**Join the Stars4Media** [**LinkedIn Group**](https://www.linkedin.com/groups/13801060/) **to exchange ideas with other media professionals! By taking part in this group you can exchange ideas, receive feedback on your idea and participate in a professional media community dedicated to the Stars4Media project and initiatives.**

**PROPOSAL FOR INITIATIVE**

**Title of your Initiative:** (Write here the title of your initiative...)

1. **Media Professional Details**

*Please duplicate this section if more professionals from the same media outlet would like to work on an Initiative*

Name:

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| --- |
|  |

E-mail:

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| --- |
|  |

Citizenship:

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| --- |
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Job / position in organisation:

|  |
| --- |
|  |

Years of professional experience:

|  |
| --- |
|  |

1. **Media Outlet Details**

Media Outlet:

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| --- |
|  |

Country:

|  |
| --- |
|  |

Media Outlet Address:

|  |
| --- |
|  |

Contact details:

|  |
| --- |
|  |

**3) Description of your initiative**

* Title of your initiative: (be as short and as effective as possible)
* What is your idea? (300 words max) …

**1) What problem do you solve? What are the specific needs/challenges you address?** (500 words max)

Write your text here: …

**2) What will you specifically develop or contribute to this idea? What is your plan of action?** (Your approach/solution) (800 words max)

Write your text here: …

**3) What benefits will this create for your media organisation?** (400 words max)

Write your text here: …

**4) With whom are you cooperating to create this, and how will you cooperate? Describe the respective roles in the initiative (Add contact details of the other people within your organisation and the external organisations you will partner with below)** (400 words max)

Write your text here: …

**5) What are the main reasons you think the initiative will be continued/sustainable after the exchange?** (400 words max)

Write your text here: …

**6) Why and in what way is your initiative innovative? What kind of Business innovation will it bring to the field?** (400 words max)

Write your text here: ...

* **What Wave/Topic would your idea fit in?** (Pick one or more)

*▢ Wave A - Trust in Media*:

*▢* Topic A.1 Constructive/positive Journalism;

*▢* Topic A.2 Fact-checking;

*▢* Topic A.3 Your own topic (please indicate the topic):...

*▢ Wave B - Data for Media*:

*▢*  Topic B.1 Data journalism,

*▢*  Topic B.2 AI (Machine learning/natural language processing, other...);

*▢*  Topic B.3 Your own topic ([please indicate the topic):...

1. **Please provide us with the senior person** in your media outlet who will act as a mentor.
* Mentor First Name:
* Mentor Family name:
* Mentor Job title:
* Mentor Contact (email + telephone):

**Who will be the grant manage**r in your media outlet? (Coordinates of the administrative person who will send us your invoices of costs incurred during the initiative)

* First Name:
* Family name:
* Job title:
* Contact (email + telephone):

**Is there a colleague in your media outlet who will work with you on this initiative? (Repeat if necessary. Max. 3 people per media outlet are eligible for refunding of expenses.)**

* First Name:
* Family name:
* Job title:
* Contact (email + telephone):
1. **Paired Media outlet** (please repeat this if you want to work with more than one company)
* Which media outlet(s) would you like to work with? ...
* Who are the media professionals you would consider working with on this idea? …
	+ Names and Contact details: ...
* Did they agree to collaborate / Did you already contact them?
* Describe the respective roles (your media outlet and the sister media outlet) (500 words maximum): …

**Who will work on the initiative in the sister media outlet? (Repeat if necessary)**

* First Name:
* Family name:
* Job title:
* Contact (email + telephone):

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