2023 Media Professionalization Assistance Program

Application Form

**SECTION I. Project Data**

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| Ref | **Applicant Information**  |
| 1 | Legal name of applicant in Montenegrin |  |
| 2 | Legal name of applicant in English |  |
| 3 | Name of the project in Montenegrin |  |
| 4 | Name of the project in English |  |
| 5 | Legal address of applicant (street address, city, country) |  |
| 6 | Applicant’s website (if applicable) |  |
| 7 | Status of applicant (type of organization)Media or non-profit  |  |
| 8 | Unique Entity Identifier (UEI)  |  |
|  | SAM registration status (Registered/Not Registered/In process) |  |
| 9 | Name and title of contact person  |  |
| 10 | E-mail address of contact person  |  |
| 11 | Phone number of contact person  |  |
|   | **Previous U.S. Government Funding**  |
| 12 | **PREVIOUS USG** **Funding**: Include project name, amount, implementation dates in the past five years. *If none, list “n/a”* |  |
|  | **Project Information**  |
| 13 | Dates of project implementation  |   |
| 14 | Location of project implementation  |   |
| 15 | Total project budget (for detailed budget description please provide a detailed budget followed by budget narrative, in a format of your choice, following the Application Guidelines carefully) |   |
| 16 | Amount requested from the U.S. Embassy in Podgorica (in $) |   |
| 17 | If your project will receive co-funding, please list the co-funding sponsors/ sources. **(NOTE: *co-funding is not required for consideration. If the Recipient includes cost-sharing in the project proposal, then the Recipient is accountable for providing additional funds and justifying the costs.*)** |  |
| 18 | Date of Application Submission:  |   |

**SECTION II. Organization Information**

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| **Organization background**:Up to 1,000 characters, including spaces | Describe past and present operations, showing organization’s ability to carry out the program**. Include information about projects (and funding sources) that are ongoing at the time of the application submission.**  |
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| **Key Personnel:**Up to 1,000 characters, including spaces | Names, titles, and roles of key personnel involved in the program, including organization staff and any experts or trainers engaged in project implementation. Give a brief overview (1-2 sentences) of their experience and qualifications. What percentage of their time will be used in support of this program?  |
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**SECTION III. Project Description**

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| **Problem Statement and Project Purpose:**Up to 1,000 characters, including spaces | Clear, concise, and well-supported statement of the problem to be addressed and why the proposed program is needed.Please state what is the overall aim of the program. Address how it supports at least one of the Embassy’s priority areas highlighted in the Notice of Funding Opportunity. |
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| **Project Audience/Beneficiaries**Up to 1,000 characters, including spaces | Describe the target audience or group (specify gender, age range, and location of target audiences) addressed by the proposal and enter an expected **number** of beneficiaries.  |
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| **Project Summary / Design & Methods / Goals & Objectives:**Up to 2,000 characters, including spaces | A narrative that outlines the proposed project, **including project goals, objectives, activities, outcomes, and anticipated impact. Note: Use this field to explain how the proposed project would address the problem you want to solve. Your description should be informative but concise.**  |
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| **Planned Activities/ Schedule and Timeline:** |
| Activity 1 description: |  | Location/ date |  |
| Activity 2 description: |  | Location/ date |  |
| Activity 3 description: |  | Location/ date |  |
| Activity 4 description: |  | Location/ date |  |
| Activity 5 description: |  | Location/ date |  |
| **Project Partners:**Up to 1,000 characters, including spaces | List the names and type of involvement of key partner organizations and sub-awardees assisting with the project, if applicable. If you are implementing your project jointly with any other organization, please list the names and type of involvement of those partner organizations. A partner organization is an organization actively involved in development and implementation of the project. Partner organizations also need to obtain UEI number. Please note: contractors you engage to deliver goods or services such as trainers, web developers or suppliers are NOT partner organizations. **Important: There can only be one grant recipient/lead implementer, and if applying with a partner organization, you need to determine: who is the lead applicant/grant recipient, and whether you would issue a sub-grant or contract to a partner organization for the scope of their work.**  |
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| **Evaluation Plan:**Up to 2000 characters, including spaces | Explain how the program will be evaluated to make sure it is meeting the goals of the project. This category is further explained in Application Guidelines. [***Example****: specify at which stage and how would program participants be surveyed about the program’s quality and effectiveness]* |
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| **Project Sustainability:**Up to 500 characters, including spaces | Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable. Explain how the impact of the grant program will continue in the future and become sustainable without future Embassy funding. [*If requesting U.S. funding for the same program proposal year after year, what steps are you taking to graduate from needing U.S. funding?]* |
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| **Media/Social Media Plan**Up to 2000 characters, including spaces  | Describe media/social media activities to highlight project results, promote U.S. assistance and advance project objectives. |
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