**EPIC Country-specific Content Grant / Round 2
Application form**

By submitting your application to Internews Network, you are giving your explicit consent so that Internews Network may process and use this data in accordance with its [Privacy Policy](https://internews.org/privacy-policy/).

1. **Information about the applicant**

|  |  |
| --- | --- |
| Name of applying media outlet |   |
| Name of the organization publishing the outlet |  |
| Name & position of the Contact Person responsible for the application |   |
| Email of the Contact Person |  |
| Phone number of the Contact Person |   |

1. **Authorized representative**

|  |  |
| --- | --- |
| Name of authorized representative of the applicant  |  |
| Position of authorized representative of the applicant |  |
| Email address of authorized representative of the applicant |  |
| Phone number of authorized representative of the applicant |  |
| Signature of authorized representative of the applicant |  |

1. **Eligibility statement**

|  |
| --- |
| Please, answer with yes (Y), no (N) or Not Applicable (NA). Internews reserves the right to double-check the provided information about your organization from external sources. |
| * The publishing organization is legally registered in Slovenia. [Yes / No / NA]
* The applicant is active in the Slovenian online media market as a content producer for more than 1 year [Yes / No / NA]
* The applicant regularly publishes Slovenian language media content that specifically targets a national, local or regional audience [Yes / No / NA]
* The applicant follows an independent editorial policy and has a proven dedication to professional journalistic standards and ethics. [Yes / No / NA]
* The applicant has a demonstrated record of producing clear, unbiased, pluralistic content about issues of public interest [Yes / No / NA]
* The applicant publicly self-identifies as an independent organization or journalist [Yes / No / NA]
* The organization publishing this media outlet is not owned or managed by public authorities, local or national governments, political parties, by individuals holding public office or office in political organizations, or their close relatives. [Yes / No / NA]
 |

1. **Project proposal**

**4.1 What is the story? (up to 50 words)**

Describe, in a single paragraph, not unlike a lead, what the story is.

**4.2 Why is it important to tell this story? (up to 250 words)**

Please address these questions:

* What is the social, economic, etc. context of the story, what is the larger issue?
* Who (what *group(s) of people*) is this story about and who will be interested in this story?
* How do you know this story is important?
* What **impact** do you foresee telling this story could have?

**4.3 Editorial background (up to 250 words)**

Why are you the best journalistic team / outlet to tell this story?

* What is your outlet’s main editorial profile and the type of journalistic work you focus on, and why is this story a good fit?
* Include links to at least two stories you have produced and describe why they are outstanding and relevant for this pitch.
* Tell us how you ensure editorial independence, both political and non-political, and if available, include links to your written guidelines, standards and code of ethics
* List up to three outstanding achievements from the past five years

**4.4 How will you tell this story? (up to 500 words)**

Describe your pitch for the media project / series of stories in detail:

* What is your main story angle and approach and what makes them constructive, different and innovative?
* What format(s) and audiovisual storytelling tools will you use?
* How will you ensure the high quality of audiovisual materials?
* What is the overarching theme of series that connects the pieces?
* The *planned* number pieces in the series with an overview of their planned formats and how topics will be distributed.

**4.5 How will you produce this story? (up to 200 words)**

Describe the *planned* activities for the implementation of the project and the timeline of such activities. Be sure to discuss the following points:

* the planned stages and timeline of the newsgathering and production process, their staff and other resource requirements,
* the projected timeline for publication,
* identify any risks and potential obstacles, and how you plan to overcome these.
	1. **How do you plan to distribute the story? (up to 300 words)**

How will people find out about the story and want to watch it / read it / hear it? Please list the platforms, formats and strategies you plan to use for publication and promotion of the series.

* What is the primary publication platform and its average monthly reach over the past?
* List your existing (social media, email, messaging, etc.) channels (along their number of followers/subscribers) where you plan promote the story.
* What is your outlet’s overall distribution strategy? What is your main target audience? How do you measure success?
* What content variations do you plan that foresee working well for this story and its target audience (e.g. short captioned video, carousel of stills/photos, etc.)? Explain why you believe the planned content variations will work well.
* Do you plan any other events, audience engagement or outreach connected to this story?
* Are there other channels, platforms that you want to utilize in promoting and disseminating the content?
	1. **Expected support (up to 100 words)**

Please, list or otherwise indicate in what ways could Internews further support your project or your newsroom through training or mentoring.

1. **Financial proposal**

Please use the budget template Excel document to provide an outline of your project budget and add written explanation in the designated parts of the document. In the budget planning, pay specific attention to the following:

* keep spending connected to the main project goals and activities,
* keep costs reasonable,
* ensure sufficient resources to the planned activities, and also to project management,
* make sure that the budget is in line with your planned project timeline.

Your full application package should include the following attachments:

* Completed Application Form (this document)
* Completed Budget plan (xlsx)