Application for Funding under the USAID Media Program

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| GENERAL INFORMATION |  |
| Grant Category | **Choose a Category** |
| Name of Applicant / Organization |  |
| Type of Organization |  |
| Official Address |  |
| Website |  |
| Legal Representative Name and Title |  |
| Legal Representative’s Email Address |  |
| Legal Representative’s Phone Number |  |
| Legal Representative’s Signature |  |

1. **Project Description:**

Describe the context of your project. Give a short statement of the issue / topic that is going to be addressed and the way your project will address it (not exceeding 500 words).

1. **Beneficiaries/Target Audience:**

Identify the target audience of the project and describe how you will engage them. Provide information about your audience and geographic area of coverage (not exceeding 250 words).

1. **Project Outputs:**

Describe your approach and all proposed activities to be implemented under the project; list all project outputs that will be produced. (not exceeding 1000 words).

1. **Implementation Plan/Timeline:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Project activities / month** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
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1. **Organizational capacity and background:**

Give a brief history of the organization including its human and technical capacity to implement the project. (staffing structure, decision-making process, editorial policy). Provide an organization chart and a short description of roles and responsibilities of all persons to be involved in the implementation of proposed activities. (not exceeding 500 words)

1. **Project Results:**

Provide information about expected results of the project implementation (not exceeding 500 words).

1. **Monitoring and Evaluation:**

Describe your ability to monitor the impact of the project, and how you will report on results, including usage statistics (e.g., site visits, hit rates, social media statistics) (not exceeding 500 words).