**Subgrant Application Template**

*The application can be filled out in English or Russian*

**Summary data**

|  |  |
| --- | --- |
| Name of the outlet |  |
| Type of organization (private, public, NGO, other) and its name |  |
| Website (if applicable) |  |
| Languages in which you publish your content |  |
| Location (city and country) |  |
| Name and surname of the contact person |  |
| Email  |  |
| Phone number or messenger account |  |
| Which communication channel do you prefer? |  |
| The proposed duration of the project (6-12 months) |  |
| Total amount of the project in USD ($25,000-$50,000) |  |

**Application questions**

|  |
| --- |
| **The current situation in your media outlet**Please describe how your newsroom is currently organized. How many people are on staff, how many freelancers are hired each month, and what is the gender composition of the broader editorial team (full-time staff plus freelancers)? Do journalists work in an office or is remote work acceptable? What challenges do you face? |
|  |

|  |
| --- |
| **Current platforms**Where are you currently distributing your content? Please include links to all platforms you own, as well as links to any social media channels. |
|  |

|  |
| --- |
| **Current reach and audience characteristics** Please tell us about your audience - in numbers and specific characteristics. What is your total audience reach over the last three months (total and by month)? Break it down by platform (owned platforms, social media channels, etc.). How many subscribers do you have? Who are the users of your content? What is their age and gender, and where do they live? What is your target audience, how much does it match your real audience?Have you noticed an audience decrease since the start of Russian aggression in Ukraine in 2022? Have you managed to recover since then? |
|  |

|  |
| --- |
| **Current formats**What content production and distribution formats (and on what platforms) are you currently working with? Which of them do you consider to be the most important to your outlet?  |
|  |

|  |
| --- |
| **The uniqueness of your media** What are your media's mission and goals? What distinguishes you from other content producers in your country or region? What unique value do your audience members find with you that they can’t find elsewhere? |
|   |

|  |
| --- |
| **Project description**Please describe the project you intend to implement if you receive support. Is your editorial team ready to implement everything planned? What will your workflow look like? What kind of consultations do you think you might need? |
|  |

|  |
| --- |
| **Project results and their measurement**What results will be achieved during this project? How will the project results be measured? Please try to include specific indicators. Also, note what will be the impact of this project in the long term. |
|  |

|  |
| --- |
| **Gender aspect**Do you take gender balance into account in your work? How is the decision-making process within the team organized from a gender balance perspective? How is gender taken into account in editorial planning? |
|   |

|  |
| --- |
| **Donor support**Which donors are currently supporting you? When would it be most convenient for you to start receiving our support? |
|   |

|  |
| --- |
| **Non-monetary support**Describe your needs for advisory support. Do you need expert support working with specific platforms or mentoring for management challenges? (The answer to this question will not affect your final grade - we welcome an honest assessment of your own needs) |
|  |