

Project partners:



Call for Proposals for Grants to Implement Public Awareness and Advocacy Campaigns on Media Integrity in South East Europe

Application deadline: February 28, 2014

Introduction

The Center for Independent Journalism Budapest seeks proposals from civil society organizations (CSOs) to implement **public awareness and advocacy campaigns and organize actions** aiming to support free, independent, pluralistic and viable media in **Albania, Bosnia and Herzegovina, Croatia, Macedonia and Serbia**.

This call for proposals is part of the project “**South East European Media Observatory – Building Capacities and Coalitions for Monitoring Media Integrity and Advancing Media Reforms**” which aims at supporting integrity both in public service and commercial media in South East Europe.

The South East European Media Observatory is a regional instrument which is to be established as a long term activity by the South East European Network for Professionalization of the Media (SEENPM) to monitor media integrity based on common methodology, it will include national reports and a regional overview, and provide information on media reform processes at national and regional levels.

The South East European Media Observatory project examines a whole set of indicators of the media sector which are crucial to serve the public interest and democratic processes in society. It puts an emphasis on the political economy of media, including ownership and its impact on press freedom, but also addresses the problems of structural weaknesses and improper performance of the industry.

This project, co-sponsored by the Civil Society Facility Partnership Programme of IPA/European Commission, is implemented in 2012-2014 by partnering media development civil society organisations in the South East European region: Peace Institute (project leader - Ljubljana); Albanian



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Media Institute (AMI - Tirana); Media and Civil Society Development Foundation “Mediacentar” (Media Center Sarajevo); Investigative Journalism Centre (IJC/CIN - Zagreb); Center for Independent Journalism, CIJ - Budapest); Macedonian Institute for Media (MIM - Skopje); Novi Sad School of Journalism (NNSJ).

On behalf of the project consortium, the **Center for Independent Journalism, Budapest** administers the granting scheme for civil society organizations to implement public awareness and advocacy campaigns as an important component of the project.

What we support with this grant?

Actions under this call for proposals should focus on the main topic of the project South East European Media Observatory – **media integrity**. Media integrity encompasses qualities of the media system which enable the media to serve public interest and democracy. Through research activities the project envisages to find answers for the following questions: Whether and in which way media systems in the countries of SEE integrate risks of institutional corruption and political clientelism? How these risks influence the ability of the media to serve public interest and fulfil its democratic role? Which policies, structures and practices can be considered as “agents of change” to protect media integrity and advance democratic media reforms? Thus, this project explores the situation in the following major areas of media integrity:

- media policy development and implementation;
- media structures and institutions (media ownership and finances, public service broadcasting)
- status and situation of journalists;
- journalistic and media practices (methods and ethics in content gathering and presentation).

Under this granting scheme, the proposed activities should aim to initiate, promote and/or support actions and mechanisms which strengthen media integrity. They should also take into account the related research activities by project partners and the investigative stories published as part of the project on the [SEE Media Observatory project web site](#). The future grantee in each of the five countries is expected to closely cooperate with the local partner organization.

Applicant organizations may choose any type of the actions listed below. Other actions not listed here can be also proposed. Applicants are encouraged to apply creative ways when designing their public awareness and advocacy campaigns and they may combine different actions locally. If relevant and justified, regional actions in two or more of the five countries can be proposed.

Actions to be funded:

- Debates, lectures, presentations at local public events (conferences, workshops, seminars, roundtable discussions) related to media integrity;
- Invitation to foreign experts and media practitioners to speak at such events;
- Meetings with stakeholders and decision makers (for example professional organizations, unions, regulators, members of the parliament, government, judiciary) to discuss legal measures and other mechanisms necessary to protect media integrity;
- Launch of media policy initiatives aimed at strengthening media integrity (for example: development of action plans or proposals on media self-regulation, public service broadcasting, media literacy, media transparency);



- Translation and adaptation of publications and documents related to the topics covered by the SEE Media Observatory, and to its research, in order to disseminate them in local languages;
- Development and/or adaptation of the research content within advocacy campaigns for media integrity to be published in local languages on existing information sharing platforms, and to be linked to the information about similar actions on the [project website](#) and the individual websites of the project partners;
- Print and online publications (leaflets, brochures, posters, web content, etc.) to raise public awareness of media integrity;
- Development and use of social media distribution tools to raise public awareness, strengthen public support for advocacy campaigns on media integrity;
- Establishment of an online resource library on media integrity in local languages;
- Capacity building and empowerment of defenders of journalists' rights and citizens' communication rights to form ad hoc coalitions and/or long-term alliances locally and regionally for protection and promotion of media integrity;

More specific topics under these areas can be:

- transparency of media ownership;
- concentration in media ownership;
- lack of transparency in media privatization and financing;
- influence of governments/political parties on media ownership and finances;
- media market irregularities;
- corrupt practices in operating and governing public service media and regulatory bodies;
- allocation of public resources (licensing frequencies, etc.) in the media sector;
- political and economic dependence of the media outlets and partisan journalism;
- irregularities in labour relations;
- attacks and threats aimed at journalists engaged in disclosing corruption and clientelism;

Who can apply?

This call invites civil society organizations - professional associations, advocacy groups, research institutes, human rights organizations and other CSOs - specializing in media and with relevant experience in Albania, Bosnia and Herzegovina, Croatia, Macedonia and Serbia to submit proposals.

CSOs can apply, if they are established in any of these five countries and meet the following definition: they are established as a legal entity having a non-commercial purpose; they are independent of any local, regional and central governments, any public entities, political parties, religious institutions and commercial organizations. CSOs are eligible for this call if they have been actively operating according to their founding document for **at least 1 year prior to submitting the proposal**.

One applicant is entitled to submit one proposal under this call.

The total amount of the grant for five countries is 25000 euros.

A maximum grant amount of EUR 5000 per country will be awarded. The evaluation team may decide to award only one applicant organization, but may also split this amount between two proposals from a country.



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Duration of the actions and the grant period

The duration of the public awareness and advocacy campaigns will be from 3 to 6 months.

Activities can start on the day of the grant decision (expected on 15 March, 2014) and should end on **30 September, 2014** at the latest.

Each selected organization is to send one representative to the **advocacy workshop** of the South East European Media Observatory project to be held in **Macedonia during the last week of March 2014**. All costs of the participants will be covered by organizers.

What is the application procedure?

Applications should be submitted in English language via e-mail to the Center for Independent Journalism at: seeapplications@cij.hu The deadline for submitting the applications is **24:00 on 28 February 2014**.

The Center for Independent Journalism Budapest will confirm the receipt of the submitted proposals by sending an email message. Additional documentation and information may be requested from the applicant during the evaluation process.

Applicants can ask further information about the Call for Proposals from the Center for Independent Journalism in writing **until 20 February 2014 by sending inquiries** to seeapplications@cij.hu.

The decision by the evaluation team is expected on 15 March 2014.

The Center for Independent Journalism will sign the contracts with the grantees till 31 March 2014.

How to apply?

The application consists of three parts: the Application Form, the Budget Plan and the Supporting Documents. The application must be submitted in English.

1) The Application Form

Applicants are to submit a fully completed Application Form with their contact data and a brief description of the proposed action.

The Application Form can be downloaded from the SEE Media Observatory project website (<http://mediaobservatory.net/>) and the web sites of the partner organisations:

Peace Institute: <http://www.mirovni-institut.si>;

Albanian Media Institute: <http://www.institutemedia.org/>;

Media Center Sarajevo: <http://www.media.ba/>;

Investigative Journalism Center – Zagreb: <http://cin-ijc.com/>;

Center for Independent Journalism: <http://www.cij.hu/en/>;

Macedonian Institute for Media: <http://www.mim.org.mk/>

Novi Sad School of Journalism: <http://www.novinarska-skola.org.rs/sr/>.

Description of the proposed action

In this part of the Application Form civil society organizations are requested to



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- describe the core problem they want to focus on;
- list the activities to be implemented and the methods to achieve their goals;
- outline the expected measurable/tangible results;
- describe the visibility tools to inform the public about the actions and their impact.

Timeline projection

Applicants should demonstrate their plans for timing the activities.

Experience and capacity references

Applicants must prove their professional experience and organizational capacities to implement the proposed actions and therefore are required to provide a short description of the organization and list maximum three projects/actions carried out over the past years.

2/ Budget plan

Applicants are requested to submit their budget plan of direct expenses related to the action.

Eligible costs are the expenses directly related to the proposed activities. All project expenses must be calculated in EUR. The budget narrative should describe the justification of the costs presented in the budget.

Eligible direct costs can be:

- costs of staff assigned to the project (salaries);
- travel/accommodation costs related to events;
- rental costs for equipment and supplies for the project activities;
- costs of services - organization of events, costs of communication, printing, publication, translation, rent of event venues, meetings, and other services directly related to the proposed actions;
- visibility and distribution items related to the activities (DVD, print paper, pens, etc.).

The purchase of any equipment is a **non-eligible cost**.

Justifiable **indirect costs** are also eligible (for example office rent, utilities, banking, book-keeping, etc.), but the ratio of such administrative costs **should not exceed 7 percent of the total direct costs**. Although these indirect costs do not have to be itemized, they will have to be accounted in the books of the organization according to the general rules of bookkeeping.

The total budget should not exceed the maximum amount EUR 5000.

3) Supporting documents of eligibility

Applicants should enclose copies of the following documents to demonstrate their eligibility under this call:

- copies of the founding document (deed of foundation or statutes) and the registration of the organization;
- copy of the latest annual report with the financial statement;
- statement by the legal representative on the financial and legal situation of the applicant organization.

These copies should be signed by the legal representative of the organization and their scanned versions should be enclosed as a part of the application.



What is the evaluation procedure?

After the submission of proposals, applications **are pre-screened for formal eligibility**. Applications rejected due to non-compliance with eligibility criteria can request a review its decision within 5 days of being notified about the rejection. The Center for Independent Journalism will forward this request to the evaluation team for decision. In case of acceptance, the proposal will be further evaluated with the others.

After this pre-screening, an evaluation panel including experts from the South East European region will assess the applications. The evaluation team may request the submission of additional information about the applicant or the proposed action

The evaluation criteria are divided into headings and sub-headings (a,b,c). Each sub-heading will be given a score between 1 and 5 in accordance with the following assessment categories: 1 = very poor; 2 = poor; 3 = adequate; 4 = good; 5 = very good.

A proposal can receive a maximum score of 80 from each of the evaluators. The final score of a proposal will be the average of the total scores reached.

Evaluation criteria	Scores	Subtotal
1. Relevance of the action for the core subject of the project		
a) how relevant is the proposal to the objectives and priorities of the Call for Proposals	5	
b) how relevant is the proposed action locally	5	
c) how clearly defined and strategically chosen are the stakeholders (type of stakeholders, their constituencies, reach-out)	5	15
2. Capacity of the applicant organization		
a) reference projects/campaigns reflecting the knowledge of issues	5	
b) relevant record of project management capacities (staff, equipment, ability to handle the budget for action)	5	10
3. Design of the action		
a) how coherent is the overall design of the action?	5	
b) does it build on the research findings on media integrity of the project;	5	
c) does it take into account external factors and potential risks?	5	15
4. Effectiveness and feasibility of the action		
a) are the activities proposed appropriate, practical, and consistent with the objectives and expected results?	5	
b) is the action plan clear and feasible?	5	
c) does it contain creative use of various advocacy tools?	5	
d) does the proposal contain monitoring and evaluation of the outcome?	5	20
5. Reasonable budget and timeline		
a) are the activities appropriately reflected in the budget?	5	
b) is the ratio between the estimated costs and the expected results satisfactory?	5	10



6. Sustainability of the action		
a) is the action likely to have a tangible impact on its target groups?	5	
b) is the proposal likely to have multiplier effects? (Including scope for replication and extension of the outcome of the action and dissemination of information)	5	
c) are the expected results of the proposed action sustainable:		
- institutionally (<i>Will structures allowing the activities to continue be in place at the end of the action? Will there be local "ownership" of the results of the action?</i>)	5	
- at policy level (where applicable) (<i>what will be the structural impact of the action — e.g. will it lead to improved legislation, codes of conduct, methods, etc?</i>)	5	20
7. Co-operation with other NGOs (ad hoc coalitions) locally and/or in the region	5	5
Total	80	80

Visibility and copyrights

The South East European Media Observatory project partners reserve the right to publish the products resulting from this project in part, in whole or as a reference on their website or in their publications with due respect to copyright rules.

Contracts with grantees will contain specific conditions of copyrights and crediting the sponsors of the project.

Contracts, reporting and final payments

Granted organizations will receive their contracts via e-mail. They have to print and sign 2 copies and send it back to the signatory, the Center for Independent Journalism. After this CIJ will transfer the first instalment of the grant - 70% of the total grant amount - to the grantees within 10 days.

The grantees are to submit a narrative and financial report according to the terms set forth in the grant contract.

The final payment (30%) will be transferred after the final report is approved by the Center for Independent Journalism.

Checklist of documents to be submitted as part of the application till 28 February, 2014:

- A/ Application Form (Word file)
- B/ Budget plan (Excel file)
- C/ Supporting documents (scanned):



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- copies of the founding document (deed of foundation or statutes) and the registration of the organization;
- copy of the latest annual report with the financial statement;
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South East European Media Observatory is a regional partnership of civil society organisations aimed at enhancing media freedom and pluralism, and influencing media reforms in the countries of South East Europe. It addresses obstacles to democratic development of media systems by providing a regional instrument for media research and monitoring, support to investigative journalism and civil society engagement. It also offers a regional framework for debates, consultations and coalitions among key stakeholders. SEE Media Observatory particularly addresses the problems with integrity of media and journalism in the region, focusing on harmful patterns of media ownership and media finances. In 2013 and 2014 the regional observatory concentrates on media integrity in Albania, Bosnia and Herzegovina, Croatia, Macedonia and Serbia. The partnership includes civil society organizations from two EU member neighbouring countries – Slovenia and Hungary, both with experience of media transition and ability to contribute to media reforms in the region by presenting lessons learned from successes and failures in democratic transition of media sector.

SEE Media Observatory is envisaged as a long term, continuous activity of the network of civil society organizations – South East European Network for Professionalization of the Media (SEENPM).

Coordinator of the Call for proposals for NGOs in SEE Europe:

Center for Independent Journalism, Budapest, e-mail: seeapplications@cij.hu.

