

From: **Pavel Andreev** <readyforchat@gmail.com>  
To: **GrantsRussia@state.gov** <GrantsRussia@state.gov>  
CC: **Leary, Thomas M** <learytm@state.gov>

Subject: 7x7 app  
Date: 28.05.2018 14:29:55 (+0300)  
Attachments: 7x7\_SGP.zip (18 pages)

Dear colleagues,

On behalf of 7x7 team I would like to send you application for Small Grant Program  
Please check that the files meet the requirements.

Sincerely,  
Pavel Andreev  
director of 7x7 online journal  
[www.7x7-journal.ru](http://www.7x7-journal.ru)



## **Andreev Pavel**

Male, born on 12 March 1989

### **Contacts:**

+7 (908) 329-22-47

Skype: pavel\_number13

andreev@7x7-journal.ru

Reside in: Syktyvkar

Citizenship: Russia

January 2012 **Internet Journal “7x7 – Horizontal Russia”**

— till now [www.7x7-journal.ru](http://www.7x7-journal.ru)

**Director**

Leading and managing the planning, production and presentation of “7x7 – Horizontal Russia” project.

January 2011 **Information Agency Memo.ru**

— [www.socialmarketing.su](http://www.socialmarketing.su)

2015

**Regional Manager**

Exploring new region, analyzing audience targeting, status meetings, hiring local managers and working closely with the team.

2009 — 2011 **Entrepreneur**

**Co-owner of an advertising agency**

Being responsible responsible for business development, client strategy and direction, creative, production, media planning and buying, research.

2007 — 2009 **Various social projects in Komi Republic**

**Manager / PR-manager**

Event management, planning and organizing social campaigns.

### Education

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2011 **Syktyvkar State University, Syktyvkar**

Department of History and International Relations, Specialist in Public Relations  
Graduate qualification work was devoted to «The creation of a human rights organization image»



**Ezhova-Krapotkina Sofia**  
Female, born on 6 September 1988

Contacts:

+7 (916) 869-29-80  
[skrapotkina@yandex.ru](mailto:skrapotkina@yandex.ru)  
Skype: sofia-ezhova  
Reside in: Moscow  
Citizenship: Russia

February 2011 — till now **Internet Journal "7x7 – Horizontal Russia"**  
[www.7x7-journal.ru](http://www.7x7-journal.ru)  
Journalist, Chief Editor

August 2013 — September 2014 **Mass media-center of "Civil platform" political party**  
[www.civilplatform.ru](http://www.civilplatform.ru)  
Specialist

June 2011 — July 2013 **Amnesty International Russia**  
[www.amnesty.org](http://www.amnesty.org)  
Chief editor of the "Russian Messenger" of Amnesty International

February 2011 — July 2013 **Portal BesTToday.ru**  
[www.besttoday.ru](http://www.besttoday.ru)  
Website editor

September 2009 — February 2011 **Online newspaper Kasparov.ru**  
[www.kasparov.ru](http://www.kasparov.ru)  
Correspondent

September 2005 — August 2009 **Publishing office "Banking house"**  
Associate Editor

#### Education

---

2015 **National Research University "Higher School of Economics", Moscow**  
Institute for the Development of Education, Master in Political Science

2012 **Ryazan State University, Ryazan**  
The Faculty of Russian Philology and National Culture, Specialist in Journalism

2009 **Moscow Publishing and Printing College named after Ivan Fedorov**  
Publishing Industry, Specialist in Publishing and Editing



**Polyakov Maksim**  
Male, born on 21 May 1984

**Contacts:**

+7 (904) 271-98-45  
radiomaxim.polyakov@gmail.com  
Reside in: Syktyvkar  
Citizenship: Russia

- October 2013 — till now    **Internet Journal “7x7 – Horizontal Russia”** ([www.7x7-journal.ru](http://www.7x7-journal.ru))  
Editor  
Delegating tasks to journalists, photographers and videographers and managing them, editing content, cross-checking facts, writing articles, conducting interviews.
- June 2013 — October 2014    **Internet Journal “7x7 – Horizontal Russia”**  
Editor  
Editing content, cross-checking facts, writing articles, conducting interviews.
- September 2009 — June 2013    **BNK news agency** ([www.bnkomi.ru](http://www.bnkomi.ru))  
Correspondent  
Writing, reporting, interview preparation, preparation of special projects
- September 2009 — June 2010    **Komi Republic TV Channel** ([www.krtk.ru](http://www.krtk.ru))  
Editor  
Working online ( news, interviews , special projects), writing and editing stories, visits to the shooting
- June 2005 — September 2009    **Russian Radio in Syktyvkar** ([www.rusfm.ru](http://www.rusfm.ru))  
Editor at News Department  
Preparing news, text editing, reading news online, correspondent work, recording sounds, preparation of reports, programs, preparation of radio promotions
- September 2009 — February 2011    **Russian Radio in Vorkuta** ([www.vk.com/rr\\_vorkuta](http://www.vk.com/rr_vorkuta))  
DJ  
Interacting with audience during live broadcasts, using computerized sound equipment to broadcast different types of music
- 2007    **Syktyvkar State University, Syktyvkar**  
Department of Management, Specialist in Management of Organizations





Performance curator:

**Olga Alexandrovna Moiseyevich**

Female, born 12 sept 1969, Syktyvkar

– musicologist, teacher, lecturer, director of the Jewish Sunday school "Gefen", ideological inspirer, organizer and head of various creative projects, a creative and social activist.

**1988** Graduated from the Republican School of Arts with a degree in Music Theory.

**1994** Graduated from the Petrozavodsk branch of the Leningrad State Philharmonic with a degree in Musicology.

**1988 — till now** Teacher of musical and theoretical disciplines of Gymnasium of Art to the Head of the Komi Republic.

**1993 — till now** Author and host of concerts, festivals and various events of artistic and public interest.

**2001 — till now** Author, host and director of cycle of theatrical concerts "Musical stories".

**2002 — till now** Director of the Jewish Sunday school "Gefen", coordinator of Israeli programs.

**2006, 2007, 2009** Organizer of the cycle of republican events "Days of Israel in the Republic of Komi", exhibitions, film festivals, etc.

**2009, 2010** Participant of international music projects, tours of the cycle "Musical stories" in the Komi Republic, Moscow and Estonia.

The winner of all-Russian, republican and international competitions of professional skill; author of the textbook and training programs.

## Summary Cover Sheet

### I. Project information.

**Project Title.** Media project on the coverage of cases of successful cooperation between the US and Russian societies for strengthening ties between two countries

**Applicant Organization.** "Redakziya sem na sem" LLC (online journal "7x7 – Horizontal Russia")

**Project period:** 1 September 2018 – 30 August 2019

**Requested Amount (USD):** 48700

**Cost Share Amount (USD):** 10000

### II. Project Summary

The media project proposed implies the coverage of cases of successful cooperation between the US and Russian societies for strengthening ties between two countries. The project's objective is to attract the attention of the general public in the Russian regions to the most successful examples of cooperation between the US and Russia, which took place in history, and illustrate the friendly relations between the two countries. The ultimate goal of the project is to strengthen mutual understanding and friendship between the peoples of the two countries, lay the social foundations for the development of Russian-American relations in various fields.

### III. Information about applicant organization.

«7x7 – Horizontal Russia» ([www.7x7-journal.ru](http://www.7x7-journal.ru)) is an independent online journal and blogging platform, bringing together civil society activists of provincial Russian cities with a population less than 1 mln inhabitants. We write news about the regions and for the regions. Our main goal is to engage all the living forces of civil society in an official capacity. The organization has a network structure. It includes a team of paid professional journalists and 1300+ volunteer bloggers from 20+ regions. The average monthly number of unique visitors is more than 540 000. Current statistics from independent counter are available online: [bit.ly/2cL16zC](http://bit.ly/2cL16zC)

We are concerned about wide range of socially significant topics: civil society initiatives, human rights, activities of public monitoring commissions, environmental issues, anti-corruption, peacemaking, public debate etc. Besides news, reports and interviews we work on journalistic investigations. As far as our ultimate goal is not the materials themselves but the real positive changes in society, we assign an important role to moving of our writers and civil society activists from online to offline activities. In this regard, we regularly organize offline events in different formats. In 2017, we held the sixth annual BarCamp in Syktyvkar ([barcamp.online](http://barcamp.online)), the second barcamp in Kirov and several blog-tours for more than 1000 participants in total.

**Application for Federal Assistance SF-424**

**\* 1. Type of Submission:**

- ☐ Preapplication  
☒ Application  
☐ Changed/Corrected Application

**\* 2. Type of Application:**

- ☒ New  
☐ Continuation  
☐ Revision

\* If Revision, select appropriate letter(s):

\* Other (Specify):

\* 3. Date Received:

04/27/2018

4. Applicant Identifier:

5a. Federal Entity Identifier:

5b. Federal Award Identifier:

State Use Only:

6. Date Received by State:

7. State Application Identifier:

**8. APPLICANT INFORMATION:**

\* a. Legal Name: "Redakziya sem na sem" LLC

\* b. Employer/Taxpayer Identification Number (EIN/TIN):

44-44444444

\* c. Organizational DUNS:

3623669950000

**d. Address:**

\* Street1: Kolkhoznaya 3a office 213

Street2:

\* City: Syktyvkar

County/Parish:

\* State: AE: APO/FPO Europe, Middle East, and Africa

Province:

\* Country: RUS: RUSSIAN FEDERATION

\* Zip / Postal Code: 167000

**e. Organizational Unit:**

Department Name:

Division Name:

**f. Name and contact information of person to be contacted on matters involving this application:**

Prefix:

\* First Name: Pavel

Middle Name:

\* Last Name: Andreev

Suffix:

Title:

Organizational Affiliation:

Director

\* Telephone Number: +79083292247

Fax Number:

\* Email: andreev@7x7-journal.ru

## Application for Federal Assistance SF-424

### \* 9. Type of Applicant 1: Select Applicant Type:

W: Non-domestic (non-US) Entity



### Type of Applicant 2: Select Applicant Type:



### Type of Applicant 3: Select Applicant Type:



### \* Other (specify):

### \* 10. Name of Federal Agency:

Dept. of State, US Mission to Russia

### 11. Catalog of Federal Domestic Assistance Number:

### CFDA Title:

### \* 12. Funding Opportunity Number:

DOSRUS-18-GR-001

### \* Title:

U.S. Embassy Moscow Public Affairs Section FY 2018 Annual Program Statement (APS)

### 13. Competition Identification Number:

### Title:

### 14. Areas Affected by Project (Cities, Counties, States, etc.):

Add Attachment

Delete Attachment

View Attachment

### \* 15. Descriptive Title of Applicant's Project:

Media project on the coverage of cases of successful cooperation between the US and Russia for strengthening ties between two countries

Attach supporting documents as specified in agency instructions.

Add Attachments

Delete Attachments

View Attachments

**Application for Federal Assistance SF-424****16. Congressional Districts Of:**

\* a. Applicant 00-000

\* b. Program/Project 00-000

Attach an additional list of Program/Project Congressional Districts if needed.

Add Attachment

Delete Attachment

View Attachment

**17. Proposed Project:**

\* a. Start Date: 09/01/2018

\* b. End Date: 08/30/2019

**18. Estimated Funding (\$):**

* a. Federal	48700
* b. Applicant	0
* c. State	0
* d. Local	0
* e. Other	0
* f. Program Income	0
* g. TOTAL	

**\* 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

- ☐ a. This application was made available to the State under the Executive Order 12372 Process for review on .
- ☐ b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- ☒ c. Program is not covered by E.O. 12372.

**\* 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)**☐ Yes ☒ No

If "Yes", provide explanation and attach

Add Attachment

Delete Attachment

View Attachment

21. \*By signing this application, I certify (1) to the statements contained in the list of certifications\*\* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances\*\* and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)

☒ \*\* I AGREE

\*\* The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

**Authorized Representative:**

Prefix: Mr.

\* First Name: Pavel

Middle Name: Vladimirovich

\* Last Name: Andreev

Suffix:

\* Title: Director

\* Telephone Number: +79083292247

Fax Number:

\* Email: andreev@7x7-journal.ru

\* Signature of Authorized Representative: Pavel Andreev

\* Date Signed: 04/27/2018

# BUDGET INFORMATION - Non-Construction Programs

OMB Number: 4040-0006  
Expiration Date: 01/31/2019

## SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. Media project on the coverage of cases of successful cooperation between the US and Russian societies	DOSRUS-18-GR-00	\$ 48700	\$ 0	\$ 0	\$ 0	\$ 48700
2.						
3.						
4.						
5. Totals		\$	\$	\$	\$	\$

# SECTION B - BUDGET CATEGORIES

6. Object Class Categories	VITY				Total (5)
	(1)	(2)	(3)	(4)	
a. Personnel	\$ 7700				
b. Fringe Benefits					
c. Travel					
d. Equipment	10000				
e. Supplies					
f. Contractual	31000	0	0	0	
g. Construction					
h. Other					
i. Total Direct Charges (sum of 6a-6h)					\$
j. Indirect Charges					\$
k. TOTALS (sum of 6i and 6j)	\$	\$	\$	\$	\$
7. Program Income	\$	\$	\$	\$	\$

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Standard Form 424A (Rev. 7- 97)  
Prescribed by OMB (Circular A -102) Page 1A

SECTION C - NON-FEDERAL RESOURCES				
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e)TOTALS
8. <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
9. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
10. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
11. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
12. TOTAL (sum of lines 8-11)	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>

SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ <input type="text"/>	\$ <input type="text" value="2350"/>	\$ <input type="text" value="2350"/>	\$ <input type="text" value="2350"/>	\$ <input type="text" value="2350"/>
14. Non-Federal	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
15. TOTAL (sum of lines 13 and 14)	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT				
(a) Grant Program	FUTURE FUNDING PERIODS (YEARS)			
	(b)First	(c) Second	(d) Third	(e) Fourth
16. <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
17. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
19. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
20. TOTAL (sum of lines 16 - 19)	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>

SECTION F - OTHER BUDGET INFORMATION	
21. Direct Charges: <input type="text" value="9400"/>	22. Indirect Charges: <input type="text"/>
23. Remarks: <input type="text"/>	



## ASSURANCES - NON-CONSTRUCTION PROGRAMS

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0040), Washington, DC 20503.

**PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET. SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.**

**NOTE:** Certain of these assurances may not be applicable to your project or program. If you have questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to additional assurances. If such is the case, you will be notified.

As the duly authorized representative of the applicant, I certify that the applicant:

1. Has the legal authority to apply for Federal assistance and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project cost) to ensure proper planning, management and completion of the project described in this application.
2. Will give the awarding agency, the Comptroller General of the United States and, if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.
3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.
4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.
5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§4728-4763) relating to prescribed standards for merit systems for programs funded under one of the 19 statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).
6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.
7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally-assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in purchases.
8. Will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

9. Will comply, as applicable, with the provisions of the Davis-Bacon Act (40 U.S.C. §§276a to 276a-7), the Copeland Act (40 U.S.C. §276c and 18 U.S.C. §874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. §§327-333), regarding labor standards for federally-assisted construction subagreements.
10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is \$10,000 or more.
11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§1451 et seq.); (f) conformity of Federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. §§7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended (P.L. 93-523); and, (h) protection of endangered species under the Endangered Species Act of 1973, as amended (P.L. 93-205).
12. Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. §§1271 et seq.) related to protecting components or potential components of the national wild and scenic rivers system.
13. Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. §470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. §§469a-1 et seq.).
14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.
15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. §§2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.
16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§4801 et seq.) which prohibits the use of lead-based paint in construction or rehabilitation of residence structures.
17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act Amendments of 1996 and OMB Circular No. A-133, "Audits of States, Local Governments, and Non-Profit Organizations."
18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations, and policies governing this program.
19. Will comply with the requirements of Section 106(g) of the Trafficking Victims Protection Act (TVPA) of 2000, as amended (22 U.S.C. 7104) which prohibits grant award recipients or a sub-recipient from (1) Engaging in severe forms of trafficking in persons during the period of time that the award is in effect (2) Procuring a commercial sex act during the period of time that the award is in effect or (3) Using forced labor in the performance of the award or subawards under the award.

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL Pavel Andreev	TITLE Director
APPLICANT ORGANIZATION "Redakziya sem na sem" LLC	DATE SUBMITTED 05/28/2018

## **Project Description**

### **Project Title**

Media project on the coverage of cases of successful cooperation between the US and Russian societies for strengthening ties between two countries

### **Introduction to the Organization applying**

"7x7 – Horizontal Russia" is a network which unites citizens of the regions of Russia through events and civic activism aimed at finding practical solutions to local issues, an online media highlighting the most pressing issues concerning civil society and an online service that provides local citizens a platform for blogging and promotes discussion on human rights and social issues. "7x7 – Horizontal Russia" was founded in 2010 in Syktyvkar by a team of human rights defenders, civic activists and entrepreneurs with the opening of the first editorial in the Republic of Komi. The structure of the website consists of two elements: -news by professional journalists and – blogs by independent activists. After successful launch in Komi, the project expanded and now it covers 12 regions in total (Komi, Ryazan, Kaluga, Yoshkar-Ola, Oryol, Arkhangelsk, Murmansk, Kirov, Voronezh, Kostroma, Petrozavodsk, Cheboksary). In every region, we create a community of bloggers and civil activists. We now have over a thousand volunteer bloggers. We plan to expand to cover a total of 35 regions.

### **Problem Statement**

The relevance of the project is caused by deterioration of relations between the two countries, which is reflected in the media. According to a Fox News poll conducted in 2017, 64% of Americans (in 2013 — 40%) placed Russia in the fourth place of enemies of the United States. Only DPRK, Iran and Syria foster more negative feelings. The situation is similar in Russia. According to the "Levada Center", 66% of Russians dislike the United States. At the same time, in January 2017, 49% of Russians declared negative attitude toward the United States, by December of that year their number had risen to 60%. Against the unfavorable media background of state propaganda, which intensifies the confrontation between the two countries, the proposed project will serve to establish relations between the inhabitants of the two countries.

### **Project Goals and Objectives**

The objective of the project is to draw attention of a general public in the Russian regions to examples of the most successful cooperation between the US and Russia that took place in history and illustrated the friendly nature of the relations between the two countries. The ultimate goal of the project is to strengthen mutual understanding and friendship between the peoples of the two countries, lay down the social foundations for the development of Russian-American relations in various fields.

### **Project Activities.**

The project involves 5 areas of work:

- 1) Analysis of the history of relations between the two countries and selection of the six most striking examples of positive cooperation, which best illustrate the partnership.
- 2) Preparation of six multimedia sets of materials, including reviews, photos, video, audio, interviews and/or infographics, for subsequent publishing on "7x7", replication and distribution in social networks and offline, including the format of exhibitions.

- 3) Information campaign of each of six sets of multimedia materials in the Russian-language segment of the Internet, including social networks. We devote a long period of work for this stage with the goal to coincide publication and promotion of materials about various historical episodes to their anniversaries. This approach will lead to the greatest coverage.
- 4) Organization of the materials exhibition in offline format at Revolt Center in Syktyvkar, the Komi Republic. Revolt Center is the infrastructure of support and development of grassroots civil initiatives. Important elements of its work are creating space for public discussions and providing a platform for those NGOs and initiative groups. Here, various civil, cultural, educational, scientific communities of Syktyvkar establish horizontal connections.
- 5) Documentary performance is a new and highly sought-after genre in the theatrical world, interesting to viewers in the comprehension of historical documents through the stage impersonation. Reading and playing of episodes from the history of Russian-American relations by actors will undoubtedly attract great attention. Aiming for a positive aspect in covering historical events will help to create a positive image of cooperation and mutual empathy between the two advanced powers.

The performance is created on the basis of historical documents, with serious and scientifically substantiated consultations of professional historians. The invited director-script writer from Moscow will write a script and direct a play. Professional actors from the local drama theater (5 people) are invited. Administration is carried out by a professional experienced manager of creative projects.

The premiere will take place at the Revolt Center and the American Cultural Center in Moscow, followed by a tour in the Komi Republic and presumably in the country.

### **Program Methods and Design**

The project design presupposes preliminary selection of the most vivid historical examples, their "packaging" in modern communication formats and further distribution as media materials in the Russian-language segment of the Internet. It is assumed that such a method will give a view of the Russian-American relations alternative to state propaganda.

### **Proposed Project Schedule**

№	Area of work	Time period
1	Analysis of the history of relations between the two countries and selection of the most striking examples of positive cooperation	September 1 – November 30, 2018
2	Preparation of multimedia materials	December 1, 2018 – July 31, 2019
3	Information campaign	January 1 – August 30, 2019
4	Organization of the materials exhibition at Revolt Center	January 1 – August 30, 2019

### **Key Personnel**

The key persons responsible for implementing the project will be the director of "7x7" Pavel Andreev, the editor-in-chief of Krapotkina Sofia and the deputy editor-in-chief Maxim Polyakov, who will be engaged in the project within the current administrative process. Also, designers,

photographers, journalists and the manager of Revolt Center will be involved in the project, who will directly deal with the preparation and distribution of content.

### **Project Partners**

The project does not imply the presence of American partners. A key partner of the project within the country will be the Russian organization Revolt Center in Syktyvkar, the Komi Republic.

### **Project Monitoring and Evaluation Plan**

The success of the project implies the use of both qualitative methods (internal assessment of quality by team members, citing the materials of the project in external media, evaluating the work of 7x7 by external experts, NGOs and readers, obtaining prestigious awards, etc.) and quantitative methods. In particular, it is planned to achieve the following indicators:

Result	Indicator
Multimedia projects on the topics of successful cooperation between the US and Russia	5
Total number of readers of 5 multimedia projects on the site '7x7'	20 000
Total number of readers of 5 multimedia projects in social networks Twitter, Facebook, V Kontakte, Odnoklassniki	20 000
Average monthly amount of unique visitors of '7x7' website	540 000
Average monthly amount of page views of '7x7' website	2 000 000
Number of visitors of an exhibition at 'Revolt Center'	1000
Number of visitors of the play premiere	100

The impact of the project implies that new professional knowledge and experience got by the team of 7x7 – Horizontal Russia will lead to creating more professional journalistic materials on the topic what will lead to more open and friendly towards each other civil societies in Russia and the U.S.

### **Future Funding or Sustainability**

Organization '7x7' is quite stable, and we plan to continue educational activities and work to promote the values of dialogue between the societies of the two countries outside the proposed project.

The performance created within the framework of the project can be shown on various stages of the Republic of Komi and the Russian Federation. Tours can cover from two to ten localities and cities.

**Applicant Organization: Redakziya sem na sem" LLC (online journal "7x7 – Horizontal Russia")**

**Project Title: Media project on the coverage of cases of successful cooperation between the US and Russian societies for strengthening ties between two countries**

№	Area of work	Budget Narrative	Total in USD
1	Analysis of the history of relations between the USA and Russia	Fixed analyst fee for 3 months: from September 1 to November 30, 2018. He or she will study the history of the relationship between the societies of the two countries and select the six most striking examples of positive cooperation, photos and video of documentary materials, archives, memories of participants.	1100
2	Preparation of six multimedia sets of materials on the topic	The work of journalists, photographers, editors and designers from December 1, 2018 till July 31, 2019 on a fee basis, who will prepare texts, reviews, processed photos, videos, audio, interviews and/or infographics. The total cost of preparing one material will be \$ 1,100, for 6 materials: \$ 1,100 x 6 = \$ 6,600	6600
3	Information campaign of each of six sets of multimedia materials in the Russian-language segment of the Internet	The fixed fee of SMM manager in the period of January 1 – August 30, 2019 for the work on the dissemination of materials in social networks Facebook, V Kontakte, Twitter, Odnoklassniki.	3000
4	Organization of the materials exhibition in offline format at 'Revolt Center' in Syktyvkar	Preparation, conceptualizing, payment for the curators' work. Printing materials for the exhibition in the period of January 1 – August 30, 2019, the work of the exhibition organizer.	10000
5	Direction of the documentary performance	Performers' fees, decorations, costumes, advertising products (posters, booklets, announcements and distribution of advertisements in the media and social networks)	9000
6	Performance tour	A trip for the premiere at the American Cultural Center (Moscow) and another 2 cities (3 performances in total)	9000
7	Technical support of Revolt Center	Purchase of professional lighting equipment that can be used for the performance and future exhibitions and other activities	10000
8	CO-funding: Administrative and editorial costs for 7x7	Co-finance of director, chief-editor, office costs	10000
			<b>58700</b>