



**“Diversifying voices in journalism”
Media grants
Q&A document**

This document includes a non-exhaustive list of questions K2.0 has received in regards to the call. For the sake of clarity and transparency, K2.0 has collected the most significant queries it has received, along with their answers.

1. What is a “small media entity” for the purposes of this call?

Private media entities can apply to this call only if they are small in size. For the purposes of this call, a small media entity is one with up to 15 in-house employees.

2. Can entities that have received sub-granting by K2.0 in the past apply to this call?

Entities that have previously received sub-granting by K2.0 can apply under this call. However, they should consider that the jury will try to avoid double-funding entities that already receive financial support from the European Union. They should also consider that the overarching goal of this call is to enhance the diversity of voices in journalism (and thus of grant recipients), something that will be taken into consideration at the evaluation stage.

3. Can a group of individuals establish an unorganized collective in order to apply to this call?

The call does not foresee limitations when it comes to the date of establishment of applicants. We did so deliberately, knowing that the date of establishment does not always reflect the experience and expertise behind an NGO, private media entity or unregistered initiative. A key goal of this call is to cater also to young entities, which, due to their recent establishment, struggle to access regular streams of funding and training.

That being said, applicants should keep in mind that:

1. Funding opportunities in general, including this one in particular, seek to ensure that the resources disbursed can have an impact through time, including after project completion, and can sustainably build the capacities of receiving entities. For this reason, entities that are formed exclusively for the purpose of receiving funding are normally not able to show, at the evaluation stage, the necessary solidity to receive funding.
2. Individuals are not eligible to receive funding under this call, including groups of individuals. In this sense, unorganized initiatives should not be understood as the mere addition of single individuals. Similar to organized entities, unorganized initiatives have a clear vision and mission, and meaningful operations — something that needs to be demonstrated at the application stage.

4. We are a youth NGO and our focus is not media production. Are we eligible to apply?



This call is open not only to the media (whether they are NGOs or private entities), but also to organizations with demonstrated capacity, reason or experience in producing media content. This means that organizations that are not a media organization proper are still eligible to apply. In light of the above, if the core focus of an organization is not journalism / media production, the organization should pay particular attention in the application in demonstrating why they are a suitable candidate for receiving a grant under this call, which is meant to support quality media productions.

Additionally, interested parties should remember that applicants can apply in consortiums of up to two different entities. If you are not a media outlet, we will look favorably on cooperation with other media outlets for the dissemination of project results.

5. We are registered as a marketing agency, but our core activities deal with innovative media production. Are we eligible to apply?

Marketing agencies whose core focus and areas of operation are akin to those of a media entity can apply. However, they are subject to the same eligibility requirements as private media entities, notably, when it comes to their size. In their application, marketing agencies should pay particular attention in demonstrating why and how their operations are equivalent to those of a media entity, and are in line with the objectives of this call.

6. For reasons of safety, our unregistered initiative operates in conditions of anonymity. Are we eligible to apply?

If they find a fiscal sponsor, unregistered initiatives can apply even if they operate in conditions of anonymity. However, while we understand that certain unregistered initiatives need to operate in conditions of anonymity — conditions that we are ready to respect in our communications with the public — please consider that K2.0 cannot award funds to unidentified individuals, or rather, entities or initiatives composed by individuals that we are unable to identify. In other words, in order to evaluate a project proposal, we need to know who specifically will be receiving, using and managing our funds, for reasons of accountability towards the donor and for reasons of financial transparency.

7. Our entity needs equipment. Can the grant support the purchase of equipment?

This call does not define limits to each budget category, and the purchase of equipment is an eligible cost. However, while the grant can be used to support the purchase of equipment, applicants should consider that we expect proposed budgets to be directed primarily if not exclusively to the production of output. In other words, funds allocated to the purchase of equipment (as well as funds pertaining to other budget categories that do not directly support output production) should make up a reasonably small portion of the overall budget. The necessity of these costs for the production of output within the project should also be sufficiently justified in the application.



8. Our organization does not have a bank account. Can I provide you with financial identification of individuals connected to the organization?

In order to apply to the call, registered entities need to have an operating bank account that is in the name of the entity — meaning that bank accounts owned by individuals, however connected to the entity, are not acceptable. Only unregistered initiatives can apply without a bank account, and for this reason they need to apply in consortium with a registered entity (with valid bank account) who will function as fiscal sponsor to the unregistered initiative.

9. We want to apply with a project focusing on debunking articles that include disinformation. In order to be eligible, do we have to debunk articles that deal only with minorities?

The purpose of this call is to “counter existing narratives based on inaccurate or out-of-context information, sensationalism or stereotypes and challenge the discrimination or erasure of vulnerable groups, their rights and experiences from the public debate. It follows that your media productions should uphold a human rights and solidarity culture and aim to bring to the fore issues that are relevant from a social justice perspective, which are either passed over or addressed superficially in mainstream media.” Also, “eligible activities under this call are journalistic productions, such as: written articles, multimedia productions, podcast productions, video productions, documentary productions, radio shows, TV shows, animations and other innovative media productions.”

Within this framework, you are free to propose activities that make the most sense to you, your experience and your specific objectives, as long as your application clearly explains why the proposed activities fit the objectives of the call. In this sense, the methodology and the journalistic approach you plan to use are very important. Please also consider that “vulnerable groups” include many more people and experiences than just minority groups.