**Application form**SERAPH editorial development and community engagement grant[[1]](#footnote-2)  
Phase 2  
**By submitting the Application Form, you give your explicit consent to Internews Network to process and use the information you provide in accordance with its** [**Privacy Policy**](https://internews.org/privacy-policy/)**.**

# General Information

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| Name of applying media outlet / media content |  |
| Name of the organization / person publishing the outlet / media content |  |
| Name & position of the Contact Person responsible for the application |  |
| Email of the Contact Person |  |
| Phone number of the Contact Person |  |
| Submission date of this application |  |

# Authorized representative

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| Name and position of the authorized representative of the applicant |  |
| Email address of authorized representative |  |
| Phone number of authorized representative |  |
| Signature of authorized representative |  |

Proposed start and end date of the project (MM-DD-YYYY): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Editorial background (up to 1 page)[[2]](#footnote-3)** Please briefly describe the profile of the editorial team. Please cover the following topics:   * What type of journalism do you focus on? * Who is your main target audience? Describe your typical reader. * Describe the editorial office's main professional and ethical guidelines. If you have a publicly available code of ethics , please link or attach it. * What are your major achievements in the last 3 years? * Please provide a brief description of two of the most outstanding articles from the last year (with links and readership figures) |
| **The purpose and profile of the newspaper/media content:**  **Our target audience, our typical reader**:  **Our professional and ethical guidelines**:  **Our main achievements in the last 3 years :**  **Two of our highlights (+ link, audience statistics)**: |
| **Basic editorial / content producer data** Please provide the following basic information about the publisher or publication. *The data provided is used to assess the capacity of applicants and to interpret the proposed development objectives. The data will be treated confidentially by Internews and will not be passed on to third parties.* |
| * **Number of editorial staff: \_\_**   + Of which full-time employees: \_\_ Part-time employees:\_\_  External staff member (on assignment): \_\_\_   + Of which editor and content producer: \_\_\_ Administrative and support: \_\_\_ * **Visitor / audience data:**    + Monthly unique visitors to the website (Sept. 2024): \_\_   + Followers on Facebook account at the time of the writing: \_\_   + Followers (subscribers, access) of other relevant distribution channel: \_\_ * **Other development grants, projects:** From which organizations has the editorial office/publisher received project-based funding in the last three years? Please indicate the sponsor and (planned) end date of the projects!   + [donor] , [end date of the grant]   + [donor] , [end date of the grant] |

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| **Eligibility criteria** Please answer yes (Y), no (N) or not applicable (NA) to the following statements. Internews reserves the right to verify the information provided from external sources. |
| * The organization responsible for the publication is officially registered in Hungary. / The individual content producer responsible for the publication is a Hungarian tax resident. **[Y / N / NA]** * Has been actively producing media content in Hungarian for at least one year. **[Y / N / NA]** * Regularly publish media content that specifically targets a local or regional audience. **[Y / N / NA]** * Works partly or entirely with an editorial office outside Budapest and Pest County**. [Y/N/NA]** * Makes editorial decisions independently and has proven commitment to professional journalistic principles and ethics. **[Y/N/NA]** * During its operation, it produces comprehensible, unbiased and diverse content on topics of public interest. **[Y/N/NA]** * Publicly defines itself as an independent organization / person. **[Y/N/NA]** * Its direct or indirect owners and managers do not include: public authorities, state actors or municipalities, political parties, or private individuals holding positions in public offices or political organizations, or their close family members **[Y / N / NA]** |
| 1. **Editorial development and Community engagement needs and goals (maximum 1 page)**   Describe what *deficiencies, problems and needs[[3]](#footnote-4)* you have identified, to which the proposed project ideas offer a solution! Indicate where the identified problem is related to the needs and expectations of the audience, and also how you identified this audience need and what you base your ideas on*[[4]](#footnote-5)*! For each described deficiency, assign one (or more) specific goals that you would like to achieve with the help of the project! Group the needs, deficiencies and problems as follows:   * Things that affect the operation of the editorial office and content production **(Editorial development)** * Things that affect reaching, engaging and maintaining contact with the audience **(Community engagement).**   🡪 *During the evaluation, it is an advantage if the identified goals include ones that contribute to the inclusion of women and disadvantaged or underrepresented social groups, or contribute to a more effective presentation or improvement of their situation.*  🡪 *On the application form, you may specify more or fewer goals than the available space (it is not necessary to name exactly three!)* |
| * Editorial development need 1:   + Set goal: * Editorial development need 2:   + Set goal: * Editorial development need 3:   + Set goal: |
| * Community engagement need 1:   + Set goal: * Community engagement need 2:   + Set goal: * Community engagement need 3:   + Set goal: |

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| 1. **Proposed activities and planned results (maximum 2 pages)**   Describe *in detail* the *specific activities[[5]](#footnote-6)* through which you want to achieve the goals identified above. Don't just list the activities in headlines, but explain your plans, the available and missing resources, the method and extent of the help and support required, and how the given activities serve the set goal. Also present the expected results of the planned activities - wherever possible, in a measurable and quantifiable manner*[[6]](#footnote-7)*. Group the planned activities as follows:   * Things that affect the operation of the editorial office and content production **(Editorial development)** * Things that affect reaching, engaging and maintaining contact with the audience **(Community engagement).**   🡪 During the evaluation, priority is given to activities that develop the capacities and efficiency of the organization or the individual content producer in the medium or long term, sustainably, including by acquiring or developing new skills, using trainings, mentoring or professional consultation.  🡪 Priority is also given to activities that give space to women and disadvantaged or underrepresented social groups, whether through their employment, outreach, involvement, or journalistic material about them.  🡪On the application form, you may specify more or fewer goals than the available space (it is not necessary to name exactly three!) |
| **Editorial Development goals**  1. Goal:   * Activity 01:   + Requested support:   + Expected results: * Activity 02:   + Requested support:   + Expected results: * Activity 03:   + Requested support:   + Expected results:   2. Goal:   * Activity 01:   + Requested support:   + Expected results: * Activity 02:   + Requested support:   + Expected results: * Activity 03:   + Requested support:   + Expected results:   3. Goal:   * Activity 01:   + Requested support:   + Expected results: * Activity 02:   + Requested support:   + Expected results: * Activity 03:   + Requested support:   + Expected results: |
| **Community Engagement goals**  1. Goal:   * Activity 01:   + Requested support:   + Expected results: * Activity 02:   + Requested support:   + Expected results: * Activity 03:   + Requested support:   + Expected results:   2. Goal:   * Activity 01:   + Requested support:   + Expected results: * Activity 02:   + Requested support:   + Expected results: * Activity 03:   + Requested support:   + Expected results: |

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| 1. **SERAPH Young Talent Program**   As part of the SERAPH Editorial Development Grant, Internews and its local partner specializing in journalist training will provide a training and internship program for the project's media partners. The Young Talent Program aims to help find and train young people who envision a future in local journalism and connect them with local independent newspapers. Candidates for the Young Talent Program are recruited and selected in close cooperation with the selected media partners, with the approval of the media partners. The program provides at least two young people per media partner with the opportunity to complete a multi-month training course focused on local journalism, at the end of which the best performing participants receive a 3-6 month paid internship in the editorial office of the media partner. The Young Talent Program is an integral part of the Editorial Development Support, the wages of the interns are allocated from the EDG grant. |
| **Please confirm the following:**   * I agree to participate in the Young Talent Program [Y / N / NA] * I agree to participate in the selection of applicants who apply to my organization for internship [Y / N / NA] * I undertake that at the end of the training, I will provide the most successful applicant with an internship position for 3 - 6 months at the expense of the awarded editorial development support.[Y / N / NA] |

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| 1. **Risk assessment and challenges (maximum 1 page)**   Do you see any internal or external risks/challenges that may affect the implementation of the project? How do you plan to mitigate or overcome these risks, and what kind of help do you need for this? |
| * Risk 01:   + Mitigation: * Risk 02:   + Mitigation: * Risk 03:   + Mitigation: |

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| 1. **Financial planning**   Please use the attached **Application Budget Template** excel document to plan your project budget.[[7]](#footnote-8) Complete the document with a written explanation for the marked parts. When planning your budget, pay particular attention to the following:   * The budget template is one single file. Within this, keep the costs of editorial development and community outreach goals and activities in separate tables * Expenditures should be related to the main goals and activities of the projects * Keep projected costs within reasonable limits * Provide sufficient resources for both the planned activities and project management and administration. The administration of the project is labor-intensive, and it is recommended to allocate appropriate salary costs for this. * Make sure that the budget is in line with the planned schedule and duration of the project. |

**The complete application package must contain the following attachments:**

* **Completed Application Form (this document, in pdf format)**
* **Completed Budget Plan (based on the Budget Template, in xlsx format)**

1. *The application form serves as both the SERAPH Editorial Development Grant (EDG) and the Community Engagement Grant (CEG) application form. Applications for these grants can only be made using this combined application form, it is not possible to submit separate applications for the two types of grants.* [↑](#footnote-ref-2)
2. *Internews reserves the right to verify the professional activity of the applicant on the basis of external sources and to take into account any relevant information not included herein, in particular with regard to the quality of journalistic work and ethical journalistic conduct.* [↑](#footnote-ref-3)
3. **The presented needs can be:** (1) organizational, structural, operational, capacity, professional deficiencies, (2) possible thematic, genre and format deficiencies in content production, (3) deficiencies in contact with the audience and the wider local community, (4) ) other. In all cases, explain the need in detail, don't just state it in headlines! [↑](#footnote-ref-4)
4. If available, use surveys, statistical data, attendance and readership data, expert opinions or trend indicators! [↑](#footnote-ref-5)
5. The presented activities may include, among others: introducing innovative content production or work organization ideas, developing related new skills and abilities, starting new thematic series, formats or genres, hiring new staff or redeploying existing staff, training and mentoring colleagues, purchasing new equipment or software, creating audience outreach strategies, creating content involving the audience, organizing systematic outreach activities, online or offline events, campaigns, surveys, etc. (For details, see the Call for Applications) [↑](#footnote-ref-6)
6. **Examples of measurable results**:  
   Example 1: Activity: Hiring a new reporter part-time to produce material on xxx topic / genre / format [explain in detail!]; Requested support: journalist's salary for x months; professional mentoring for journalists to learn xxx genre / format through international examples; Result: preparation and publication of 4 materials per month for x months.   
   Example 2: Activity: Planning a thematic audience meeting every quarter for xxx purposes [explain in detail!]; Requested support: salary of a community organizer for x months, training in social media campaign topics; Result: 4 offline events, each with at least 40 participants [↑](#footnote-ref-7)
7. With the application, a maximum of USD 22,000 editorial development support and USD 7,000 audience outreach support can be awarded per applicant, of which a minimum of USD 2,700 must be set aside for the internship support of the Young Talent Program. [↑](#footnote-ref-8)