CCJ will pay to each eligible news business. A separate CJC-CCJ policy, available on the CJC-CCJ website, addresses news business's eligibility to share in compensation, which is outside the scope of the present policy.

2. How to apply

A broadcaster wishing to apply to share in compensation received under the Agreement based on its operations in 2024 must have completed and submitted an Application to share in compensation pursuant to the Online News Act (the "Application") within the timelines published by the CJC-CCJ. The application timing and process for future years will be established by the CJC-CCJ at a later date.

3. How news businesses must determine the information they declare in their Application

(a) Publisher or broadcaster

When applying for funding, applicants are asked to state whether they are a broadcaster or a publisher. If your news business distributes any of its content by a distribution undertaking, television or radio waves, you should apply as a Broadcaster.

Broadcaster news businesses must declare their eligible employee hours, while publisher news businesses must declare their number of eligible newsroom employees. In each case, the number declared must correspond to their operations during the 2024 calendar year (January 1st 2024 - December 31st 2024).

Broadcasters will share in the compensation pool for broadcasters while all others will share in the compensation pool for publishers, and these amounts are calculated differently. *The Online News Act* states that no more than 30% of the CJC-CCJ's funding may be allocated to broadcasters, defined as a "programming undertaking".[1] **A "programming undertaking" does not include an online undertaking, for example a website that broadcasts news content online such as a podcasting website.**

If your news business distributes any of its content by a distribution undertaking, television or radio waves, please select the broadcaster option.

(b) Broadcasters: How to determine the number of employee hours spent creating original news content in 2024

All employee hours can be counted so long as they meet the following criteria:

- The employee was on payroll and received a T4 tax slip in 2024
- The employee was part time OR full time in 2024
- The employee's position included working on the eligible tasks that qualify, as listed in section (e) below

Note: The eligible newsroom employees that a news business declares in its application may be audited. Auditors will seek to validate the amounts declared by requesting relevant information and documentation. Applicants must be prepared to comply with the Auditor's requests in order to receive compensation.

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[1] The Broadcasting Act defines a programming undertaking means an undertaking for the transmission of programs, either directly by radio waves or other means of telecommunication or indirectly through a distribution undertaking, for reception by the public by means of broadcasting receiving apparatus, but does not include such an undertaking that is an online undertaking; (entreprise de programmation). *Broadcasting Act*, subsection 2(1)

> **Example: calculating employee hours**
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> If an employee worked part-time in 2024 or split their duties, only the hours spent on original news production should be counted.
>
> - For example, if an employee works 1,040 hours a year (20 hours per week) and spends half of that time on tasks that qualify — such as proofreading original news content — and the other half on non-qualifying tasks — such as summarizing existing news — only 520 hours per week should be reported for 2024 (10 hours per week).
>
> - Use the same method for each employee involved in original news production.
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> - Add together the qualifying hours from all employees to determine the total number of eligible hours for 2024.

Note: remember to calculate your hours on an annual basis for 2024. Do not submit weekly, daily or other denominations of hours

(c) Tasks that qualify as original news production

The list below outlines the tasks that qualify as original news production.

1. News Gathering

- **Research**: Investigating current events, trends, and background information.
- **Sources**: Identifying and contacting reliable sources, including experts, witnesses, and public figures.
- **Interviews**: Conducting interviews to gather firsthand information and perspectives.
- **Data Collection**: Gathering data and statistics relevant to the story.

2. Story Development

- **Story Idea Generation**: Brainstorming and selecting newsworthy stories.
- **Angle and Focus**: Determining the angle or focus of the story based on relevance and interest.
- **Outline**: Creating an outline or structure for the story.

3. Verification and Fact-Checking

- **Fact-Checking**: Verifying the accuracy of information and claims.
- **Cross-Referencing**: Comparing information from multiple sources to ensure reliability.

4. Filming, Writing and Editing

- **Drafting**: Writing the initial draft of the story.
- **Editing**: Revising and refining the draft for clarity, accuracy, and style.
- **Proofreading**: Checking for grammatical errors, typos, and consistency.
- **Headlines**: Creating compelling and accurate headlines.
- **Filming**: Shooting video footage, including B-roll and interviews, using cameras and other equipment.
- **Sound Recording**: Capturing clear audio, including interviews and ambient sounds.
- **On-Site Reporting**: Reporting live from the field, if necessary, using live broadcast equipment.
- **Video Editing**: Editing footage to create a coherent and engaging story. This includes cutting, splicing, and sequencing video clips.
- **Audio Editing**: Editing audio to ensure clarity and proper synchronization with video.
- **Graphics and Animation**: Creating and integrating graphics, lower-thirds, and animations for visual enhancement.
- **Voiceover Recording**: Recording and editing voice overs as needed.
- **Photography and photojournalism:** Photographing events, people and places that help tell a story.

5. Broadcasting and Production

- **Layout and Design**: Arranging text, images, and multimedia elements for print or digital platforms.
- **Multimedia Integration**: Incorporating photos, videos, graphics, and audio where applicable.
- **Formatting**: Formatting the story for the specific medium (newspaper, website, broadcast, etc.).
- **Set Preparation**: Preparing the studio set, including lighting, props, and backdrop.
- **Camera Setup**: Positioning and adjusting cameras for optimal angles and coverage.
- **Teleprompter Operation**: Setting up and operating the teleprompter for anchors and reporters.
- **On-Air Presentation**: Presenting news stories on air, including anchoring, reporting live, and conducting interviews.
- **Viewer Interaction**: Engaging with viewers through live calls, social media, or other interactive features.
- **Translation:** Translating articles, lower third graphics, program descriptions, descriptions of news events online etc) into a different language.
- **Interpretation:** Interpreting news content into another language.

6. Approval and Review

- **Editorial Review**: Approving and reviewing by senior editors or producers.
- **Compliance Check**: Ensuring the content meets editorial guidelines and standards.

7. Publishing and Distribution

- **Publication**: Releasing the news story on the appropriate platform (print, online, TV, radio).
- **Distribution**: Distributing the news through channels like social media, email newsletters,
- **Scheduling**: Scheduling news segments for broadcast times, including breaking news and scheduled updates.
- **Multichannel Distribution**: Distributing news through various channels, including TV, radio, and online platforms.

8. Promotion and Engagement

- **Social Media**: Promoting the story on social media platforms to reach a broader audience.
- **Audience Interaction**: Engaging with readers or viewers through comments, feedback, and follow-up stories.

9. Post-Publication

- **Corrections and Updates**: Addressing any errors or updates as new information emerges.

Note that this list has changed since the previous year of the program. Be sure to declare employee hours for the 2024 year based on this list of tasks.

(d) Tasks that do not qualify as original news production

News businesses may not include employee hours spent on the following tasks in their declared FTE employee inputs:

1. Content Aggregation

- **Crawling**: Using web crawlers or scraping tools to gather news articles and content from selected sources.

- **Filtering**: Selecting the most relevant and credible existing news items based on criteria such as topic, timeliness, and reliability.
- **Categorization**: Organizing existing content created by other news outlets into categories or topics (e.g., politics, technology, health).
- **Summarizing**: Creating summaries or highlights of the collected existing news items to make them easily digestible.

2. Expressing Personal Viewpoints

- **Expressing Personal Viewpoints:** Sharing individual opinions on a topic, supported by personal experiences, anecdotes, or unique insights.

3. Advertorial content

- **Developing advertorial content:** Working on stories about a product in the style of an editorial or objective journalistic article

4. Legal review

- Ensuring content complies with legal standards and avoids libel or defamation.

5. Archiving

- **Storage:** Archiving the story and related materials for future reference and historical record.
- **Cataloging:** Organizing and cataloging stories for easy retrieval and reference.