**MEDIA PROGRAM IN ARMENIA  
Content Production Subgrants  
Application form***\*Please ensure that you adhere to the word limits and address all sub-questions in each section to provide a comprehensive and concise response.*

1. **INFORMATION ABOUT THE APPLICANT**

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| Name of the organization |  |
| **Address of the organization** |  |
| **Name and position of the Point of Contact responsible for the application** |  |
| **Email of the Point of Contact** |  |
| **Phone number of the Point of Contact** |  |
| **Link(s) to organization’s website(s) or social media channel(s), (if any)** |  |
| **Name of the proposed project** |  |
| **Duration of the proposed project** |  |
| **Type of media** | National  Regional /local |

1. **ABOUT ORGANIZATION**

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| ORGANIZATIONAL CAPACITY  *Please describe the capacity of the organization and past relevant experience in media production. Please list successful projects as well as key staff members that will be involved in the implementation of the proposed project.* |
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| MEDIA ETHICS AND SELF-REGULATION  *Is the organization a member of any media self-regulation mechanism and/or does it have a Code of Ethics? Provide links to and/or attachments of relevant documents. Please describe how your organization ensures professional ethical standards in the daily work of the newsroom and in the implementation of the proposed project, any potential ethical issues that could arise as a result of the project, and how you will approach those situations.* |
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| TRANSPARENCY  *Please provide information about the beneficiaries and owners of the organization and its financial sources. Please describe how your organization shares this information with its audience.* |
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1. **PROJECT DETAILS**

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| Executive summary (up to 0.5 page)  *Clearly summarize your proposed project (the media environment, project objective, main planned activities, why and how it is important to the public, and expected outcomes).* |
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| Background and needs (up to 1 page)  *Provide a description of the needs or problems that you have identified and want to address through your project.* *Please justify your situation analysis with examples, facts, and provide references* |
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| Goal and objectives (up to 0.5 page)  *What are the goal(s) and objective(s) of your proposed project?* |
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| Proposed activities and expected results/Timeline (up to 1 page)  *Describe in detail the concrete activities you plan to carry out to address the needs identified above and list expected results for the goal(s) and objective(s) set out above.*  *Please include a detailed description of the content that will be produced within the project, including topics, formats, storylines, etc. Please also reflect on how the project will address gender equality and inclusion, with a particular focus on gender disparities and ensuring that media content is respectful and inclusive.* |
| Description of activities: |
| Project timeline  *In the table below, please provide a brief timeline of the project implementation. (please use color to indicate when activities take place)* |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Activities** | **Months** *(can be adjusted according to the duration of your project)* | | | | | | | 1 | 2 | 3 | 4 | 5 | ... | | *Activity 1. Activity name* |  |  |  |  |  |  | | *Sub activity 1.1 Sub activity name* |  |  |  |  |  |  | |  |  |  |  |  |  |  | |  |  |  |  |  |  |  | | *(Rows can be added as needed)* |  |  |  |  |  |  | |
| 1. Innovation   *Applicants may include their ongoing projects in the proposal, but are strongly encouraged to propose new formats, topics, and approaches in their work. Please describe what aspect of the proposed project is innovative for your team and for your audience.* |
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| 1. Target groups and content distribution plan (up to 0.5 page)   *Please describe the target group(s) of the project and your content distribution plan.* |
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| 1. Gender equality and social inclusion (up to 0.5 page)   *Explain how gender equality will be incorporated in you work to ensure equitable representation and engagement of men and women.* |
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| 1. Monitoring and Evaluation (up to 0.5 page).   *Please specify if there is a designated person responsible for overseeing the project, preparing progress reports, and sharing results with partners. Please outline the number of pieces you intend to produce․ Describe the expected online audience reach of all content published with project support across various distribution platforms (Website, Facebook, YouTube, Telegram, Instagram, Twitter, etc.). Audience reach should be measured in terms of the number of views. Additionally, please provide details on how you plan to monitor these metrics.* |
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| 1. Risk Analysis (up to 0.5 page)   *Provide information on volatility in the areas of work to be taken into consideration in project planning as well as any mitigation measures.* |
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| 1. Sustainability (up to 0.5 page)   *Please indicate how you expect any of your projects’ outputs or outcomes to continue beyond the duration of this funding.* |
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| Please list the organization’s three to five largest ongoing and/or past projects over the last three years |

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| **Name of the Project *(Insert a link if available)*** | **Name of the Donor** | **Implementation period** | **Project Budget** | **Short Description** |
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| Content production experience: please provide up to three examples. |

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| **Name of the product/article** | **Date of publication** | **Link to the product/article (if available)** |
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**Checklist of documents to be submitted**

***Please submit in the requested formats***

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| **Name of the document/annex** | **Available** | **Not available** |
| Completed application (PDF) |  |  |
| Annex 1 Budget (Excel) |  |  |
| Annex 2 CVs of the implementing team (PDF) *(One combined document containing all CVs)* |  |  |
| Annex 3 Code of Ethics |  |  |
| Annex 4 Editorial standards |  |  |
| Annex 5 Registration certificate of the organization |  |  |
| Additional documents  (Attach other documents that will help the selection committee in its review) |  |  |