

# Completed projects of the Innovation Funding with Project Partner

## KLICK, KLICK, STAR!

Project period: October 15th 2012 –  
March 03rd 2013

Project partner: SPIEGEL.TV

In cooperation with [SPIEGEL.TV](#) the journalist Robert Ackermann, David Donschen and Justus Hütter created the interactive web documentary »[KLICK, KLICK, STAR!](#)« from the TV documentary »Internetstars. Die schnelle Karriere im Netz « using the authoring software Klynt, as well as a [publication](#) with a DIY-kit on the topic. Benjamin Denes (SPIEGEL.TV) mentored the project. A video about the creating process of the web documentary can be found on [YouTube](#).



## ZDF-Lobbyradar

Project period: September 1st 2014 –  
February 28th 2015

Project partner: ZDFheute.de

In cooperation with [ZDFheute.de](#) the journalists, Michael Hartlep, Jan Schneider and Dominik Wurnig examine patterns and impacts of lobbying in Germany. How do lobbyists operate? Which impacts does their job have? How does lobbying affect our democracy? And most important: how does the user get all the information? Along with [ZDFheute.de](#) the journalists created a journalistic multimedia online project. Lobbyradar includes the website [www.lobbyradar.de](#), a database and a browser extension that reveals the various connections of politicians to organizations, marketing agencies and companies. Lobbyradar was inspired by Cahoots. The plugin can be [downloaded](#) freely for Chrome, Firefox and Safari. The project was supported by [OpenDataCity](#) and [wegewerk](#).



## CrowdStory

Project period: February 15th 2014 –  
July 14th 2014

Project partner: 98.8 KISS FM

The cross-media radio talk show »[Crowd Story](#)« originated from a six-month cooperation of the TOP Radiovermarktung and the journalists Laura Bender, Andrin Schumann and Franziska Krüger. CrowdStory collects stories via WhatsApp and broadcasts them cross-medially on the radio and online. The pilot on the topic KRA\$\$ has been broadcasted on 98.8 KISS FM and visualized on the [CrowdStory website](#) simultaneously. The [project publication](#) answers the question "How to design and distribute a target group-oriented, cross-media-networked radio talk show format?" Radio Bremen and the Bremische Landesmedienanstalt awarded CrowdStory with the prize for cross-media program innovations 2015.

# Relevant information on funding

The MIZ-Babelsberg periodically promotes an interdisciplinary team of up to three graduates of journalism schools in the conception and implementation of an innovative project proposal in cooperation with a project partner from the media. In some circumstances an innovation partner complements the project by providing innovative technologies.

The MIZ-Babelsberg seeks project and innovation partners with trend-setting, market-oriented concepts, which help to develop innovative journalistic formats. In collaboration with broadcasters (web, TV and radio) or providers of audiovisual content innovative development approaches for the broadcasting and media landscape are implemented and aspiring journalists or interdisciplinary teams are promoted. The project partner contributes to the project implementation. The MIZ Innovation Funding with Project Partner promotes the participants with a fixed monthly payment, working space, technical equipment and infrastructure as well as coaching by experts. Apart from the final media product there's also going to be a project related publication and an explanatory video.

## Range of services of the MIZ-Babelsberg:

- Payment for the participants during the project's lifespan (max. six months)
- Project management on site plus organizing functions within the project's preparation and implementation (Call for application, working space, MIZ technical equipment, etc.)
- Support of the participants on site (according to requirements)
- Provision of funding for the implementation within the project's budget
- Access to the MIZ infrastructure and network
- Support with the distribution of the results throughout all of the MIZ's channels

We look forward to hearing from you!

## Range of services of the project partner:

- Ad-free distribution and provision of the media product with MIZ branding
- Provision of the visual and audio footage in fitted digital form
- Initial training of the participants in processes/ themes/technology/software, etc.
- Technical and contentual supervision of the project (e.g. kick-off events, editorial meetings, presence at the Media Brunch as well as determining milestones and the project's record keeping)
- Consulting, feedback and instruction of the participants according to the project's schedule
- It is possible that the project management provides additional expertise for special tasks
- A brief interim and final report

