

The deadline for receiving applications is August 4, 2017

**APPLICATION GUIDELINES FOR
MEDIA PROFESSIONALIZATION ASSISTANCE GRANTS PROGRAM
FOR 2017**

Basic requirements: The application should be in English, neatly typed and easy to read. Perfect English is not required but the proposal must be understandable to an English speaker. Please use Times New Roman 12 font letters and do not change the original look of the application form. Applications must be emailed to the following address: PodgoricaGrants@State.Gov. Applications received after 17:00 local time on August 4, 2017 will not be considered. Please direct any questions to the Public Affairs Office at U.S. Embassy Podgorica by email (PodgoricaGrants@State.Gov).

IMPORTANT! Organizations may only submit one proposal per program.

APPLICATION TIPS AND GUIDELINES:

Proposed Program Dates: When will the project be carried out? Be realistic about dates. Remember that, even if approved, funds may not be available for as long as up to two or three months. If your project is approved, you may be asked to change project dates.

Program Purpose: What does the applicant organization propose to do? The proposal should contain sufficient information that anyone not familiar with the work of the organization would understand. The more specific, detailed, concise and clear the program description, the better. Remember that the funds will be awarded to the top proposals, those that can clearly show how the proposed project will help the development of media freedom and journalistic professional standards in Montenegro. Try to think of active, innovative and engaging projects.

Project Justification: This is a very important aspect of the proposal and applicants should pay particular attention to it. What is the importance of the project? Why should it be funded? Who will be affected by this project? What difference does it make for Montenegro? Remember that the Media Professionalization Assistance Grants Program will only support those projects that will make an important contribution.

Project Sustainability: Describe the expected long-term effects of the project. Projects are encouraged to be self-sustaining. If the project is intended to continue after the funding from the Media Professionalization Assistance Grants Program ends, the proposal should contain an explanation of how the organization will fund the activity in the future.

Background on the Applicant Organization: Include information such as when the organization was founded, principle activities, significant achievements, etc. A copy of the registration papers of the organization as issued by host country authorities will be required before funding a project. Please also include the name and title of director and other significant staff members, particularly those who will be involved in the project. If the project proposal makes it to the final round, applicants will be requested to send in CVs or resumes of the people who will be engaged in the project. No individual CV should exceed one page.

Detailed Budget, Including Supporting Narrative: In order to be sure that we understand why there is a need for money, please prepare a line-by-line list of expenses that will be generated by this project. The budget should be prepared in a logical manner and offer enough detail that a reviewer will be able to understand exactly what the figures mean and how that figure was determined.

ALL PROJECT EXPENSES SHOULD BE CALCULATED IN ADVANCE AND BE REALISTIC. NO FUNDS WILL BE AUTHORIZED IF THERE IS ANY QUESTION ABOUT THE BUDGET. PLEASE CHECK THE EXCHANGE RATE U.S. DOLLAR – EURO WHEN CALCULATING THE COSTS IN U.S. DOLLARS.

The budget narrative should follow the actual budget presentation itself and describe in some detail the costs presented in the budget. In other words, the narrative explains, line by line, what the numbers mean and how they were determined. (For example, Travel: \$2,000." Explanation: Four reporters' travel costs to XYZ x \$500.00 for room, board and transportation costs.)

Other Sources of Support for this Project: Please describe the possibilities for co-funding of the project by other organizations. *Please note that priority will be given to projects that include collaboration with other civil society organizations.* Please describe the in-kind contribution of your organization. In-kind contributions can include voluntary work, use of premises, vehicles, classroom supplies, equipment or payment of a program event from your own funds, etc.

Budget Guidelines

Program expenses should cover all costs for the project activities. They may include all honoraria to specialists or associates; travel/per diem/lodging expenses for trips; and all expenses for seminars or conferences (speakers' fee, preparation of materials and room rental).

Fees can be paid only to the people who will spend a majority of their time on the project and have signed contracts. The fees should be calculated on the total number of hours worked for the duration of the project. Fee levels should be reasonable and not higher than other local salaries, and should include all local taxes. NGO's permanent staff members involved in implementing the program cannot receive extra money for conducting other activities related to the program.

Equipment includes computers, copy machines, printers or other technical devices necessary for the fulfillment of the project (for example, the purchase of a computer for organizing a conference is not a justified expense).

Administrative expenses include communication expenses (phone, fax, e-mail, postage); bank fees; copying and print services; office materials (e.g., paper, toner, envelopes). Although printing of leaflets and brochures may be covered by the grant, please explore other options such as use of social media to cut down on costs and environmental impact.

Bank charges should be pre-calculated and included in the budget. The use of "miscellaneous expenses" as a budget item is unacceptable.

Cocktail parties and meals not integral to a program event are not acceptable grant expenses. An effort should be made to secure funding from other sources for food costs.

Other Guidelines

- All grantees must receive advance approval before making any changes to the budget during the implementation of the project.
- If you receive funding, you will be required to submit a detailed program and financial report on the outcomes of the project.
- Please state which other organizations you have applied to for funding with the same project, and the status of those applications.
- If an application is selected, the organization will be asked to obtain DUNS number and a copy of the registration papers. The DUNS number will be used for tracking purposes, and to validate addresses and points of contact information. Organizations that do not have a DUNS number can apply at <http://fedgov.dnb.com/webform>. Although a DUNS number is not required at the time of submission, including the number in the initial application will speed grant approval should your project be selected for funding.

BEFORE SUBMITTING YOUR APPLICATION:

- * Read these guidelines once again. Make sure you understand the guidelines and that your proposal fits the purposes outlined.
 - * Carefully review the application to make sure it is complete and free of errors.
 - * You may wish to ask someone who does not know anything about your project to read your proposal to determine if it can be understood. Remember that the members of the Selection Committee will not know anything about your proposal. If they cannot understand it without asking further questions, it will not be considered for approval. Please try to avoid writing more than you are asked in certain sections of the Application Form.
 - * Make sure the application is in English, neatly typed and easy to read. Perfect English is not required but the proposal must be understandable to an English speaker. Please use Times New Roman 12 font letters and do not change the original look of the application form.
- In case you have any questions please do not hesitate to contact Public Affairs Office, U.S. Embassy Podgorica, by email (PodgoricaGrants@State.Gov).