



U.S.-AZERBAIJAN MEDIA DEVELOPMENT FUND CALL FOR PROPOSALS

The Embassy of the United States of America in Azerbaijan seeks innovative proposals in the areas of media training and journalism education. The U.S.-Azerbaijan Media Development Fund seeks to support the strengthening of independent media in Azerbaijan by awarding on competitive basis project grants not to exceed \$75,000 to local non-government organizations, educational institutions and/or media organizations. The closing date for applications is July 24, 2011.

What Type of Projects are Funded?

The competition is open to well-developed and innovative project ideas that will contribute to improving media training and journalism education, with the long-term aim of creating the kind of independent media that promotes better governance and a stronger civil society. The U.S.-Azerbaijan Media Development Fund has chosen to address the following topics:

- Building journalism capacity both in traditional and new media, which includes but is not limited to teaching reporting techniques, journalism ethics, investigative reporting, citizen journalism, blogging, photo-journalism and video journalism;
- Strengthening journalism-teaching programs within existing institutions, including the development of new curriculum and hands-on learning initiatives;
- Development of student-led media outlets, including student newspapers, magazines, on-line publications, radio and TV programs;
- Establishment of programs that create viable self-sustaining business models for independent media.

Projects NOT funded by the U.S.-Azerbaijan Media Development Fund include:

- Fund-raising campaigns;
- Scientific research projects;
- Projects with budgets that exceed \$75,000 and take more than a year to implement;
- Projects that duplicate existing projects being implemented by an organization;
- Projects that aim to support partisan political activity.

How to Apply?

Qualified organizations may apply to the U.S.-Azerbaijan Media Development Fund no later than July 24, 2011. Please submit your proposals and all other supporting documentation to BakuMediaFund@state.gov. Upon submission of proposal you will receive a confirmation. Please note that all organizations are required to submit their projects in ENGLISH.

Evaluation Process

U.S. Embassy Baku has formed a Review Committee consisting of representatives from different U.S. government agencies and experts from international donor organizations to review submitted proposals. Once the application process is over, it will take up to 45 days for the Committee to complete its review process. Some of the applicants may be invited for an interview during this review process.

Evaluation Criteria

The U.S.-Azerbaijan Media Development Fund will use the following general criteria to evaluate all submitted grant proposals:

- The project proposal demonstrates that the organization has sufficient expertise, skills and human resources to implement the project;
- The organization demonstrates that it has a clear understanding of the issues project aims to address and is specific in outlining steps to be taken;
- The organization has identified appropriate target groups in a way that maximizes project outcomes and the project has a clear, manageable scope;
- The project idea and approach is innovative, yet proposed project activities are concrete and detailed and supported by reasonable work plan;
- The project's budget is well organized, detailed and reasonable. There are no budget lines labeled miscellaneous expenses. Entertainment and alcoholic beverage expenses are not included in the budget. The budget demonstrates that the organization has devoted time to plan for and assess actual expenses associated with the project instead of providing rough estimates;
- The organization has clearly articulated how it will assess and measure its own performance throughout the project implementation phase, using concrete quantitative and qualitative assessment tools;
- The project proposal describes clearly the approach that will be used to ensure maximum sustainability of the project's results after its completion.