The Project Oasis questionnaire

The Project Oasis questionnaire consists of 66 questions, across six different sections including 1) general organisational information, 2) content production and distribution, 3) audience and reach, 4) management and team, 5) business structure, finance and revenue sources, and 6) private data and information.

It is important to note that participant responses that encompassed business-sensitive and identifiable personal data - especially pertaining to section 6 - have been incorporated into this report as aggregated and anonymised data. Such data, however, has not been included in the directory.

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1. GENERAL

Media name
Full name of the media organisation

Website URL

Excerpt *(short description of the organisation)*

Long description of the organisation (up to 300 words)

Year the organisation started publishing

Image
Screenshot upload of the website homepage

Location
This may be where the organisation's main office is located, or where the organisation is registered. But if the founders/ directors are working in exile from another country due to circumstances, select the location of the main community the organisation covers.

Languages

Does the organisation publish any content and information in English?
- Yes
- No

Does the organisation publish any content and information in a language other than English?
- Yes
  - Follow up conditional question: Please list all of the languages the organisation publishes in
- No

Type of coverage
- Hyperlocal
  - Follow up conditional question: Please describe the community/ neighbourhood covered.
- Local
  - Follow up conditional question: Please provide the name of the city/ town/ village covered.
- Regional
  - Follow up conditional question: Please provide the name of the region(s) covered.
- National
- International
  - Follow up conditional question: Please select which other countries the organisation covers (select *all that apply*):

Albania	Denmark	Kosovo	Portugal
Armenia	Estonia	Latvia	Romania
Austria	Finland	Liechtenstein	Serbia
Azerbaijan	France	Lithuania	Slovakia
Belarus	Georgia	Luxembourg	Slovenia
Belgium	Germany	Malta	Spain
Bosnia and Herzegovina	Greece	Montenegro	Sweden
Bulgaria	Hungary	Netherlands	Switzerland

Croatia	Iceland	North Macedonia	Turkey
Cyprus	Republic of Ireland	Norway	Ukraine
Czech Republic	Italy	Poland	United Kingdom
			Other

2. CONTENT

What is the primary editorial coverage or focus of the organisation?
Select *only one.*
- A single topic (such as education, environment or criminal justice)
- Several related topics under a common umbrella (such as a group of topics that fall under the umbrella of finance, or politics)
- General news or a number of topics that are not necessarily closely related to each other

Type of content produced by theme
Select *all that apply.*
- Science
- Entertainment & culture
- Sports
- Economy and business (choose all that apply from the subcategories below)
  - Entrepreneurship
  - Economy and finance
  - Journalism industry
- Education
- Lifestyle
- Law & crime
- Environment
- Politics
- Health and well-being
- Society & human rights (choose all that apply from the subcategories below)
  - Gender
  - Feminism
  - LGBTIQ+
  - Ethnic minorities

- ○ Religious minorities
- ○ DEIA: Diversity, equity, inclusion and accessibility
- ○ Refugees
- ○ Migration
- ○ War crimes and transitional justice
● Technology

Journalism genres
Select all that apply.
● Reviews
● Chronicles & non-fiction
● Essays
● Interviews & reporting
● Graphic novels and comics
● Information services (e.g. jobs board, roadwork notices, construction notices, weather reports etc.)
● Opinion
● Investigative journalism
● Narrative journalism
● Satire

Journalism techniques used
Select all that apply.
● Breaking news
● Live coverage of events
● Data journalism
● Crowdsourcing
● Solutions or constructive journalism
● Engaged, community-driven or participatory journalism
● Explanatory journalism
● Cross-border journalism
● Collaborative journalism
● Fact-checking
● Curated/aggregated content (note: media that *only or mainly* publish aggregated or curated content will not be included, but it can be part of their content offering.)

Tech platforms and other mediums used

Select all platforms/ mediums through which content is published.

- Website
- Blog
- Newsletter
- Messaging service
  - Telegram
  - WhatsApp
  - Signal
  - SMS-based
- Social media platforms
- Radio streaming (online)
- Podcast
- Youtube
- Vodcast or other video platforms
- Mobile app
- Print (e.g. books, quarterly magazines, special or one-off edition bulletins or newspapers, etc)

Main tech platform / medium used

Select *only one* from this drop down list.

- Website
- Blog
- Newsletter
- Messaging service
  - Telegram
  - WhatsApp
  - Signal
  - SMS-based
- Social media platforms
- Radio streaming
- Podcast
- Youtube
- Other video platforms
- TV streaming

- Mobile app
- Print (e.g. books, quarterly magazines, special or one-off edition bulletins or newspapers, etc)

3. AUDIENCE AND REACH

Reach

Total pageviews in the last 12 months
Provide the organisation's total number of pageviews for the last 12 months, as recorded by Google Analytics, Chartbeat (or a similar tool). If the organisation publishes more than one website, please use combined figures.

Total unique users in the last 12 months
Provide the total unique users for the last 12 months, as recorded by Google Analytics, Chartbeat (or a similar tool). If the organisation publishes more than one website, please use combined figures.

Email newsletter subscribers
If the organisation sends out multiple newsletters, please provide the total average number of subscribers across all newsletters

Social media audience

Twitter
Account URL. For example: *https://twitter.com/sembramedia*
Twitter number of followers: X

Facebook
Account URL. For example: *https://www.facebook.com/sembramedia*
Facebook number of followers: X

Instagram
Account URL. For example: *https://www.instagram.com/sembramedia/*
Instagram number of followers: X

YouTube
Account URL. For example: *https://www.youtube.com/c/BBCNews*

YouTube number of subscribers: X

TikTok
Account URL. For example: *https://www.tiktok.com/@bbc?lang=en*
TikTok number of subscribers: X

Other social network

Name of the app or social network you want to add. For example: Spotify, Snapchat etc.

Account URL : X
Number of followers / subscribers: X

4. MANAGEMENT AND TEAM

Founders and directors

Please indicate how many of the organisation's founders are:
- Female: X number
- Male: X number

List the names of all the founder(s) of the media organisation.
This refers to both active and non-active founders (e.g. if a founder has left the organisation or has moved into a non-executive or advisory role, please include them). List their first and last names, separated by commas. Example: Janine Warner, Mijal Iastrebner

List the names of all the director(s) of the media organisation
Include all the current directors from the different areas of the organisation, including editorial, business, operations etc. Please list their first and last names, separated by commas. Example: Janine Warner, Mijal Iastrebner

Team

How many people are employed full-time?

How many people are employed part-time (monthly average)?

How many people work as freelancers or consultants? (monthly average)

Include people hired across all areas, from freelance reporters or digital marketing consultants, to lawyers or accountants.

How many people work on a voluntary or pro-bono basis? (monthly average)
Include people volunteering across all areas.

Employees by area / department
In this section, please indicate how many people work as FTE (full time equivalent) each month on average in each area/ department, including part-time employees, freelancers/consultants and other contributors.

How many people work in content production each month on average?

How many people work in IT/ technology each month on average?

How many people work in business development and sales each month on average?

How many people work in marketing and promotion each month on average?

How many people work in finance and accounting each month on average?

5. **BUSINESS STRUCTURE, FINANCE AND REVENUE SOURCES**

Business structure and revenue sources

Organisation tax status
- Non-profit
- For-profit
- Hybrid model
- Not yet incorporated / registered

Revenue sources
Select *all that apply,* including the main source of revenue.
- Grants
    - Grants from private donor organisations
    - Grants or investment from philanthropic organisations
    - Grants from Google
    - Grants from Meta

- Grants from corporations (excluding Google and Meta)
- Grants from foreign governments
- Grants from local and national government, and other connected governmental institutions or entities
- Grants from United Nations, UNESCO, and other agencies
- Advertising
  - Google Adsense
  - Programmatic ad networks
  - Affiliate advertising
  - Branded content or native advertising
  - Local advertising sold by own team
  - National advertising sold by own team
  - Advertising sold by an external agency
  - Advertising for local governmental entities
  - Event sponsorships
  - Youtube channel income
  - Meta content income
- Consultancy services
  - Services for clients and other private corporations
  - Services for nonprofit organisations
  - Services for foreign governments
  - Services for local governmental entities
  - Training services for journalists
  - Training services for other clients (non journalists)
  - Product development and sales
  - Technology development services
- Content services for others
  - Content development for other media
  - Content development for other non-journalistic companies
  - Content development for NGOs
- Audience support/ reader revenue
  - Memberships
  - Website subscriptions
  - Newsletter subscriptions
  - Crowdfunding campaigns
  - Individual donations
  - Event ticket sales
- Other

○   Please describe:

Primary revenue source
Select the source that generates the **highest amount of revenue** on average per year.

[The list is replicated as above]

Secondary revenue source
Select the source that generates the **second highest amount** of revenue on average per year.

[The list is replicated as above]

Number of paid website subscribers (if applicable)
Complete only if the organisation has selected website subscriptions as a source of revenue.

Number of paid newsletter subscribers (if applicable)
Complete only if the organisation has one or more newsletters it charges for.

Number of paid members (if applicable)
Complete only if the organisation has a membership model.

Transparency
Does the organisation publish information about its annual revenue?
- Yes
- No
- No information available

Does the organisation publish the names of donors?
- Yes
- No
- No information available
- Not applicable

Does the organisation have an ethics policy / manual?
- Yes
    - Follow up conditional question: Is this policy published on the website?
        - Yes
        - No

- No
- No information available

Does the organisation have a data privacy policy?
- Yes
  - Follow up conditional question: Is this policy published on the website?
    - Yes
    - No
- No
- No information available

Does the organisation have a whistleblower policy?
- Yes
  - Follow up conditional question: Is this policy published on the website?
    - Yes
    - No
- No
- No information available

Does the organisation have a complaints policy?
- Yes
  - Follow up conditional question: Is this policy published on the website?
    - Yes
    - No
- No
- No information available

Does the organisation have a sexual harassment or institutional violence policy?
- Yes
  - Follow up conditional question: Is this policy published on the website?
    - Yes
    - No
- No
- No information available

Is the organisation signed up to a press regulator, trust initiative, or part of a press association?
- Yes
- No

- Not applicable

Does the organisation publish up to date information about its team?
For example, does it have an 'about us' or team page with information about its team members, board members and/or founders?
- Yes
- No
- No information available

6. PRIVATE DATA AND INFORMATION
This information is private and for internal use of SembraMedia. It will not be published or shared with any third parties.

What was the approximate initial investment amount (in EUR) when the organisation first started operating?

How much capital, in EUR, did the organisation have when it first started its activities?

What was the origin of the organisation's initial investment?
Select all that apply.

- Personal investment from the founders
- Investment from family and friends
- Institutional investors
- Loans from banks or other financial institutions
- Private loans / Loans from a government entity
- Charitable foundations or scholarships
- Crowdfunding campaign
- Government funds (e.g development funds, investments in business development, among others)
- Other
    - Please describe:

The questions below ask for revenue information for the organisation's latest financial year. Answers should relate to the last full year for which the organisation has complete financial data. For example, if its most recent accounts cover the period from 1 April 2020 – 31 March 2021, or from 1 January 2021 – 31 December 2021, then it should use the same period for all answers.

Please confirm the 12 month period to which the organisation's answers relate
For example, 1 April 2020 - 31 March 2021.

Gross annual revenue in € (EUR)
Please provide the organisation's revenue for the period indicated.

Annual expenses (salaries, overhead, etc.) in € (EUR)
Please provide an estimate of the organisation's costs / expenses for the period indicated, including office rent, utilities, salaries, overhead, technology etc.

How has the organisation's revenue changed over the past financial year?
Select *only one*.
- Decreased by more than 20%
- Decreased by 11-20%
- Decreased by 0-10%
- Stayed the same
- Increased by more than 20%
- Increased by 11-20%
- Increased by 0-10%
- Not sure

How does the organisation expect its revenue to change over the next financial year?
Select *only one*.
- Decrease by more than 20%
- Decrease by 11-20%
- Decrease by 0-10%
- Stay the same
- Increase by more than 20%
- Increase by 11-20%
- Increase by 0-10%
- Not sure

Does the organisation plan to add new revenue sources in the next year?
- Yes
  - Follow up conditional question: Please briefly describe in one sentence which revenue sources the organisation is planning to add
- No

- Not sure

Has the organisation been a victim of online attacks (DDos, hacking, other)?
- Yes
- No
- Not sure

Has any member of the organisation been subjected to any of the following for conducting journalism work?
Select *all that apply.*
- Online harassment
- Blackmail
- Threats
- Physical violence
- SLAPP suits, or other kind of lawsuits
- None of the above

If 'yes', did it have any consequences for the organisation's sustainability (for example, did it lead to unforeseen costs)?
- Yes
- No
- Not sure
- No information available

If 'yes', did it have any consequences on the organisation's ability to publish information? (for example, did it lead to government restrictions or self-censorship)?
- Yes
- No
- Not sure
- No information available

If the participant answered 'yes' in one or both of the previous questions, please provide a brief explanation about how these kinds of threats and attacks have affected the organisation or its team.