Note: * **means the question is mandatory. All others are optional.**

Introduction

Thanks for your interest in the [Google News Initiative (GNI)](). In order to participate in GNI programs, you must complete this application form. Your responses will be: (1) used by Google solely to assess your eligibility to participate in GNI programs; (2) retained by Google only for as long as needed to facilitate your participation in GNI programs and in no case will your responses be retained for more than 180 days; and (3) collected in accordance with the [Google Privacy Policy](). As a reminder to protect your privacy, please do not include any sensitive personally identifiable information in your responses.

You may request Google to update, delete, or provide you with a copy of your responses by contacting [gnidata@google.com](). Please allow up to 7 days for us to process your request.

For questions regarding **the News Equity Fund** please contact us at **newsequityfund@google.com**.

Checklist prior to start filling this application

- ○ Download a PDF copy of the questions for reference here.
- ○ Check criteria, rules and eligibility here.
- ○ Please note that the GNI News Equity Fund is intended for small and medium-sized news organizations producing original news for minority and underrepresented audiences with an editorial staff of up to 50 journalists. Read more here.

News Equity Fund Application form

Part 1: Applicant's Information

1. Please provide your title/publication name. *

2. Are you part of a larger Group/parent company? *

    a. Yes

b. No

■ If yes, please list your parent company's legal name.

*Note: The following questions refer to your **title/publication** (<u>not</u> your Group/parent company unless explicitly stated).*

3. Please provide your title/publication's full legal name. *

4. What is the type of your title/publication? *

   a. Newspaper (includes print)

   b. Digital Only (no print)

   c. Magazine

   d. Broadcaster

   e. News Agency

   f. Podcast

   g. Newsletter

   h. YouTube Creator

   i. Independent Journalist

   j. Industry Association

   k. Other social platform

      ■ If you selected other social platform, please specify:

5. Do you have a website?*

   a. Yes
   b. No
      ■ If yes, please provide a link:

6. How many <u>full time journalists</u> does your title/publication's newsroom have? * (number only)

7. Which of the following best describes your <u>primary</u> coverage area? *

   a. Hyperlocal

b. Local

c. Regional

d. National

e. International

f. Other

      ■ If you selected Other, please explain

8. Which of the following best describes your content focus? *

a. Business to Business (e.g. trade publications)
b. Economy / Business News
c. General News
d. Lifestyle Coverage
e. Special Interest
f. Sport
g. Other

      ■ If other, please explain

9. Do you primarily serve a minority or historically underrepresented audience? *

a. Yes
b. No

10. Please select which best describes the underrepresented demographic categories of the **primary** audience you serve (select all that apply): *

a. Age
b. Caste
c. Class
d. Disability
e. Gender
f. Geographic location
g. Immigration status
h. Language
i. Race
j. Religion
k. Sexual orientation
l. Socioeconomic Status
m. Veteran status
n.

      ■ Other _____

11. Please include links of three recent articles from 2022 that demonstrate the primary focus of your publication. *

12. How often do you publish/produce content?*

   a. Daily
   b. Weekly
   c. Monthly
   d. Less than monthly

13. When was your title/publication founded? *

   a. <12 months ago
   b. 1-5 years ago
   c. 5-10 years ago
   d. 10+ years ago

      ■ Please specify the year of founding

14. What was your title/publication total revenue in 2021 (in USD)?*

   a. Less than $100K
   b. $100K - $500K
   c. $500K - $1M
   d. $1M - $5M
   e. $5M - $10M
   f. More than $10M

15. How many monthly average unique users did your online title/publication have in 2021? *

   a. Up to 1M
   b. 1M to 5M
   c. More than 5M

16. Is your title/publication or Group/parent company a member of any news trade bodies, news association(s) and/or press councils (or national equivalents)? *

   a. Yes

   b. No

   c. N/A

      ■ If you selected Yes, please list at least one of the news trade bodies or associations that you belong to (if multiple entries, please use a comma to separate).

17. What is your company registration number? (eg: Federal Tax Identification Number, Employer Identification Number, or any equivalent registration reference) *

    a. Enter 'N/A' if this is not applicable

Part 2: Applicant's Contact Details

18. Street Address *

19. Postal Code *

20. City *

21. State/Province

22. Country (Note: Please review the Terms and Conditions to ensure your country is eligible.) *

Point of Contact Information:

23. First (given) name *

24. Last (family) name *

25. Title *

26. Phone number *

27. Email *

28. Are you, or any member of your Group/parent company or title/publication, a government employee, candidate for public office, employee of government-owned or government-controlled company, public international organization, or political party, or otherwise working on behalf of a government entity, in any capacity? *

    a. Yes

    b. No

        ■ If yes, please provide some details on the nature of your or your Group/parent company's involvement.

29. Does any government organization/or political party hold any level of ownership, control or voting rights within your Group/parent company? *

    a. Yes

    b. No

- If yes, please provide some details.

Part 3: Deployment of the News Equity Fund

30. <mark>Please briefly explain how this funding will help you serve your community and promote diversity, equity, and inclusion in the news ecosystem* (2,000 characters)</mark>

31. If selected, do you agree to submit a conclusion report detailing how the funding was used and to answer a follow up and research survey? *

    a. Yes

    b. No

32. Would you like to receive updates by email on the Google News Initiative?*

    a. Yes

    b. No

Part 4: [Optional] Questions to help us better support you with tools and programs we have and are developing

33. What are your title/publication's most important needs? Select up to 3.

    a. Growing audience and engagement

    b. Growing advertising revenue

    c. Building and growing subscriptions

    d. Building and growing other revenue streams

    e. Enhancing digital capabilities

    f. Improving data collection and usage

    g. Improving organizational structure and processes

    h. Building management skills in the organization

    i. Reducing costs

    j. Improving approach to diversity, equity, and inclusion

k. Other (please specify)

34. Do you have any of the following digital reader revenue models? Select all that apply.

    a. I don't have a digital reader revenue model

    b. Subscription - Hard paywall (all content behind a gate)

    c. Subscription - Hybrid/freemium model (some free content, separate premium tier)

    d. Subscription - Fixed meter (e.g., specific number of free articles per month)

    e. Subscription - Dynamic Paywall (variable number of free articles per month)

    f. Membership

    g. Contributions (incl. donations)

    h. Other (please specify)

35. If you don't have a reader revenue model, are you planning one? Select all that apply.

    a. No, I am not planning one

    b. Subscription

    c. Membership

    d. Contribution

    e. Other (please specify)

36. If you have a digital reader revenue model or are planning one, which paywall provider does your title/publication use? (self-built is an option)

37. Which content management system (CMS) does your title/publication use?

    a. Adobe CQ

    b. Arc

    c. Drupal

    d. Joomla

    e. Self-built

    f. Stibo DX

    g. Polopoly

h.   TownNews

i.   WordPress

j.   Other (please specify)

38. I accept the News Equity Fund Terms and Conditions*

a.   Yes, I declare that by submitting this application I am accepting the terms and conditions for the News Equity Fund.

b.   No

Confirmation email text:

noreply@google.com

Dear [name],

Thank you for your application to the News Equity Fund. We are working as fast as possible to process all applications and will get back to you as soon as we can to let you know how your application is progressing.

You can find your **application ID number** and a copy of your application below. Please keep this ID number for your future reference.

We can be contacted at newsequityfund@google.com and please do ensure you mention the **application ID number** in the subject line of all correspondence.

In addition, you can always check out our website at https://newsinitiative.withgoogle.com/news-equity-fund for any updates and the assessment timeline.

All the best and,

[name]

On behalf of the Google News Initiative team

Thank you page

Thank you for your application to the News Equity Fund,

All applicants will be notified of the status of their application by email as soon as possible. If you need to get in touch with us in the meantime, please email newsequityfund@google.com and include in the subject line of all correspondence the **application ID number** mentioned in the confirmation email sent. .

If you have any questions about the process and our application review process, you can find more details in the FAQs on our website.

All the best.