



Guidelines to using the MDDA Online system for grant funding applications





Welcome to the MDDA's grant funding online application system

As a highly valued MDDA stakeholder, we hope that it makes your application for our grant funding simpler and more efficient than in the past.

In this presentation, we will take you step by step through the online application system.

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Note that the online application system is structured in 2 phases.

You will be required to first successfully complete and submit the first phase, which deals with general information about your media project.

This phase is applicable to all community and small commercial media projects applying – whether you are a TV, radio, print or digital project.



Once you have submitted the first phase, you will then receive an email with a link to the second phase.

This phase differs whether you are a broadcast or print and/or digital media project.

It asks for more detailed and specific information on your media project. You will be also asked to upload documents, including the Funding budget you are requesting, your business plan, tax clearance certificate, etc.



Please note that the Funding budget and the Business Plan must be completed using the templates provided on the online application system.

Therefore, it is important that before you click on the application system link to apply, please ensure that you have done the following.

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- Completed your Funding Budget Request (Excel) and Business plan using the templates available for downloading on the online application system.
- Collected all the other documents you will also be required to upload in Phase 2.

You will find the complete list of documents you are required to upload on the MDDA website under the Funding Applications menu item – Grant Funding Applications



As importantly, be sure to check, also on the MDDA website under the Funding Applications menu (Grant Funding Criteria), the minimum qualifying criteria to apply for an MDDA grant.

This is important as the online application system will ask you questions that will determine if you meet these criteria and reject your application if you do not.



PHASE ONE

Lets now start on Phase 1 – Click on the link on the website and this will take you straight into Phase 1 of the application process.



The first screen asks for your Registered organisation name

The next question is organisation trading name, which refers to the name of the media project for which you are applying for funding.

In some cases the Registered organisation name and the name of the media project will be the same.



The next questions are

- Organization phone number – preferably the landline but if this is not available the cell phone that is used as the media project’s contact number.
- Fax number and website address - these only need to be entered if you have a fax and/or website.



Now let's complete the Contact person's details.

This is the main contact who will receive the link to phase 2 and all other correspondence so please ensure their details are correct.

This is followed by details for the alternative contact person. The alternative contact will not receive the link to phase 2 but is important for the MDDA to have in case the main contact is not contactable for queries.



Once you have completed this screen, hit next.

Take note that if all required fields are not completed, you will not be taken to the next screen until you have completed them.

Those required fields not completed, will be indicated in red text.



The next screen asks for your organisation or media project's address – both the postal and physical address.

If they are the same, just click *Same* when completing either the postal or physical address for the other to be completed automatically.



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Again press submit making sure you have completed all required fields.

From here on you are also given the opportunity to go back (using the back button) to the previous screen, if you are concerned you may have given incorrect information.

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You have now reached the third and final screen to the completion of Phase 1.

The questions you answer on this screen are critical as they will determine which questions you will be asked in phase 2

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For example, the first question is: What is the primary media product you are applying for.

The drop down menu will give you 4 choices.

If you select the fourth choice - Other - you will be disqualified as the MDDA only funds Community broadcast, Community print or digital projects or Small Commercial media (print or digital) projects.



Once you have selected one of these three, the system will ask you

- if you are Broadcast project, whether you are Radio or TV,
- If you are a Community or small commercial media print or digital project, whether you are print or digital. Please select what is your primary project; is it mainly print or mainly digital?

We recognise that some projects are a combination of both print and digital, but we will ask you that question in Phase 2.



Finally, the system asks you compliance questions.

For example, if you are a community media project, it asks you what type of organisation you are: NPO, NGO, CBO or Section 21.

If you are a small commercial media project, are you a Close Corporation, Private Company or sole proprietorship?

Not all fields are required to be completed, such as Tax Compliance Status Pin, but we urge you to complete them to provide us with a greater understanding of your media project.



You should also note that not meeting certain of the Compliance requirements (questions) may potentially disqualify you from proceeding to apply for a grant fund.

For example, if you answer No to having a valid tax clearance certificate or you indicate that you are owned by a Commercial media entity or individual, political party or Government, you do not qualify.

Similarly, if you are a community broadcast project and you answer No to having an ICASA licence you will be disqualified.

As highlighted earlier, please check the minimum qualifying criteria to apply for an MDDA grant.



Now that you have completed all the required fields on this third screen of Phase 1, press submit.

If you meet the minimum qualifying criteria, a link for Phase 2 will be sent to the email you provided for the contact person.

If you do not meet the minimum qualifying criteria, you will receive a rejection notice.



PHASE TWO



Click on the link to Phase 2 that your contact person has received via email.

This phase will now ask you more detailed information about your media project, for example are you a new or existing project, how long have you been in operation, what is your media objective and proposed or existing area of coverage



As with Phase 1, not all fields are required to be completed, but you are urged to complete all of them to give us a better understanding of your media project.

If you have not completed all required fields, you will not be allowed to proceed to the next screen.

Those fields required to be filled, will be indicated with red text.



The next screen of Phase 2 asks you about your proposed or existing languages of broadcast or publishing and your target market.

Please ensure that you complete the percentages for all languages, including Other, even if the percentage is zero.

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Once this screen is completed, Click on next.

If you are a broadcast project you will be asked more questions about how regularly you are broadcasting and your ICASA licence details.

Once again, when entering languages of broadcast according to your ICASA licence, please complete percentages for all languages, including Other, even if the percentage is zero.



The final screens ask you to upload the required documentation.

Unless a document upload is indicated as not required, the system will not allow you to submit the application without all documents uploaded.

There is space to upload 4 CVs of key personnel. It is not necessary to upload 4 – just identify your key personnel and upload their CVs to a maximum of 4.

In order to speed up uploading, where possible upload the documents as a low resolution but readable pdf.



Click on submit.

You will receive an automatic acknowledgement letter with a project number that you should use in all future correspondence with the MDDA on your grant funding application.



Congratulations, your application has now been entered into the MDDA project system and will now be processed for potential submission to the MDDA Board for grant funding approval.