

SCHEDULE 9: KITIKMEOT MEDIA FUND TERMS OF REFERENCE

BACKGROUND

KIA is concerned about language and culture loss among its membership. Responding to this situation, KIA has implemented a KIA Language Framework (entitled “Revitalizing Inuit Language in the Qitirmiut Region”). The Language Framework assigns special importance to the role of media, music and publishing in promoting language, particularly for younger Inuit. KIA views the development and distribution of creative, language-rich media content as a key element in language recovery and revitalization, especially within the essential home setting.

One of the main strategies identified in the KIA Language Framework is the establishment of a Regional Radio Service that increases the the presence of the Inuit language in the daily lives of Kitikmeot residents. KIA has established partnerships to deliver a radio service in the Kitikmeot Region as a pilot project starting in 2016. KIA also supports other media initiatives, including helping to broadcast Inuit Language content on community cable channels.

To maximize the effectiveness of KIA-supported media initiatives in promoting language recovery and revitalization, production of significant amounts of quality media content is needed. For this reason, KIA has created the Kitikmeot Media Fund to provide financial support and incentives to media content producers, particularly those based in the Kitikmeot region, to generate such content.

PURPOSE

The purpose of the Kitikmeot Media Fund is to provide funding that supports the development of Inuit Language media content for broadcast in order to help recover and revitalize the two dialects of the Inuit Language in the Kitikmeot region, Inuinnaqtun and Nattilingmiutut.

OBJECTIVES

The objectives of the Kitikmeot Media Fund are:

- To celebrate and promote Kitikmeot Inuit language and culture;
- To provide financial incentives to community-based producers, and other language content producers, to generate Inuit Language content for regional broadcast;
- To support development of media content that aligns with KIA’s programming priorities and objectives; and
- To build an archive of Kitikmeot media that will have long-lasting value to future generations of Inuit.

PROJECT ELIGIBILITY

Applications to the Kitikmeot Media Fund will be considered on a case-by-case basis. To be eligible for funding consideration, a proposed project must:

- Demonstrate the ability to support, enhance and/or promote Inuit language and culture;
- Align with KIA's publicized programming priorities and objectives concerning its media initiatives;
- Meet reasonable community and broadcast standards;
- Not advance a particular religious, political or ideological agenda; and
- Produce a digital audio and/or video file in a format specified by KIA.

Proposals that do not meet these criteria will not be considered for funding. For clarity, an applicant can submit more than one proposal at a time for consideration.

ELIGIBLE AND INELIGIBLE EXPENSES

The following kinds of expenses are considered *eligible* for funding by the Kitikmeot Media Fund:

- Production costs, including consulting fees charged by producers, writers, audio-visual technicians, translators, Elders and advisors
- Fees charged by performers, such as actors and musicians
- Reasonable travel and accommodation expenses
- Equipment and vehicle rentals directly used for production purposes
- Purchases of equipment collectively totaling under \$250
- Administrative costs of 10% or less

The following kinds of expenses are considered *ineligible* for funding by the Kitikmeot Media Fund:

- Meeting expenses
- Legal fees
- Supplemental salaries and benefits of existing staff
- Capital expenditures
- Equipment purchases totaling above \$250
- Administrative costs above 10%

Questions regarding expenses eligibility should be directed to KIA Department of Social and Cultural Development staff.

ELIGIBLE APPLICANTS

Eligible applicants include:

- Individual Inuit who are registered beneficiaries, pursuant to Article 35 of the Nunavut Agreement and are associated with one of the Kitikmeot communities.

- Businesses, organizations, committees and groups that have a mandate, or previous relevant experience producing Inuit and Aboriginal language media content

CONTRIBUTION LEVELS

The following criteria will be considered by the Aituuti Katimayit when evaluating proposals and awarding funding:

- The maximum allowable contribution from the Kitikmeot Media Fund is \$10,000.00, however contributions will not typically exceed \$5,000.00 except under exceptional circumstances.
- Applicant equity (cash or in-kind) or third-party funding is not mandatory. However, proposals that demonstrate a significant equity contribution or third-party funding may be viewed favourably by the Aituuti Katimayit.

RIGHTS TO PRODUCED CONTENT

Content producers proposing to develop works supported by the Kitikmeot Media Fund will be required to sign an *Attribution-Non Commercial*¹ license prior to receiving any funding. This license allows other parties, including KIA to: 1) Copy the work; 2) Distribute copies; 3) Perform or show/broadcast a work (including by radio); 4) Communicate it to the public (this includes making the work available online); or 5) Adapt, remix, tweak or build upon a work (e.g. make a recorded story into a play). Any efforts to distribute or transform these works must be non-commercial in nature and must acknowledge the creator. Pursuant to applicable Canadian copyright law, the content creator retains rights related to commercial application of the work, including sales or licensing. In cases where royalties may be generated from KIA-funded media content (e.g. SOCAN royalties), such royalties will be paid to the content producer/creative contributors as required by law.

APPLICATION PROCESS

Applications to the Kitikmeot Media Fund are to be received four (4) times a year with each intake period lasting two (2) months, with an additional month to allow for the proposal's evaluation by the Aituuti Katimayit. Funding opportunities will be advertised through a competitive and advertised Call for Proposals. Examples of such content may include Elders' stories, language lessons or Inuinnaqtun songs.

Applications will be first reviewed by KIA staff for completeness prior to being forwarded to the Aituuti Katimayit Committee for a funding decision. Applications must be detailed enough to allow the Aituuti Katimayit to make an informed decision. Samples of previous work, or other ways that demonstrate the applicant's ability to undertake the proposed project are encouraged to be included in any submission.

For more information, or to request an application form, or to submit completed applications please contact:

- *Your local KIA Community Liaison Officer, or*

¹ Based on a 'Creative Commons' copyright licence. For more information, please refer to <https://creativecommons.org/licenses/>

- *KIA Department of Social and Cultural Development in Cambridge Bay @ (867) 983-2458*

AUTHORITY AND ACCOUNTABILITY

Aituuti Katimayiit

The Aituuti Katimayiit is accountable to the KIA Board for timely review and decisions on applications, and for monitoring results.

Department of Social and Cultural Development

The Department of Social and Cultural Development provides organizational, administrative and strategic support to the Aituuti Katimayiit. Department staff serve as the point of contact with applicants.

Applicants

Applicants receiving a contribution from the Kitikmeot Media Fund will be required to:

- sign a contribution agreement acknowledging receipt of the contribution;
- agree to a creative commons licence that allows KIA and other parties to distribute and adapt the funded work;
- upon completion of the initiative submit to the Department of Social and Cultural Development
 - a final report detailing the supported Project; and
 - a financial accounting of how the contribution was spent.

Failure to comply with these conditions may affect applicant success in accessing future KIA program funding.

APPEALS

Individuals dissatisfied with a decision made by the Aituuti Katimayiit may appeal the decision. Appeals must be made within thirty (30) days to both the chairperson of the Aituuti Katimayiit and the President of the KIA, whose joint decision is final.

RIGHT OF KIA

Nothing in these terms of reference is intended to guarantee a certain outcome or commitment on the part of KIA. KIA reserves the right to change the terms of reference and funding limits as they see fit.