



SIMON CUMBERS MEDIA CHALLENGE FUND

Guide for Standard Grant Applicants

Connect-World Explanatory Notes

These notes are designed to guide you in the completion of the Simon Cumbers Media Challenge Fund application.

1 Project Summary

This section contains summary information about you and the programme/project you are proposing to make, which enables us to collect data. Please complete it on an A4 page and use it as the title page of your application and keep the information brief.

2 Organisation Details

Organisation name etc.: This section seeks key information about your organisation: name, address, contact numbers, e-mail, and web site address. Indicate the status of your organisation for example: Limited Company; Limited Company with no share capital; Co-Operative; Workers Co-operative; Not incorporated etc.

Bank Account details: Provide all the details requested. Should you be successful in your application, the grant will be transferred electronically to your account. Please make sure the details are correct.

List any applications to the Simon Cumbers Media Challenge Fund: Indicate if your organisation is applying for other funding in this Grant Round and if so give relevant details.
If you are applying as part of a group of organisations (consortia) you will have to name and give details of all the project partners.

Grant record with the Simon Cumbers Media Challenge Fund: Include reference numbers and amounts for each grant received from the Simon Cumbers Media Challenge Fund in the last two years, including current.

3 Details of Radio Station/Media Outlet

Provide as much information as possible of the radio station/Media Outlet that will broadcast the programme(s) or publish the project. This information should include: name, address, contact numbers, e-mail and web site address if applicable, the catchment area of the radio station/publication and details of any awards/special commendations received.

4 Project Description

This is the most important section of your application. Describe your project under each of the headings. Please be brief and concise.

Proposed Programme Title: The proposed title does not have to be the final programme title. Connect-World recognises that titles evolve in the course of the project.

Themes, issues covered in the programmes/project: These themes, issues must be consistent with the content of the broadcast programme(s)/publication. The themes must have a clear development / human rights / justice focus. The themes should highlight local and global connections. Issues addressed could be poverty, education, health, migration, nomadic peoples, environment, women and development, globalisation, trade, agriculture, refugee flows, sustainable development, war and conflict, local development, HIV/AIDS, and the role of aid.

Key messages conveyed in the programme(s)/publication: Detail what you consider will be the key messages of the programme/publication. What is it trying to achieve or contribute to? What do you anticipate /would like to be the lasting impression on the listener/reader?

How will a local/global link be established? Indicate how you intend to make the local and global link?

Target group: If you are planning to target any specific age group, or to target any other category of listeners/readers, detail what age group and / or other target group, why you have chosen this group and what appeal you think your project will have for the targeted group.

Style of programme(s)/publication: Detail what your preferred style of programme-making is. Do you, for example, you intend using a narrator and interviews to tell the story or, will the story be told through music, sound effects, interviews or a combination of all? In case of print or new media: Is the project an interactive CD-Rom, a photo report etc.

Number and duration of programme(s)/number of issues/number of pages: Indicate if you intend making full programme(s) or 'featurettes', the length of your proposed programme(s) and the number you intend making. In case of print: How many pages, how many parts will appear in the publication?

Estimated audience reach and broadcast time/readership: Indicate the estimated time of broadcast? How many people will the project reach?

List all personnel and their relevant experience / qualifications

employed: Include as much biographical information as you deem necessary. A full curriculum vita is *not* necessary.

Details on co-operation and collaboration with local community/NGOs: If your programme/project is being made in conjunction with a local community group or NGO, indicate the name of the group, members of the group that will be working with you and their envisaged role.

Details of previous global development issues programming: If you have been involved in projects dealing with development, human rights and justice issues, provide details here. If you have written on any of these issues for the print media, give details here as well.

5. Project Budget

Please note the following when preparing your budget:

Eligible Costs

- Direct project costs
- Overhead costs up to 15% of the total direct costs funded by the Simon Cumbers Media Challenge Fund

Ineligible Costs

- Retrospective work
- Capital or equipment costs (unless it can be justified as essential to the delivery of the project)
- Third level fees
- Consultant fees to write applications
- Purchase repair or furnishing of buildings
- Servicing debts or loans

<p>Note: Applications that promote any one agency or are of a campaigning nature will not be considered.</p>

Sample Budget Layout

This sample budget is designed to help you with the layout and structure of the budget. The figures are for illustration only.

Table 1: Project Expenditure

Direct Project Costs	Item	€
Staff Costs		
Production Cost		
<i>Direct Project Costs</i>	<i>Total</i>	
Overhead Costs		
<i>Overhead Costs</i>	<i>Total</i>	
Direct Costs & Overhead Costs	TOTAL PROJECT COSTS	

Table 2: Income Requested from the Simon Cumbers Media Challenge Fud

Requested	€	Percentage of Direct cost
Direct Costs		
Overhead Costs		%
TOTAL		

Table 3: Budgeted Income

Funder	€		% of Total
Own Organisation			
<i>Own Organisation Total</i>			
Other Funders (please list)			
<i>Other Funders Total</i>			
Simon Cumbers Media Challenge Fund Direct Project Costs Overhead Costs			
<i>Simon Cumbers Media Challenge Fund Total</i>			
TOTAL			

IMPORTANT NOTE: In kind contributions

Please do not include in kind contributions in your budget. Should you feel it necessary to point out in kind contributions to your project/programme please list them separately.