



Content Support Application Guidelines

Thank you for your interest in The Journalists for Human Rights project to support content production for Independent Journalists, Platforms, and Civil Society Groups. We are thrilled to be supporting innovative and impactful content development aimed at Belarusian and Russian speaking audiences. This Canadian initiative is dedicated to empowering journalists to report on critical human rights and governance issues.

We invite independent journalists, established platforms, and civil society organizations to apply for funding to produce investigative journalism, human rights reporting, LGBTQ and women's rights content, the war against Ukraine, podcasts, and documentary videos. Eligible projects that are selected can receive up to a maximum of €10,000.

These guidelines outline the requirements for your pitch submission. We look forward to reviewing your story ideas and to collaborating with you to promote media freedom and raise awareness on vital issues.

The online application form can be accessed here: <https://forms.gle/ywiBgy7GWi2S92Bm6>

Pitch Guidelines for Independent Journalists, Platforms & Civil Society Groups

Overview

We are excited to support independent journalists, established platforms and civil society organizations in developing and producing content for Belarusian and Russian speaking audience.

This funding opportunity is open to independent journalists and platforms that produce investigative journalism, human rights reporting, LGBTQ and women's rights content, reporting about the war against Ukraine, podcasts, and short and long documentary videos.

This funding is available for producing stories, podcasts, and videos, whether as individual pieces of content or as a series of related content.

The **maximum amount of funding for any project** is €10 000. One application per entity will be accepted in each cycle. Multiple funding sources are allowed provided that they are disclosed in your application. *Note that applications for core type funding and regular salaries are not currently being prioritized.*



The project is led by Journalists for Human Rights (<https://jhr.ca/>), Canada's leading media development organization. JHR works with partners to leverage existing knowledge and momentum building coalitions of support for media freedom within local authorities and networks.

What We Are Looking For:

Content Types

Investigative Journalism:

In-depth stories that uncover new information or offer fresh insights into critical issues including human rights, corruption, digital threats, political prisoners, the war in Ukraine, sanction evasion, etc.

Human Rights Reporting:

- Stories that highlight the challenges and triumphs of marginalized communities, with a particular focus on LGBTQ and women's rights, and ethnic minority groups.
- Stories that are based on collaboration with relevant civil society organizations.
- Stories that counter Russian and Belarusian regime manipulation and influence operations (ie. the war in Ukraine).

Videos:

Short and long-form videos that are well-researched, visually captivating, and tell important stories. This includes content specifically tailored for YouTube, TikTok, and Instagram.

Podcasts:

Engaging and informative audio content that tells compelling stories, offers expert analysis, or provides unique perspectives.

Submission Guidelines

Who can apply?

Independent journalists, established platforms, civil society groups.

Language?

Submissions can be in English, Russian, Belarusian or Ukrainian.

Deadline: January 31, 2026.



Pitch Requirements:

- **About You, Your Experience, Your Audience**
Information about you, your experience, links to your previous work and your social media channels.
- **Working title of your project**
A concise and compelling title.
- **Format, Themes and Project Overview**
A brief overview of your story/project idea, including the format and themes you will cover. Description of what is the story/project about, and why it's important?
- **Anticipated Audience**
The audience you're trying to connect with.
- **Collaborations**
Are you collaborating with civil society? If so, then tell us who you're collaborating with.
- **Budget**
A breakdown of the funding amount you're applying for. *Note that we will closely evaluate the proposed budget in the context of subject relevance, potential reach, impact and audience.*
- **Timeline**
The timeline for your project, including start dates, where possible, publishing dates and your end date.

Content Type Submission Details:

- **Investigative Journalism**
Include a brief outline of your research plan, sources, and the potential impact of your investigation.
- **Human Rights Reporting**
Describe the communities involved and the issues you aim to address. Highlight the potential for raising awareness and driving change. Projects that focus on women's rights and LGBTQ are encouraged.
- **Podcasts**
Provide an episode outline, potential guests, number of episodes and the format of your podcast.
- **Documentary Videos**
Include a brief treatment and your approach to storytelling. Specify the intended platform (YouTube, TikTok, Instagram). If you plan on producing several episodes, provide episode outlines and number of episodes.



Additional Considerations:

- Originality: We are looking for original stories that have not been covered extensively by other media and are innovative in their approach.
- Audience Engagement: Consider how your content will engage and resonate with your target audience.
- Ethics: Ensure your story is reported ethically and with sensitivity to the subjects involved.

How to Submit

Deadlines

Submissions are open quarterly. We will review the submissions and ask for any additional information or documents to support the submission and will try to notify you of the status of your application within 8 weeks (dependent on volume of submissions).

Please submit your pitch through our online [form](#). Make sure to include all required elements and adhere to the guidelines to ensure your pitch is considered.

Review Process

Our review panel, consisting of experienced journalists and content creators, will evaluate all submissions based on originality, relevance, feasibility, and potential impact. Selected pitches will be contacted for further discussion and potential funding. Those applications that are successful, may not be offered the full amount of funding requested.

Contact Information

For any queries or additional information, please contact us at jhreurope@proton.me

We look forward to receiving your innovative and impactful story ideas!

<https://forms.gle/ywiBgy7GWi2S92Bm6>