

Google News Initiative - COVID-19 Vaccine Counter-Misinformation Open Fund Application

Part 1: Applicant's Details

- Are you *
 - a company
 - a partnership / consortium
 - an association
 - a non-profit
 - Other
- If Other, please specify
- Please provide your organization's name and parent company name (if applicable), or your name *
- Please briefly describe your organization and tell us more about your team (team members description, organizational structure of the project team) * (150 word limit)
- Your project is: *
 - Specific to your organization
 - A collaborative project with other organizations
- If it is a collaborative project, please specify your partners' names. Note - collaborative projects must adhere to the specific details outlined in the Terms and Conditions. We advise that you review these carefully.
- Please provide supporting evidence that one or more of the project applicants has a track record of combating misinformation. When providing evidence, please refer to third-party organizations such as the International Fact-Checking Network, media coverage about your fact-checking work, or participation in initiatives to counter misinformation endorsed by authoritative third-parties. * (250 word limit)
- Please provide background on the expertise of any epidemiologists, immunologists or other public health experts that are involved in this project. * (250 word limit)
- What is the type of your organization? *
 - National Publisher
 - Regional or Local Publisher

- Online-Only Publisher
 - B2B Publisher
 - TV
 - Radio
 - Magazine
 - Tech Startup
 - Collective or Consortium
 - N/A
- If you selected N/A, please explain
- Street Address *
- Postal Code *
- City *
- Country (Note: Please review the Terms and Conditions to ensure your country is eligible.) *
- When was your organization founded? *
- How many full time employees does your organization have? *
- What was your organization's annual total income (in USD) for 2019? Please note this should include revenue generated as well donations, philanthropy support etc.*
- What is the first (given) name of this project's Point of Contact? *
- What is the last (family) name of this project's Point of Contact? *
- What is your job title? *
- What is their phone number?
- What is their contact email? *
- What is your website URL?
- If you have any, what are your social media handles? (Twitter, Facebook, Others)
- Are you, or any member of your organization, currently employed by or working on behalf of a government organization, in any capacity? *
 - Yes

- No
- If yes, please provide some details on the nature of your or your organization's involvement.
- Does any government organization hold any level of ownership, control or voting rights within your organization? *
 - Yes
 - No

Part 2: Project Details

- What is the title of your project? * (20 word limit)
- Please provide a brief overview of the project. * (150 word limit)
- Please describe your project in more detail, including a description of the current stage of the project and the specific outcome you want to achieve* (700 word limit)
- Please provide an explanation of how this project intends to reach audiences that are typically underserved by fact checks or disproportionately affected by misinformation. * (400 word limit)
- What is the amount (in USD) you are seeking to receive from this Open Fund? (Up to \$1,000,000.00 - Please carefully review the funding requirements in the Terms and Conditions) *

Part 3: Approach and Resources

- How is your proposed approach different from how organizations tackled misinformation in the past? Feel free to mention successful or not so successful examples and be sure to include what differentiates your project from the rest. * (400 word limit)
- Budget Description (Please note you have to share a spreadsheet as well)
 - Total Overall Budget (Please enter the total budget of the project including the self funded costs. Please note that GNI will fund up to 80% of Total Overall Budget and Google will fund up to \$1,000,000.00. Other restrictions apply - please carefully review the funding requirements in the Terms and Conditions. Special discretion on the total project cap may be considered by the jury depending on the scale and impact of a very large collaborative effort). *
 - Payment of non-editorial personnel (for their work on the project) *
 - Editorial costs (on staff or freelance employees) *

- Engineering and development/maintenance costs *
- Purchase / licensing of software *
- Purchase of any equipment and hardware. *
- Marketing costs (limited to 20% of funding request) *
- Other costs *
- If other costs, please explain

Part 4: Impact Assessment Framework

- What are the key indicators you will use to track progress towards the outcome you described previously? * (500 word limit)
- Please provide a timeline. Note that projects are expected to start as soon as possible and complete within 12 months from being selected. * (500 word limit)
- Please provide an impact assessment framework that explains how your project will assess the effect of the fact checks / corrective content you will publish. Please be specific about (a) how you will assess whether fact checks clarify misconceptions that audiences were actually grappling with rather than re-affirming something they already knew (b) how you plan to affect and measure the reach of the related misinformation (c) how the impact will differ to what would have been possible without funding. * (800 word limit)
- Please send 1) a short presentation of 10 slides or fewer describing your project and 2) a detailed project budget to vcmfund@google.com. Please include the App ID you will receive after submitting the application in the subject line. You can review the FAQ for tips on the presentation. We reserve the right to not review applications who do not submit these materials. Check the box below to acknowledge that these will be sent.

Part 5: Further Opportunities & Collaboration

- If you are selected for funding, are you interested in further opportunities? *
 - Yes
 - No
- There could be opportunities to meet with other applicants, share experiences or work in collaboration on future projects. Is this something you would be interested in? *
 - Yes
 - No

- Is there anything else you would like to tell us?

Part 6: Providing more information & updates from the GNI

- I would like to receive updates by email on the Google News Initiative. *
 - Yes
 - No
- If you are already in touch with someone at Google, please share the name of the Point of Contact.
- How did you hear about the COVID-19 Vaccine Debunking Open Fund? *
 - News article
 - GNI newsletter
 - GNI Website
 - Someone at Google
 - Press association or trade body
 - Event
 - Other
 - If you chose 'Someone at Google' or 'Other', please describe.
- By submitting this application you agree to the Terms and Conditions. *
 - Agreed
- Google will process any personal data you provide in connection with our privacy policy (policies.google.com/privacy). *
 - Agreed