



PUBLISHER 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 Publishers 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 Publisher 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 its content, whether written, audio or video, exclusively online or in print, and does not transmit programs by television or radio waves nor indirectly through a distribution undertaking as defined in the Broadcasting

Act¹ you should apply as a Publisher. For example, podcasting and streaming news businesses that distribute their content online should apply as publishers.

If your news business distributes any of its content by a distribution undertaking, television or radio waves, you should apply as a Broadcaster.

Broadcasters and Publishers amounts are calculated differently. No more than 30% of CJC-CCJ's funding may be allocated to broadcasters, as defined above.

(b) Publishers: How to determine the number of eligible newsroom employees in 2024

Publisher news businesses calculate their number of eligible newsroom employees using the following criteria:

1 Eligible newsroom employee (for reference, a minimum of 1040 hours per year) :

- was employed by the organization in 2024 and received a T4 tax slip
- spent at least 75% of their time engaged in the production of original written news content, as detailed in section (e) below, and
 - was employed for a minimum period of 40 consecutive weeks, and
 - worked, on average, a minimum of 26 hours per week

Example 1: An employee worked 35 hours a week or more for all of 2024, including vacation. This employee should be counted as 1 eligible newsroom employee.

0.75 Eligible newsroom employee (for reference, a minimum 780 of hours per year) :

- was employed by the organization in 2024 and received a T4 tax slip
- spent at least 75% of their time engaged in the production of original written news content, as detailed in section (e) below, and
 - was employed for a minimum period of 30 consecutive weeks, and
 - worked, on average, a minimum of 26 hours per week

Example 2: An employee worked at 26 hours a week for 7.5 months in 2024. This employee should be counted as 0.75 of an eligible newsroom employee.

0.5 Eligible newsroom employee (for reference, a minimum of 520 hours per year) :

- was employed by the organization in 2024 and received a T4 tax slip
- spent at least 75% of their time engaged in the production of original written

¹ As defined in subsection 2(1) of the Broadcasting Act, a distribution undertaking means an undertaking for the reception of broadcasting and its retransmission by radio waves or other means of telecommunication to more than one permanent or temporary residence or dwelling unit or to another such undertaking, but does not include such an undertaking that is an online undertaking; (entreprise de distribution)

news content, as detailed in section (e) below, and:

- was employed for a minimum period of 40 consecutive weeks and they worked, on average, a minimum of 13 hours per week, OR
- was employed for a minimum period of 20 consecutive weeks and they worked a minimum of 26 hours per week

Example 3 : An employee worked 13 hours per week for 10 months. This employee should be counted as 0.5 of an eligible newsroom employee.

0.25 Eligible newsroom employee (for reference, a minimum of 260 hours per year) :

- was employed by the organization in 2024 and received a T4 tax slip
- spent at least 75% of their time engaged in the production of original written news content, as detailed in section (e) below, and:
 - was employed for a minimum period of 10 consecutive weeks and they worked, on average, a minimum of 26 hours per week, OR
 - was employed for a minimum period of 32 consecutive weeks and they worked a minimum of 8 hours per week

Example 4 : An employee worked at 26 hours per week for 2.5 months. This employee should be counted as 0.25 of an eligible newsroom employee.

Example 5: An employee worked 8 hours a week for 8 months. This employee should be counted as 0.25 of an eligible newsroom employee.

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.

Note: remember to calculate your newsroom employees on an annual basis for 2024.

(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. 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 newsroom employees 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.

6. 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.