#### **Application Form**

#### **The Expanding Production of Independent Content (EPIC) project**

#### **Cross-Border Content Production Grants – Round 2**

**By submitting your application to Internews, you are giving your explicit consent for processing and using this data in accordance with the Funder’s** [**Privacy Policy**](https://internews.org/privacy-policy/)**.**

**Please remember to attach your proposed budget by filling out the budget template when submitting your application.**

# Chose the relevant category (please, put tick across the appropriate category):

|  |  |
| --- | --- |
| 1. Solo Proposal |  |
| 1. Collaborative Proposal |  |
| 1. Ukraine World Proposal |  |

**Based on the chosen category, fill in Section 1. Solo proposal or Section 2. Collaborative proposal or Section 3. Ukraine World proposal**

# **Section 1. Solo Proposal**

## General information

|  |  |
| --- | --- |
| Name of applying media outlet or individual content maker |  |
| Name of the legally registered organization publishing media outlet or legal registration name of individual content producer |  |
| Name, position and contact information (tel, email) of the person responsible for the project |  |

## About media outlet / individual content producer

|  |
| --- |
| Briefly describe the media outlet (or individual content channel), its editorial standards, the type of content it produces, and channels/platforms it operates (please, provide relevant audience statistics). Please, also outline significant achievements/impact your outlet/content channel has made and provide links to two most impactful stories produced in the past one year, including, if relevant, impactful international reporting. |
|  |
| Eligibility statement: Please, respond by Yes (Y), No (N) or Not Applicable (NA)) |
| The media outlet/content producer has been active producing content in Georgia for more than one year [Yes / No / NA]  The media outlet/content producer regularly publishes unbiased, fact-based journalistic content about issues of public interest for national and/or local audiences in Georgia [Yes / No / NA]  The media outlet/individual content channel is not owned or managed – directly or indirectly, fully or partially – by public authorities, local or national governments, political parties, individuals holding public office or office in political organizations, or their close relatives. [Yes / No / NA] |

## Project proposal (max 2 pages)

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| --- |
| 1. **Project context and needs:**   Provide a description of the problem(s) and information need(s) that you have identified and want to address through your project.   * Relevant socio-political context for the proposed reporting project; * Specific problems or issues or developments that you have identified and want to address through your reporting. |
|  |
| 1. **Project objective(s)**   What is/are the reporting objective(s) your proposed project aims to achieve? (e.g. “Produce a series of multimedia stories about certain topics).  Please, also provide the **concept(s)/idea(s) of one or two stories** you want to produce as part of this project (specify format/ multimedia elements used). Please, specify the country(es) you want to cover. |
|  |
| 1. **Cross-border reporting theme**   What is the theme that is the key focus of the proposed reporting project? Please consult the TOR. Shared themes across project countries include but are not limited to those listed there. |
|  |
| 1. **Proposed activities and expected results/impact:** Describe in detail the *concrete pre- production, production, and post-production activities)* you plan to carry out to achieve reporting objective(s) identified above. Please describe the journalistic angles and approaches you will be using. Please, briefly describe expected results and/or impact. |
|  |
| 1. **Do you intend to travel to the country(es) you want to cover?** Please, tick the relevant answer choice. |
| Yes \_\_\_\_\_\_\_\_\_\_\_  No \_\_\_\_\_\_\_\_\_\_\_ Yes, I intend to travel to some countries but not to others \_\_\_\_\_\_\_\_\_ |
| 1. **Timeline**   Proposed start and end date of project (not to exceed 8 months), and the timeline of content production/key activities. |
|  |
| 1. **Distribution** 2. Make sure you listed your primary distribution channel (e.g. your own website or a channel on a platform) and other distribution channels (such as YouTube, channels, pages, profiles, groups etc. on other platforms or messenger apps) under ***General information / About the media outlet***. 3. What community would benefit from reading your stories?    * Who is the primary target audience of your stories?    * Why would they benefit from reading these stories?    * What information need would your stories potentially solve for your community? 4. What is your distribution plan for content produced in this project (what channels you intend to use with what kinds of content), and what are the main goals (such as reach people with platform-specific versions of the content, drive traffic to your primary distribution channel)? 5. Please also indicate any challenges you foresee in driving high reach and engagement. |
|  |
| 1. **Do you intend to use support from EPIC’s distribution specialists to enhance the reach and engagement of your content?** Please, refer to the TOR for details and tick the relevant answer choice. |
| Yes \_\_\_\_\_\_\_\_\_\_\_  No \_\_\_\_\_\_\_\_\_\_\_ |
| 1. **Budget:** Please, use the attached ***budget template in excel*** to provide an outline of your expenses and written explanation in the designated parts of the document. |

# **Section 2. Collaborative Proposal**

Collaborative projects are produced by partnerships of applicants from at least two EPIC countries who will complete one from. Please, note that Collaborative proposals are jointly produced by partners and submitted simultaneously in their own countries. Content can be produced in a collaborative effort by a team of journalists from all partners, or they can agree to split production, each partner producing different stories or pieces in the series.

**Please, fill in this section in English language.**

## General information

|  |  |
| --- | --- |
| Name of applying media outlet or individual content maker in Georgia |  |
| Name of the legally registered organization publishing media outlet or legal registration of individual content producer in Georgia |  |
| Name, position and contact information (tel, email) of the person responsible for the project in Georgia |  |
| Name(s) of applicant’s media partner(s) in other EPIC country(es) |  |
| Do you have a written consent from the partner(s) to confirm its(their) participation in the reporting project? | Yes  No |

## About media outlet / individual content producer

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| --- |
| Briefly describe all media partners, united in the collaborative proposal, including your organization. Please, provide information about the partners’ editorial standards, the type of content they produce, and channels/platforms they operate (please, provide relevant audience statistics). Please, also outline significant achievements/impact of these partners and provide links to two of most impactful stories produced in the past one year by your organizaton, including, where relevant, impactful international reporting. Please, provide links to at least one impactful story, preferably, international reporting, produced by each of your partner(s). |
| Partner 1 (applicant)  Partner 2  Partner 3  (add information on more partners, as needed) |
| **Eligibility statement for collaborative project partners:** Please, respond by Yes (Y), No (N) or Not Applicable (NA) |
| The media outlet/content producer has been active producing content for more than one year  Partner 1 (applicant): Yes / No / NA  Partner 2: Yes / No / NA  Partner 3: Yes / No / NA  *(Add information on more partners, as needed)*  The media outlet/content producer regularly publishes unbiased, fact-based journalistic content about issues of public interest for national and/or local audiences  Partner 1 (applicant): Yes / No / NA  Partner 2: Yes / No / NA  Partner 3: Yes / No / NA  *(Add information on more partners, as needed)*  The media outlet/individual content channel is not owned or managed – directly or indirectly, fully or partially – by public authorities, local or national governments, political parties, individuals holding public office or office in political organizations, or their close relatives.  Partner 1 (applicant): Yes / No / NA  Partner 2: Yes / No / NA  Partner 3: Yes / No / NA  *(Add information on more partners, as needed)* |

## Project proposal (max 2 pages)

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| --- |
| 1. **Project context and needs:**   Provide a description of the problem(s) and information need(s) that you have identified and want to address through your project.   * Relevant socio-political context for the proposed reporting project; * Specific problems or issues or developments that you have identified and want to address through your reporting. |
|  |
| 1. **Project objective(s)**   What is/are the reporting objective(s) your proposed project aims to achieve? (e.g. “Produce a series of multimedia stories about certain topics).  Please, also provide the **concept(s)/idea(s) of one or two stories** you and your partners want to produce as part of this collaborative project (specify format/ multimedia elements used). Please, specify the country(es) your and partners’ reporting will cover. |
|  |
| 1. **Cross-border reporting theme** What is the theme that is the key focus of the proposed reporting project? Please consult the TOR. Shared themes across project countries include but are not limited to those listed there. |
|  |
| 1. **Proposed activities and expected results/impact:** Describe in detail the *concrete pre- production, production, and post-production activities)* you plan to carry out to achieve reporting objective(s) identified above. Please describe the journalistic angles and approaches you will be using. Please, briefly describe expected results and/or impact. |
|  |
| 1. **Partners’ roles: Please describe the agreed editorial roles and responsibilities of each partner.** |
|  |
| 1. **Do you intend to travel to the country(es) you want to cover?** Please, tick the relevant answer choice. |
| Yes \_\_\_\_\_\_\_\_\_\_\_\_  No \_\_\_\_\_\_\_\_\_\_\_\_ Yes, I intend to travel to some countries but not to others \_\_\_\_\_\_\_\_\_ |
| 1. **Timeline**   Proposed start and end date of project (not to exceed 8 months), and the timeline of content production/ key activities. |
|  |
| 1. **Distribution** 2. Make sure you listed your primary distribution channel (e.g. your own website or a channel on a platform) and other distribution channels (such as YouTube channels, pages, profiles, groups etc. on other platforms or messenger apps) under ***General information / About the media outlet***. 3. What community would benefit from reading your stories?    * Who is the primary target audience of your stories?    * Why would they benefit from reading these stories?    * What information need would your stories potentially solve for your community? 4. What is your distribution plan for content produced in this project (what channels you intend to use with what kinds of content), and what are the main goals (such as reach people with platform-specific versions of the content, drive traffic to your primary distribution channel)? 5. Please also indicate any challenges you foresee in driving high reach and engagement. |
|  |
| 1. **Do you intend to use support from EPIC’s distribution specialists to enhance the reach and engagement of your content?** Please, refer to the TOR for details and tick the relevant answer choice. |
| Yes \_\_\_\_\_\_\_\_\_\_\_  No \_\_\_\_\_\_\_\_\_\_\_ |
| 1. **Budget:** Please, use the attached ***budget template in excel*** to provide an outline of your expenses and written explanation in the designated parts of the document. |

# **Section 3. UkraineWorld Proposal**

Projects in this category will be produced by a single applicant from an EPIC country, covering an issue in Ukraine, with the support of [UkraineWorld resources.](https://word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en-us&rs=en-us&wopisrc=https%3A%2F%2Finternews-my.sharepoint.com%2Fpersonal%2Fmmikashavidze_internews_org%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F466873e26dca481b908cefa71f225ddf&wdenableroaming=1&wdfr=1&mscc=1&wdodb=1&hid=065e2e9a-d85b-4c7d-bc91-85c792f94770.0&uih=teams&uiembed=1&wdlcid=en-us&jsapi=1&jsapiver=v2&corrid=cab35f9b-c1ef-45ab-b5ed-01d0d39ca84d&usid=cab35f9b-c1ef-45ab-b5ed-01d0d39ca84d&newsession=1&sftc=1&uihit=UnifiedUiHostTeams&muv=v1&accloop=1&sdr=6&scnd=1&sat=1&rat=1&sams=1&mtf=1&sfp=1&halh=1&hch=1&hmh=1&hwfh=1&hsth=1&sih=1&unh=1&onw=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fwww.microsoft365.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdorigin=TEAMS-ELECTRON.p2p_ns.bim&wdhostclicktime=1694589466860&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush#_UkraineWorld_resources) UkraineWorld cannot offer support for preparing applications, *please refer to* [*the section on UkraineWorld resources*](https://word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en-us&rs=en-us&wopisrc=https%3A%2F%2Finternews-my.sharepoint.com%2Fpersonal%2Fmmikashavidze_internews_org%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F466873e26dca481b908cefa71f225ddf&wdenableroaming=1&wdfr=1&mscc=1&wdodb=1&hid=065e2e9a-d85b-4c7d-bc91-85c792f94770.0&uih=teams&uiembed=1&wdlcid=en-us&jsapi=1&jsapiver=v2&corrid=cab35f9b-c1ef-45ab-b5ed-01d0d39ca84d&usid=cab35f9b-c1ef-45ab-b5ed-01d0d39ca84d&newsession=1&sftc=1&uihit=UnifiedUiHostTeams&muv=v1&accloop=1&sdr=6&scnd=1&sat=1&rat=1&sams=1&mtf=1&sfp=1&halh=1&hch=1&hmh=1&hwfh=1&hsth=1&sih=1&unh=1&onw=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fwww.microsoft365.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdorigin=TEAMS-ELECTRON.p2p_ns.bim&wdhostclicktime=1694589466860&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush#_UkraineWorld_resources) *for details on what support is available for successful applicants.* Applicants are responsible for making sure they know any preconditions or accreditations necessary for reporting from Ukraine. Travel to frontlines, zones of active combat and other extremely high-risk areas will not be supported by EPIC.

## General information

|  |  |
| --- | --- |
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|  |
| Eligibility statement: Please, respond by Yes (Y), No (N) or Not Applicable (NA)) |
| The media outlet/content producer has been active producing content in Georgia for more than one year [Yes / No / NA]  The media outlet/content producer regularly publishes unbiased, fact-based journalistic content about issues of public interest for national and/or local audiences in Georgia [Yes / No / NA]  The media outlet/individual content channel is not owned or managed – directly or indirectly, fully or partially – by public authorities, local or national governments, political parties, individuals holding public office or office in political organizations, or their close relatives. [Yes / No / NA] |

## Project proposal (max 2 pages)

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|  |
| 1. **Cross-border reporting theme**   What is the theme that is the key focus of the proposed reporting project? Please consult the TOR. Shared themes across project countries include but are not limited to those listed there. |
| Theme: |
| 1. **Proposed activities and expected results/impact:** Describe in detail the *concrete pre- production, production, and post-production activities)* you plan to carry out to achieve reporting objective(s) identified above. Please describe the journalistic angles and approaches you will be using. Please, briefly describe expected results and/or impact. |
|  |
| 1. **Do you intend to travel to Ukraine?** Please, tick the relevant answer choice. |
| Yes \_\_\_\_\_\_\_\_\_\_\_\_  No \_\_\_\_\_\_\_\_\_\_\_\_  If yes, what locations you intend to visit and report from in Ukraine?  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 1. **Do you intend to use UkraineWorld?** Please, confirm your intent. Consult the TOR for the description of UkraineWorld resources. |
| Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 1. **Timeline**   Proposed start and end date of project (not to exceed 8 months), and the timeline of content production/ key activities. |
|  |
| 1. **Distribution** 2. Make sure you listed your primary distribution channel (e.g. your own website or a channel on a platform) and other distribution channels (such as YouTube channels, pages, profiles, groups etc. on other platforms or messenger apps) under ***General information / About the media outlet***. 3. What community would benefit from reading your stories?    * Who is the primary target audience of your stories?    * Why would they benefit from reading these stories?    * What information need would your stories potentially solve for your community? 4. What is your distribution plan for content produced in this project (what channels you intend to use with what kinds of content), and what are the main goals (such as reach people with platform-specific versions of the content, drive traffic to your primary distribution channel)? 5. Please also indicate any challenges you foresee in driving high reach and engagement. | |
|  | |
| 1. **Do you intend to use support from EPIC’s distribution specialists to enhance the reach and engagement of your content?** Please, refer to the TOR for details and tick the relevant answer choice. | |
| Yes \_\_\_\_\_\_\_\_\_\_\_  No \_\_\_\_\_\_\_\_\_\_\_ | |
| 1. **Budget:** Please, use the attached ***budget template in excel*** to provide an outline of your expenses and written explanation in the designated parts of the document. | |

# **Evaluation process**

A panel of jury members, selected for their expertise and impartiality, will evaluate each proposal based on the criteria below.

|  |  |
| --- | --- |
| **Relevance of the project** to the overarching themes and the scope of EPIC, whether it address a relevant information need and/or problem, including potential interest to this content from content producers in other countries. | 20 points |
| **Quality of the pitch,** including its overall design, focus, and scope; its storytelling and use of formats; its approaches, angles, and characters; and its innovativeness, coherence, topics, and expected impact. | 25 points |
| **Capacity and eligibility**, including the extent to which eligibility criteria and requirements are met, past records and reference materials, the applicant’s capacity to deliver the expected quality on time - a feasible timeline and allocation of resources to implement the project. | 20 points |
| **Potential reach and impact** of the story idea, distribution and promotion plans, and potential interest for this content of its intended audiences. | 25 points |
| **Proposed budget,** including reasonability of expenses to clearly and directly relate to the production of content in the project, as well as a feasible allocation of resources. | 10 points |
| **Total** | **100** |