

Brief Introduction

0) Note

To be eligible for grants, media organizations – or subsidiaries of foreign organizations – must be registered in either Germany, Austria or Switzerland.

Moreover, their work must serve the common good. This means that revenues are primarily generated with the intention of strengthening journalism in general.

Please also note that the Media Forward Fund **cannot** currently award grants to:

- Public service media outlets
- Interest groups
- Conferences and networking events
- Studies or individual research projects
- Scholarships
- Projects by individuals who are not part of an organization
- Organizations or projects that are still in the idea phase
- Organizations or projects that merely provide an additional offer similar to many existing ones. Their work thus does not address any structural or content-related need that only they would fill (Additionality)
- Supplementary funding for an ongoing project

1) Requirements

We hereby confirm that we meet the following requirements, understanding that they are essential for eligibility and will be reviewed by the Media Forward Fund team during the application process. (*)

- 1) Our organization (e.g. corporation, project owner), or our subsidiary of a foreign organization, is based in Germany, Austria or Switzerland.
- 2) We have a business plan and proof of concept for a viable business model in Germany, Austria or Switzerland, or have already successfully established it.
- 3) Our work is based on recognized journalistic/editorial standards, which we document publicly (or plan to do so). We are committed to the principles of the German Press Code (Pressekodex).
- 4) We have a distinct structural and personnel division between the newsroom and organization management.
- 5) Our work serves the common good.

2) Profile information

1) First and last name of contact person: (*)

[Answer]

2) E-mail address of contact person: (*)

[Answer]

3) Telephone number of contact person with country-specific telephone code (Germany: +49, Austria: +43, Switzerland +41): (*)

[Answer]

4) Name of the overall organization (e.g. corporation, project owner, subsidiary organization): (*)

[Answer]

5) If different from the overall organization, please indicate here the name of the sub-unit (e.g. newsroom, news portal) submitting this brief introduction: (*)

[Answer]

6) Legal form of the overall organization: (*)

[Answer]

3) Organization size

Note:

Small media organizations may apply for both organizational funding (core funding) and project funding.

Large media organizations may only apply for project funding with a funding quota of 50 percent.

The following information serves to assist us in classifying your organization and assign it to the correct funding type.

If the overall organization (e.g. corporation, project owner, subsidiary organization) and sub-unit (e.g. newsroom, news portal) are not an identical entity, the information in this section should be provided only for the overall organization.

1) Country of registration for overall organization: (*)

- a) Germany
- b) Austria
- c) Switzerland

2) Annual revenues for overall organization: (*)

Previous year's figure

- a) ≤ €1,000,000
- b) ≥ €1,000,001

3) Number of employed full-time equivalents (FTEs) in the overall organization: (*)

Current number

- a) ≤ 30
- b) ≥ 31

4) Average share of daily content published by overall organization made up by proprietary content (excluding copy from news agencies and mainly AI-generated content, for example): (*)

Previous year's figure

- a) ≤ 70 %
- b) ≥ 71 %

5) Share of total digital revenue of the overall organization made up by regularly recurring payments from users (excluding e-paper in case of print publishers): (*)

Previous year's figure

- a) ≤ 30 %
- b) ≥ 31 %

4) About you

Note:

If the overall organization (e.g. corporation, project owner, subsidiary organization) and sub-unit (e.g. newsroom, news portal) are not an identical entity, the information in this section, in contrast to Section 3, only pertains to the sub-unit submitting this brief introduction.

1) Founding year: (*)

[Answer]

2) Reporting focus: (*)

- a) Regional/local
- b) National/supra-regional

3) What kind of journalism do you produce and for what specific audience(s)? (max. 1,000 characters)(*)

[Maximum response: 1,000 characters]

4) Link to your website: (*)

[Answer]

5) Links to examples of your journalism in Germany, Austria or Switzerland (headline and link: max. 3 entries)(*)

[1. Example Podcast: www.examplepodcast.ch

2. Example Newsletter: www.exemplenewsletter.ch

3. Example Project: www.exampleprojectt.ch]

6) Channels

6.1) What proprietary channels do you use to disseminate your journalism? (more than one choice possible)(*)

[More than one choice]

- a) Online
- b) Audio

- c) Video/TV
- d) Newsletter
- e) Print
- f) Other (please specify)

6.2) Which of these is your largest proprietary channel? (*)

[Only one choice]

- a) Online
- b) Audio
- c) Video/TV
- d) Newsletter
- e) Print
- f) See Other from 6.1

7) Revenue sources

7.1) Where does your revenue come from? (more than one choice possible)(*)

[More than one choice]

- a) Subscriptions
- b) Affiliate marketing
- c) Content partnerships
- d) Events
- e) Grants/donations
- f) License fees/revenue sharing
- g) Merchandise
- h) Memberships
- i) Advertisements/sponsoring/native advertising
- j) Other (please specify)

7.2) Which of these is your largest revenue source? (*)

[Only one choice]

- a) Subscriptions
- b) Affiliate marketing
- c) Content partnerships
- d) Events

- e) Grants/donations
- f) License fees/revenue sharing
- g) Merchandise
- h) Membership
- i) Advertisements/sponsoring/native advertising
- j) See Other from 7.1

8) Average number of users: (*)

8.1) Unique users / month:

[Answer]

8.2) Visits / month:

[Answer]

[Section on general information ends here, questions on the grant project follow.]

5) Your grant project

Project funding

for small and large media organizations

[Small media organizations: free choice, large media organizations: automatic assignment]

1) Does your project already have a title? If so, please enter it here. [optional]

[Answer optional]

2) How will you use the project funding? How will the grant contribute to strengthening the impact of your journalistic work, your economic sustainability and/or your operational resilience in the long term? (max. 1,500 characters)(*)

[Maximum response: 1,500 characters]

3) What need will your project fill that no other outlet but your own is addressing at a structural level or in regional/local or in national/supra-regional reporting? (max. 1,000 characters)(*)

[Maximum response: 1,000 characters]

4) In what specific ways does your project approach audiences that have thus far been neglected by the media ("underserved communities")? (max. 1,000 characters)(*)

[Maximum response: 1,000 characters]

5) How much funding do you require for the project? (in euros)(*)

Note: In the case of large media organizations, the Media Forward Fund co-finances projects on a 50:50 basis up to a maximum of €200,000. For example, if your project costs a total of €400,000, the Media Forward Fund would provide €200,000 in financing.

[Answer: in euros]

6) What is your project's approximate duration? (in months)(*)

Note: The Media Forward Fund co-finances projects up to a maximum duration of 24 months.

[Answer: in months]

7) Have you already approached other funding organizations with your project idea? If so, which ones and what were the results? [optional]

[Answer: optional]

Organizational funding

for small media organizations

[Organizational funding only for small media: free choice

1) Does your project already have a title? If so, please enter it here. [optional]

[Answer optional]

2) How will you use the organizational funding (core funding)? How will the grant contribute to strengthening your operational resilience, your economic sustainability and/or the impact of your journalistic work in the long term? (max. 1,500 characters) (*)

[Maximum response: 1,500 characters]

3) What need does your journalistic work fill that no other outlet but your own is addressing at a structural level or in regional/local or in national/supra-regional reporting? (max. 1,000 characters)(*)

[Maximum response: 1,000 characters]

4) In what specific ways does your journalistic work approach audiences that have thus far been neglected by the media ("underserved communities")? (max. 1,000 characters)(*)

[Maximum response: 1,000 characters]

5) How much organizational funding (core funding) do you require? (in euros)(*)

Note: The Media Forward Fund awards organizational funding (core funding) up to a maximum of € 400,000. In exceptional cases, higher grants are also possible.

[Answer: in euros]

6) What is the approximate duration you need the funding for? (in months)(*)

Note: The Media Forward Fund awards organizational funding (core funding) for a maximum duration of 24 months.

[Answer: in months]

7) Have you already approached other funding organizations with your funding request? If so, which ones and what were the results? [optional]

[Answer: optional]