

Application Form

General Funding Line

1.) Basic profile information

Title ()	max. 150 characters				
Request summary (*)	2-3 sentences in bullet points (max. 400 characters)				
Organization size ()	large/small				
Type of funding ()	Organizational funding or project financing				
Reporting focus ()	Regional/local or national/supra-regional				
Total costs () <i>In the case of for-profit media organizations, gross figures are considered.</i>	EUR				
*Amount requested from Media Forward					
Duration (*)	*Total months: Start (month, year): End (month, year):				
Organization (*) <i>If the applicant organization is part of an overall organization, i.e. is dependent on an affiliated entity (e.g. company) or is under the control of a third party (e.g. parent company or companies) or maintains a close working relationship with another organization / company (e.g. GmbH in connection with a non-profit association) relevant information must be provided in the right-hand column.</i>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> Applicant organization </td> <td style="width: 50%; vertical-align: top;"> Overall organization (if applicable) </td> </tr> <tr> <td style="vertical-align: top;"> *Name: *Country of registration: *Complete address: *Legal form: *Website: </td> <td style="vertical-align: top;"> *Name: Country of registration: Complete address: Founding year: Website: </td> </tr> </table>	Applicant organization	Overall organization (if applicable)	*Name: *Country of registration: *Complete address: *Legal form: *Website:	*Name: Country of registration: Complete address: Founding year: Website:
Applicant organization	Overall organization (if applicable)				
*Name: *Country of registration: *Complete address: *Legal form: *Website:	*Name: Country of registration: Complete address: Founding year: Website:				
Primary contact person ()	*First and last name: *E-Mail-address: *Telephone number:				
Project lead (*)	First and last name: E-Mail-address: Telephone number:				
Attachments	Please attach the following documents to your application: <ul style="list-style-type: none"> - Projekt timeline based on milestones - Financing overview and plan (incl. current year operating budget) - Traffic and audience marketing plan for the current year - Annual financial statement or preliminary financial statement of preceding fiscal year - Extract from the register of associations or commercial register (incl. list of shareholders) - Completed and signed form regarding non-profit status (only for non-profit organizations based in Austria or Switzerland) - Latest annual report relevant to the grant project (optional) - Editorial code of conduct (optional) - Strategic plan or business plan (optional) - Evaluation report(s) (optional) 				
Date of application					

Note:

* Fields marked with a red asterisk will be filled with information already provided in the brief introduction.

2.) Your organization

2.1) Management and team (*)

What is your organization's personnel profile? Please indicate the number of journalists/editorial team staff members and administrative employees (FTEs) and indicate in what areas you have recently added employees.

Please provide additional details about the journalistic, commercial and management skills of your management and staff and advisory board, if applicable.

We are also interested in learning whether your target audience and the diversity of society at large are represented in the composition of your management and team, particularly regarding those groups that have been underserved by the media to date. Please also explain whether and how you as a team are committed to promoting diversity and inclusion in order to contribute to a media landscape in which everyone feels equally heard, represented and involved.

[Answers may be written out or provided as bullet points. Target: 3,000 characters]

2.2) Where do you stand (*)

What is your current situation? Please provide a brief, self-reflective assessment of where you currently stand.

[Answers should be written out. Target: 2,500 characters]

2.3) Strategy (*)

The purpose of our grants is to help you move forward rather than to simply finance your business-as-usual. Therefore, please tell us what your primary goals are for the next three years and the most important developmental steps that will result from them for 1) your organization, 2) your journalistic work and 3) your financial sustainability.

[Answers may be written out or provided as bullet points. Target: 2,500 characters]

3.) Business model and journalistic work

3.1) Business model (*)

Please describe your business model focused on serving the common good. In particular, describe your various revenue sources and indicate their share of total annual revenues. Please also describe the possible growth potential you see for each revenue source and what measures you plan to take to achieve that growth.

[Answers should be written out. Target: 3,000 characters]

3.2) Ensuring journalistic quality (*)

Please briefly describe measures and structures you have implemented to ensure the quality of your journalism and content. If editorial statutes are publicly accessible online, please provide the corresponding link here.

[Answers may be written out or provided as bullet points. Target: 2,000 characters]

3.3) *Journalistic work

You have already explained in your brief introduction what kind of journalism you produce and who your audience is.

[Your answer from the brief introduction will be displayed here]

4.) Your project

4.1) * Project description (*)

In the brief introduction form, you have already provided a short summary of your project. Please elaborate on your project here by quantifying what you specifically intend to implement and describing what you hope to achieve as a result.

[Please use this space to specify and expand on your response provided in the brief introduction. Answers may be written out or provided as bullet points. Target: 2,500 characters]

4.2) Timeline for project implementation as attachment (*)

Please draft a timeline in tabular form for the implementation of your project based on clearly defined milestones (15 -20 milestones) that you hope to achieve during the funding period.

The milestones should reflect your goals pertaining to the further development of your organization, your journalistic work and especially regarding the growth of your business

model oriented towards the common good. We suggest assigning each milestone a title, a deadline (e.g. month or quarter of a year), a description and possible proof of fulfillment. Milestones can also be structured according to categories (e.g. recruiting, increasing reach, strategic planning, training, expert consultation, etc.).

[The timeline based on milestones should be submitted as a separate document attached to your application]

4.3) Transformative added value (*)

To what extent your project intends to rely on approaches that differ from existing methods in Germany, Austria and Switzerland (DACH region) and/or in your market? Does AI play a role?

[Answers should be written out. Target: 3,000 characters]

4.4) Target audience and interaction (*)

Who do you hope to reach with your project? Please provide a concrete description of your target audience (e.g. age, income, educational level, region, etc.) and explain whether you are also planning to expand or approach a new target group, particularly communities that have thus far been underserved by the news media. How will you interact with your target audience?

[Answers should be written out. Target: 3,500 characters]

4.5) Needs assessment (*)

Please describe the previously identified user needs on which your project is based and what benefits it will provide for the target audience, e.g. by closing a gap in reporting. Do you also see a particular urgency for your project in light of the social importance of journalism?

[Answers should be written out. Target: 3,500 characters]

4.6) Market and competitor analysis (*)

How does your project differ from existing developments among your competitors? Please explain how your project can strengthen your unique selling point and who your biggest competitors are.

[Answers should be written out. Target: 3,500 characters]

4.7) Financing overview and planning (in euros or Swiss francs) as attachment

Please draft a detailed overview in tabular form (in Excel) of your budgetary planning for the current year as well as your planned cost and revenue development for the next three years. This should also include costs applied for as part of the funding, which – like the total funding amount – must be expressed in euros.

The overview should clearly demonstrate what difference the grant will make in terms of enabling your organization to generate (additional) revenue and thus strengthening your financial sustainability. If necessary, several scenarios (max. three) may be submitted. Further explanations may be added in the form of notes below the tables.

With regard to expenses, please differentiate between the various types of expenses (e.g. personnel costs, office and administrative costs, costs for services, etc.) Please observe the instructions in the sample templates for the financing overview and finance planning as there are differences in tax law between for-profit media organizations and non-profit media organizations.

You can find an overview of the eligible costs and a sample template for the financial overview and planning in our “Application guideline.”

4.8) Team for the implementation of your project (*)

What internal and external expertise will you bring to the project? Please list the people from your team who will be responsible for implementing your project, with first and last names along with their journalistic/expert experience. Also indicate which position(s) are to be filled through the recruitment of new staff and who will provide you with external advice if necessary.

[Answers may be written out or provided as bullet points. Target: 2,000 characters]

5) Impact

5.1) * Impact on overall strategy (*)

In the brief introduction, you have already described how your proposed project contributes to your long-term strategy and the further development of your organization, your journalistic work and, in particular, to the growth of your public interest-oriented business model. Please now describe how the jobs that may be created or secured by the funding will be retained after the funding period has ended.

[Please use this space to expand on or revise the information you provided in the brief introduction]

References

After a comprehensive review of all applications, we will continue the selection process with the most promising candidates. As part of the due diligence process, we will also be conducting reference calls. Please identify two references who will be willing to provide us with detailed and candid feedback on your work and your organization.

Reference 1:

First and last name:
Organization:
Role:
E-Mail address:

Reference 2:

First and last name:
Organization:
Role:
E-Mail address:

We agree to the terms and conditions set out below:

- We acknowledge that eligible expenses must be directly linked to the requested grant and may not already be funded by other grants. Double funding of expenses is not permitted. This applies in particular to personnel costs. The use of funding for a permanent position is therefore excluded if, for example, the position is already (partially) financed through other funding programs.