

Brief Introduction

Funding Line for Science and Data Journalism

Launch Grants

0) Note

In cooperation with the Wissenschaftspressekonferenz e.V. (WPK), the largest association of science journalists in Germany, we support media organizations focused on the common good with the market launch of as yet untested and thus new offerings, formats, distribution channels or sources of revenue to validate or refine their business model. In doing so, they fill a gap in science or data journalism and ideally rely on approaches that differ from existing methods commonly used in the DACH region (Germany, Austria and Switzerland) and/or in their own market. A particular focus here is on the participatory or interactive involvement or reaching of target groups that have thus far been underserved by the news media.

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

- Schools, universities or public research institutes
- Publicly funded media outlets
- Interest groups
- Sole proprietorship or individuals who are not part of an organization
- Service and technology providers
- Platforms that primarily curate third-party journalistic content
- PR or news agencies
- Production companies
- Organizations or projects that are still in the concept or startup phase
- Conferences and networking events
- Studies, accompanying research or individual research projects
- Scholarships
- (Piloting) of technical solutions or services for media professionals or media companies (infrastructure)
- Supplementary funding for an ongoing project

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1) Must-haves

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) The registered headquarters of your overall organization is in Germany, Austria or Switzerland.
- 2) Your organization does not have more than ≤ 30 full-time equivalent employees (FTEs).
- 3) You have a strong corporate focus on the common good. That means that the revenues produced by your work are predominantly generated with the intention of strengthening journalism in its social mission of promoting public education and strengthening democracy.
- 4) Your work is based on recognized journalistic/editorial standards, which you document publicly (or plan to do so). You are committed to the principles of the press code in your country. If applicable, you also have established guidelines for media cooperations with scientific institutes.
- 5) You have a distinct structural and personnel separation between editorial and business management. If your company is younger than five years old and has fewer than 10 full-time equivalent employees (FTEs), there must be a demonstrable intention to implement this separation in the future.
- 6) Your proposed project is an offering, format, distribution channel or source of revenue in the field of science or data journalism that your organization has not yet tested on the market and is thus new.
- 7) You are able to demonstrate the science or data journalism qualifications of the designated member of the project leadership team in addition to previous collaboration (e.g. contractual or freelance basis).

2) Profile information

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

[Answer]

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

[Answer]

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

[Answer]

- 4) Complete name of the applicant organization: (*)

[Answer]

- 5) Founding year: (*)

[Answer]

- 6) Legal form of the applicant organization: (*)

- a) Non-profit
b) For-profit

- 7) Country of registration of applicant organization: (*)

- a) Germany
b) Austria
c) Switzerland

- 8) Complete address of applicant organization: (*)

[Answer]

- 9) Is the applicant organization part of a larger organization, i.e. is it dependent on an affiliated entity (company or group) or under the control of a third party (e.g. parent company or companies)? Does a close relationship exist with another organization or company (e.g. GmbH linked to a non-profit association)?

Yes (Please use this space to name the relevant (overall) organization(s) (incl. legal form) and briefly describe the relationship):

[obligatory answer if yes]

No

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10) Number of full-time equivalents (FTEs) employed by the overall organization: (*)

Note: If the applicant organization is part of a larger overall organization, i.e. dependent on an affiliated entity (e.g. company) or under the control of a third party (e.g. parent company or companies) (see question 9), the following information pertaining to the overall organization must be provided.

Current number

- a) ≤ 30
b) ≥ 31

11) If applicable, average share of daily content published by overall organization made up by proprietary content (excluding copy from news agencies and content mainly generated by AI): (.)

Previous year's figure

- a) $\leq 70\%$
b) $\geq 71\%$

12) If applicable, please indicate here the name of the sub-unit (e.g. editorial team, section) submitting this brief introduction: (.)

[Answer]

3) About you

Note:

The following information pertains to the applicant organization. If a sub-unit of the applicant organization (editorial team, section) is submitting this brief introduction, the following information – in contrast to Section 2 – pertains exclusively to the sub-unit.

1) Reporting focus: (*)

- a) regional/local
b) national/supra-regional

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

[Character limit: max. 1,000 characters]

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3) Free access to media offerings for everybody: (*)

- a) yes
- b) no (please briefly describe access limitations, e.g. paywall)

[obligatory answer if no]

4) Link to your website: (*)

[Answer]

5) If already available, what are the three channels with the greatest reach that you operate yourself? (Multiple answers possible)(.)

[Multiple answers]

- a) Website
- b) Audio
- c) Video/TV
- d) Newsletter
- e) Social media
- f) Print
- g) Other (please specify)

6) If already available, what are your three largest sources of revenue or financing? (Multiple answers possible)(.)

[Multiple answers]

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

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- 7) If already applicable, key figures pertaining to the reach of your three channels with the greatest reach (e.g. website: unique users and monthly visits; newsletter: subscriber number and opening rate; social media: engagement; podcast: downloads per month across all platforms): (.)

[Answer]

- 8) First and last name of the science or data journalist designated to be a member of the project leadership team (*)

[Answer]

- 9) Is the science or data journalist designated to be a member of the project leadership team a permanent employee of your organization? (*)

Yes

[obligatory answer if no]

No (Please indicate here in what capacity collaboration has already taken place with the science or data journalist designated to be a member of the project leadership team and link to published results of that collaboration.)

[obligatory answer if no]

- 10) Please link to examples (references) of your science or data journalism in the DACH region or to publications by the science or data journalist designated to be a member of your project leadership team [Name of media offering: Link] (max. 3 examples) (*)

[1. Sample podcast: www.samplepodcast.de

2. Sample newsletter: www.samplenewsletter.at

3. Sample project: www.sampleproject.ch]

[General information section ends here. The following pertains to your project.]

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4) Your proposed project

- 1) What specific science or data journalistic project do you intend to introduce to the market with the help of the project financing? Please describe the intended project, including its current development status, and explain why you are convinced the project can be successfully introduced to the market within the financing period. (max. 1,500 characters)(*)

[Character limit: max. 1,500 characters]

- 2) Please describe how the successful market launch of your project and the subsequent establishment of an initial product/market fit will contribute to your long-term strategy and your financial sustainability. (max. 1,500 characters)(*)

[Character limit: max. 1,500 characters]

- 3) To what extent does your proposed project rely on approaches that differ from existing methods commonly used in the DACH region and/or in your market and/or meet a specific need in science or data journalism? (max. 1,000 characters)(*)

[Character limit: max. 1,000 characters]

- 4) Who do you intend to reach with your proposed project and to what extent does it take into account and/or involve target groups that have thus far been neglected by the media (“underserved communities”)? (max. 1,000 characters)(*)

[Character limit: max. 1,000 characters]

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

Note: Launch grants provided as part of the Funding Line for Science and Data Journalism may not exceed €75,000.

[Answer: in euros]

- 6) For how long will you need the financing? (in months)(*)

Note: Maximum duration is 12 months.

[Answer: in months]

Other information

[optional answer]

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