



1. CONTACT INFORMATION

The person named in this section will be responsible to the organisers and administrators¹ of the Simon Cumbers Media Fund for any funding received.

Contact person for this application:

Job title of contact person:

Address of contact person:

Telephone number:

Mobile number:

Email address:

Details of previous media experience of development issues, if any (max 250 words):

1. The Simon Cumbers Media Fund is organised by Irish Aid, the Government's overseas development aid programme. The Fund is promoted and administered by DHR Communications, on behalf of Irish Aid.

2. MEDIA OUTLET

This section should include the contact information for, and a description of, the media outlet that has committed to publishing / broadcasting the proposed project if funding is received from the Simon Cumbers Media Fund.

Name of media outlet:

Contact person in media outlet:

(if different to contact person named in Section 1 above)

Job title:

Address:

Telephone number:

Email address:

Website of media outlet:

Readership / viewership figures
for media outlet:

Description of media outlet (max 250 words):

NB: All applications must attach an agreement to publish / broadcast from the intended publisher / broadcaster. Please refer to sample commitment letter on website for further information on how intended publisher / broadcaster should acknowledge the Fund.

3. PROJECT DETAILS

Proposed title:

Type of project (e.g. radio programme, magazine feature article):

Geographical focus:

Please indicate on which country / countries your project is focused.

Estimated audience / readership reach:

Estimated broadcast / publication time and date:

Summary of project (max 400 words):

Please include details of how your selected theme(s) will be explored; the key messages of your project; and the target audience.

Treatment of your story (max 250 words):

Please include details of who you intend to interview and how your end-product will appear / sound.

List all personnel employed by the project and their relevant experience:

4. YOUR UNDERSTANDING OF DEVELOPMENT ISSUES

Please explain – in less than 250 words – how your proposed project and the issues it explores are of relevance to the Millennium Development Goals.

5. FUNDING APPLICATION

Amount of funding sought from the Simon Cumbers Media Fund:

6. FUNDING PROCESS

Payment of funding is made by DHR Communications, and the relevant forms will need to be completed as soon as possible after funding is approved. A representative of DHR Communications will make contact with all successful funding applicants and explain the process in more detail once the funding awards have been announced.

7. PROJECT BUDGET

Please provide details in relation to the following:

1. Breakdown of funding required under the Simon Cumbers Media Fund.
2. Breakdown of costs that will be covered by the applicant (and / or the media organisation that has agreed to publish / broadcast the finished product).

Please list itemised costs, with as much detail / description as possible. Please note the following eligible / ineligible costs in relation to your application for funding:

ELIGIBLE COSTS

- *Direct project costs, such as travel, subsistence, and car hire resulting from the project.*
- *Research expenses and resources (equipment rental).*
- *Overhead costs, such as phone calls, office expenditure. Only overhead costs relating to the project will be funded, not general running costs, such as office rent.*
- *Expenses for mounting a photo exhibition (The Irish Aid Information and Volunteering Centre may be available to host an exhibition free of charge).*

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.*
- *Staff wages, production or printing costs.*

Please refer to sample budget list on website: www.simoncumbersmediafund.ie.

Estimated travel days including flights / transit: _____

1. Breakdown of funding required under the Simon Cumbers Media Fund:

2. Breakdown of costs that will be covered by the applicant:

8. MAXIMISING THE IMPACT OF YOUR PROJECT

To maximise the impact of your project, the administrators of the Fund will facilitate successful applicants to submit blog entries for inclusion on the www.simoncumbersmediafund.ie website. The judging panel for the Simon Cumbers Media Fund will also look favourably on applicants that propose to use social networking tools to enhance the impact of their project. Please indicate below how you would use online tools to increase the reach of your project if your application for funding is successful.

Would you submit content for the Simon Cumbers Media Fund blog in the course of implementing your project? Yes: No:

Would you use Twitter to give updates on the progress of your project? Yes: No:

Would you contribute to the Simon Cumbers Media Fund Facebook page? Yes: No:

If there are alternative / additional online tools that you would employ in maximising the impact of your project, please give details here:

9. FURTHER INFORMATION

If you have questions about filling in this application form, please contact:

Simon Cumbers Media Fund

c/o DHR Communications, 30 – 31 Francis Street, Dublin 8

Tel: 01-4200580, Email: info@simoncumbersmediafund.ie

Applicants will be notified of the judging panel's decisions by late-June 2013.

10. SUBMITTING YOUR APPLICATION

Applications will be accepted if received on or before Friday, 10th May 2013 (deadline of 5pm).

Completed application forms should be emailed to: info@simoncumbersmediafund.ie