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| **Concept Note No:** (for official use only) |  |

**INSTRUCTIONS**: This concept note will enable the USAID Strengthening Media Systems project to determine both whether it can support the proposed idea, as well as the best mechanism for doing so. While all details about project elements and activities are not required or expected, it is recommended that applicants clearly describe the context, intent and objectives of the concept so that SMS can properly assess its eligibility for support. You may attach any supporting documentation or references that would aid in the assessment.

**CONCEPT NOTE**

**Section I**

**Applicant**

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| --- | --- |
| **Name of Applicant / Organization** |  |
| **Type of Organization** |  |
| **Official Address** |  |
| **Web Address** |  |
| **Legal Representative Name and Title** |  |
| **Legal Representative’s E-mail address** |  |
| **Legal Representative’s Phone Number** |  |
| **Legal Representative’s Signature** |  |

**Brief description of the organization**

Please describe the organization’s history and mission, experience and knowledge most relevant to the proposed project idea, emphasizing recent activities and achieved results (up to half a page).

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**Section II**

**Project Concept**

## I am applying for:

**LOT 1**: Developing, improving and/or implementing viable business model(s) that directly contribute to financial sustainability of specific media outlets and MSOs

**LOT 2**: Designing and implementing advocacy initiatives aiming at improving business environment for media operations

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| --- | --- |
| **Proposal Title** |  |
| **Duration of Proposed Activities** |  |
| **Geographic Coverage** |  |
| **Estimated costs** | **USD** |

1. **Please describe the problem you are trying to address, identifying specific issues related to both the organization and the context (up to half a page).**

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## Provide brief overview of proposed idea (business model or initiative) to address the problem identified above (up to 1 page).

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## Please outline examples of activities proposed to support the idea indicated above, summarizing tentative timeline and expected results (up to half a page).

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