



18 September 2007, Mercer Hotel, Dublin 2

### Case Study of Previous Successful Applicant – Mags Murphy

This fund enables practitioners to push development issues higher up on the agenda.

It is important to be flexible when doing fieldwork and be sensitive to cultural differences – for instance in time-keeping, levels of administration and record-keeping. The flexibility of the Simon Cumbers Media Challenge Fund itself leaves more room for flexibility on behalf of the practitioner.

Also, the fund allows you to partner with practitioners in other areas of media who are interested in development.

There is a generous time given before the project has to be completed to plan the project and contact interviewees. This is helped by the fact that practitioners don't have to give a minute-by-minute update on the progress of the project.

There is a broad spectrum of themes and topics that are eligible and also a lot of support, information and advice – through the Irish Aid or Connect-World websites or by telephone or email from the Connect-World office.

The fact that 80% of the grant is available upfront is a great support and gives breathing space if the amount awarded falls short of what was applied for, to negotiate with other Funders or re-format the project. There are lots of exciting programmes and projects going on around international development in Ireland – use these as inspiration or buddy up with some of those involved.