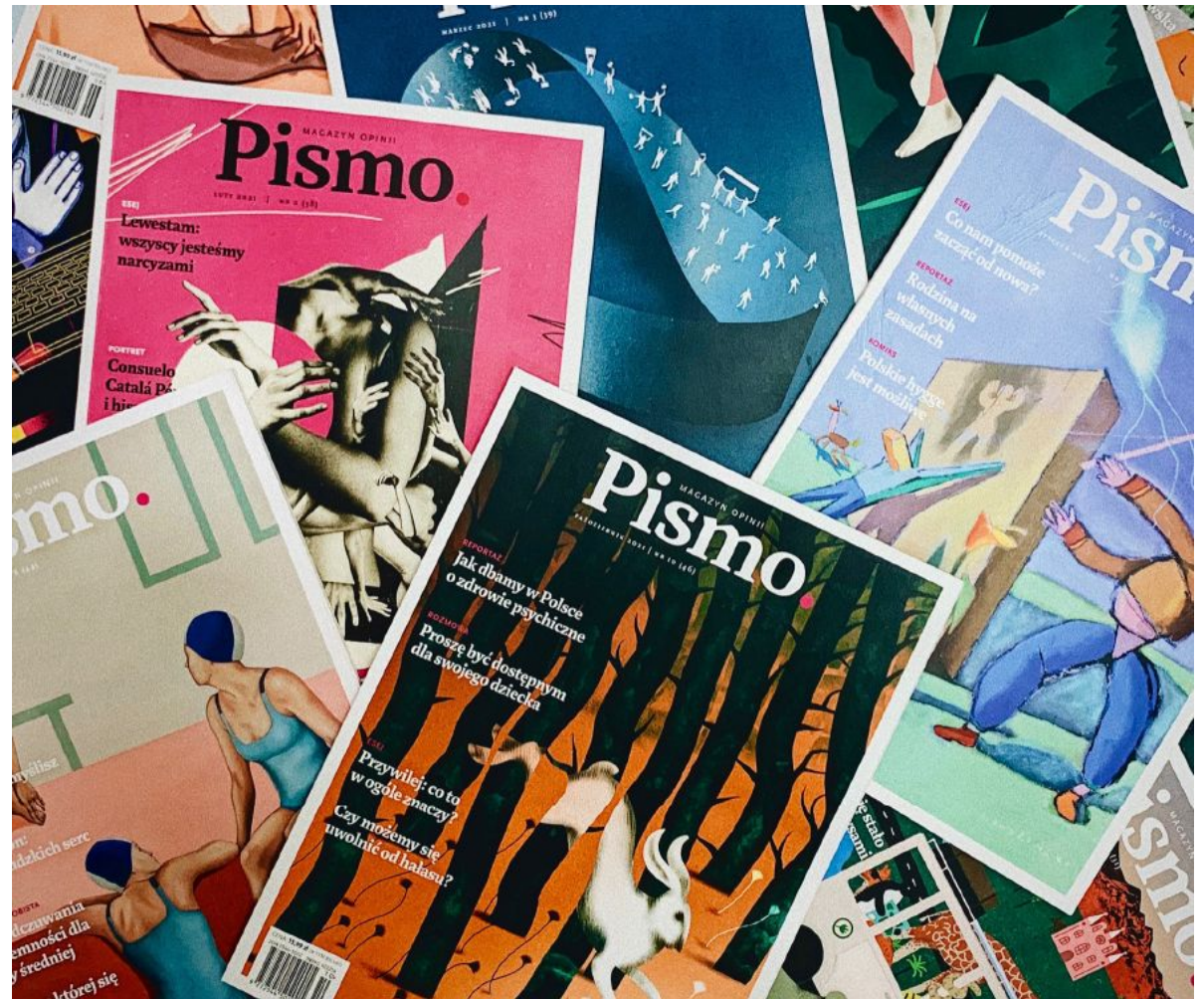


**The Pismo Foundation:**  
request for support.

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**Pismo.**



# Democracy in Poland - a major EU country - is deteriorating.

One of the most important EU countries and a #1 NATO frontline ally facing Russian aggression:



In the same time it's democracy deteriorates under autocratic conservative government:

- In 2021 *Democracy Index Report* (The Economist) Poland is rated as flawed democracy.
- In 2017-2021 recorded the biggest decline in democracy in CEE i Central Asia (Freedom House).
- In 2020 *Human Freedom Index* (the Cato Institute's) fell to 40th from a high of 21st in 2011.
- 2021 *Varieties of Democracy (V-Dem)* report finds Poland "most autocratizing country" in 2010-2020.
- EU blocked/delayed part of EU funds due to breaching democratic standards in Poland.

# Free media are under significant pressure...

## World Press Freedom Index, 2022:

Poland has fallen to its **lowest position ever - 66th** out of 180 countries - from **18th** place in 2015.



## Reuters Digital News Report 2022:

- Polish authoritarian government controls public TV and radio stations regional media (stated controlled oil giant Orlen took over Polska Press and in five months replaced 15 out of 16 editors).
- Government attempt to take over TVN, the second largest TV station; “Lex TVN” legislature forcing Discovery to sell blocked only after US pressure.
- 187 lawsuits or SLAPPs\* against independent media and journalists between 2015 and 2021.

\* SLAP: strategic lawsuit against public participation filed by individuals or entities associated with the state

... while media landscape becomes increasingly partisan, polarized and untrusted.

### Trust in media and their use as a main source of information falls down:

- Overall trust in media had fallen to 42% from 57% in 2015.
- Press is a source of news for only 13% of Poles (social media - 55%).



### Polish media are highly polarized and partisan:

- Only 19% Poles see media as independent from undue political influences.
- Major TV, radio and press either state controlled or state friendly, or significantly opposing; only a handful of media claim to avoid a clear partisanship.



# Pismo is a unique non-profit initiative ...

## Our mission:

To shape current and future leaders of social, political and cultural life by exposing them to the most important issues and inspiring them to reflect on the trends shaping the future.

## Who are we?

We are a team of people who believe in honest, reliable, high-quality journalism working for the public purpose.

Every day we strive to keep creating socially sensitive, in-depth and non-partisan content in an editorially independent environment.

Our values always come first and no financial gain would ever sway us to engage in sensationalized reporting or to instigate pointless partisan disputes.



... aiming to address these challenges.

### **“Pismo” stands for “writing” in Polish:**

We believe that by offering Polish thought and opinion leaders access to in-depth, high quality, nonpartisan, fact-checked content we can contribute to opening and democratizing our society and to make it more resistant to autocracy and populism.

### **Pismo is distinctive on the Polish market:**

- A non-profit monthly magazine publishing non-fiction (reportages, essays, portraits or interviews), fiction (short stories, poetry) and image (iconic covers, unique illustrations and photographs).
- As probably the only editorial team in Poland, it conducts diligent fact-checking of all content.
- From the start Pismo has been published in three formats – paper, digital and audio – and produces the first Polish non-fiction podcast series “Pismo Investigation”.



Although it has been published since 2018, Pismo has been nominated and awarded with major journalism prizes...

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Nominated to  
international awards...

... and obtained several Polish (selected examples).

The logo for the European Press Prize, featuring the words "European Press Prize" in a blue serif font, with a small yellow graphic element above the word "Press".

Twice for the  
European  
Press Prize

The logo for the True Story Award, featuring the words "TRUE STORY AWARD" in a bold, black, sans-serif font, with "TRUE" and "STORY" stacked above "AWARD".

True Story  
Award

The logo for Grand Press, featuring a stylized blue pen nib icon to the left of the words "Grand Press" in a bold, black, serif font.

Grand Press  
nominations

The logo for Grand Press Photo, featuring a circular graphic with concentric rings of blue, green, and red, followed by the words "GRAND PRESS PHOTO" in a bold, black, sans-serif font.

Grand Press Photo  
award

The logo for Festiwal Wrażliwy, featuring a stylized heart shape composed of fingerprint patterns, with the words "FESTIWAL WRAŻLIWY" in a small, black, sans-serif font below it.

Several Sensitive  
Festival's awards

... is recognized by independent media research and industry associations...

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**2019 Media & Marketing research on Polish media awarded Pismo for:**

*(...) uncompromised setting of standards and reminding what the essence of the press is.*



**In 2021 the Polish Chamber of Books awarded Pismo for the promotion of reading, emphasizing:**

*(...) [Pismo has] created an unusual formula, innovative and attractive, which includes both poetry and reportage. It is a magazine of opinion emphasizing its independence from partisan politics (...) it restores a balance and encourages reflection on the surrounding world.*

**PIK**OWY**LAUR**



... and praised for its innovative non-fiction podcast series.

- “Pismo Investigation” (“Śledztwo Pisma”) is the first Polish non-fiction podcast series.
- Each of 3 seasons was nominated for Grand Press Awards (#1 Polish journalism awards), and Season 2 received the Grand Press for audio reporting in 2020.
- About 300.000 unique listeners 1.5 million times downloaded or listened episodes of all seasons.



# Pismo is reaching Polish current and future opinion leaders...

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- Pismo readers are interested in ambitious social, economic, science, geopolitical and cultural content; are dynamic and aspiring.
- 60% of regular readers are higher and middle managers, entrepreneurs, representatives of professional services, high school and academic teachers.
- 2/3 of our audience has less than 35 years, and over 20% is below 25.



... and has around 20.000 engaged readers and listeners.

### About 20.000 people read and listen to Pismo every month:

- Its paper edition is published in 12.000 copies.
- 7.000 subscribe to the paper or digital editions.
- Digital version (at magazynpismo.pl, service only for subscribers and registered users) has on average 30.000 unique users per month.
- The content of the audio version is listened to nearly 30.000 times monthly.
- 3 seasons of Pismo Investigation podcast series have been listened/downloaded 1,5 million times by 300.000 users.

Pismo audience is very engaged:

**it's Net Promoter Score (NPS) is almost 80%,** which is considered world-class.

For a reference, "Gazeta Wyborcza", premier Polish daily newspaper, has a daily circulation of just over 50.000 (plus close to 300.000 digital subscribers); the no. 1 weekly, "Polityka", has weekly circulation of ca. 90.000; monthlies like "Forbes" and National Geographic" sell 21.000 and 16.000 copiers respectively (data from H2 2021).

## Pismo has a strong and diverse leadership team...



**Piotr Nesterowicz**

Founder & CEO. PhD in Management, ex. McKinsey Asc. Principal and telecom CEO. Writer nominated to major Polish literature awards.



**Magdalena Kicińska**

Editor-in-Chief. Reporter, writer and poet. Awarded 2017 Grand Press for the best interview. Nominated author of several non-fiction and poetry books.



**Kalina Wyszyńska**

Chief Commercial Officer. Experienced executive with focus on press, online media and subscription based services.

## ... and transparent governance structure.

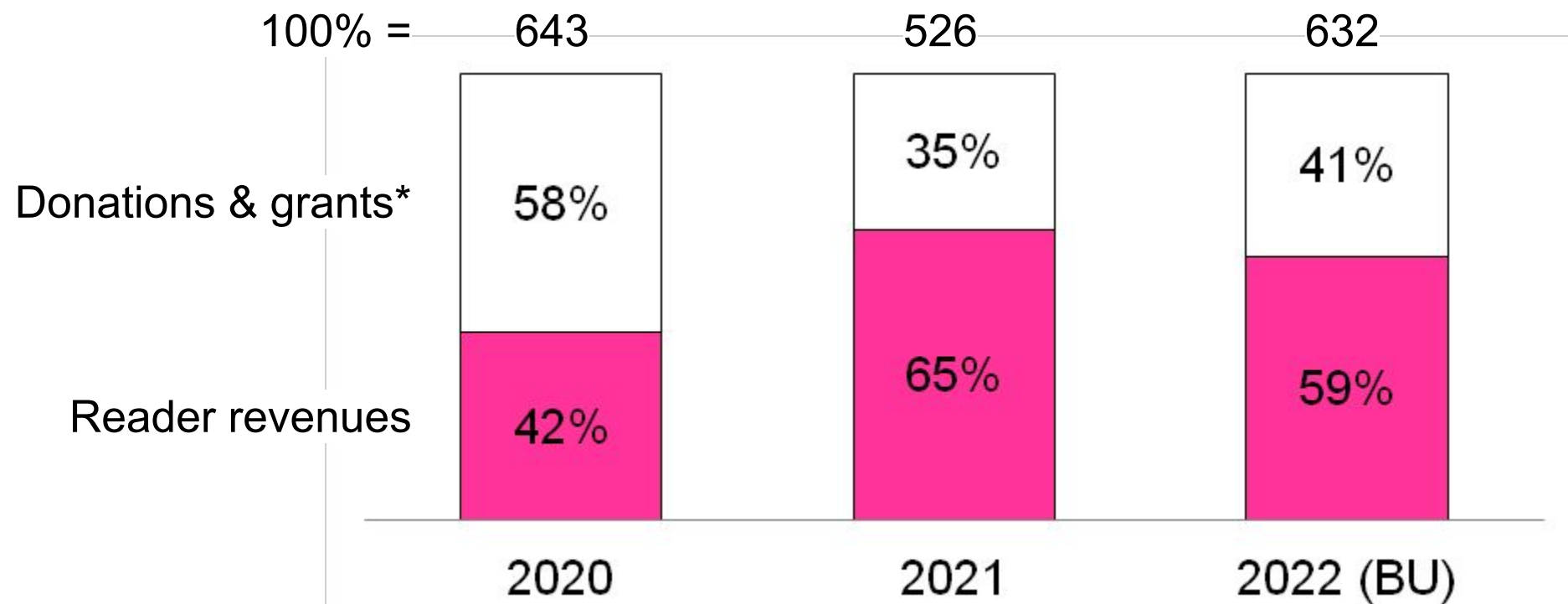
- Pismo is run by the non-profit Pismo Foundation.
- It is overseen by the Board of Foundation. It's non-executive members have background in business, professional services, media and NGO. Several of them are private donors of Pismo. Piotr Noceń, the Managing Partner of the private equity firm Resource Partners, is the President of the Board.
- Pismo's financial statements and reports are available on Pismo web site. From 2021 the results of Pismo are audited.





# While Pismo aims to drive reader revenues, private and institutional donors represent important source of revenues...

**Pismo revenues structure**  
(thousands USD)



\* Includes private and institutional donors, corporate sponsorship and grants; USD/PLN exchange rate of 4,4 PLN

... and important local and international foundations already support Pismo.

### Selected examples of organizations supporting Pismo:



Initiative of 16 European foundations aiming to support democracy and solidarity.



Swiss-based foundation supporting literature.



US-based foundation supporting climate-related initiatives.



Foundation for Polish-German Cooperation, supporting the development of relations between the two nations.

## Request for support.

The Pismo Foundation is looking for donors willing to support a unique initiative with a mission of shaping current and future leaders of the important European country facing significant threats to the democracy and free media, through non-partisan, in-depth, high-quality journalism that works for the public purpose.

We are especially interested in an institutional support co-financing Pismo's core team and thus providing mid to long term financial stability.

We are also open to other formats of funding and of donor's objectives, as long as they are in line with the mission and values of Pismo.

