

**U.S. DEPARTMENT OF STATE
U.S. EMBASSY SOUTH AFRICA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY**

Funding Opportunity Title: Becoming a Responsible Consumer of Media
Funding Opportunity Number: DOS-CT-201902
Announcement type: Cooperative Agreement
CFDA Number: 19.040
Deadline for Applications: May 31, 2019, 23:59 SAST
Total Amount Available: \$50,000
Contact:

For questions relating to Grants.gov, please call the Grants.gov Contact Center at 1-800-518-4726.

For assistance with the requirements of this solicitation, please contact the U.S. Embassy South Africa Grants Administrator: PretoriaGrants@state.gov.

A. PROGRAM DESCRIPTION

The Public Affairs Section of the U.S. Embassy South Africa of the U.S. Department of State announces an open competition for organizations to submit applications to carry out a *Becoming A Responsible Consumer of Media Program*.

Please carefully follow all instructions below.

Priority Region: Project activities must take place in Cape Town and Pretoria, South Africa, and be directed at South African audiences/participants.

Program Objectives:

The U.S. Embassy in South Africa announces an open competition for organizations interested in implementing a series of workshops, lectures, media campaigns on *Becoming A Responsible Consumer of Media* over a one-year period to train trainers and educators to educate South Africans to be responsible consumers of news. Specifically:

- Help frame the teaching of responsible media consumption to adults and young adults in school settings, libraries, through social media platforms, via broadcast news, and in classrooms at the high school and university level.
- Focus on methods of identifying misinformation and disinformation and creative ways to educate people to take responsibility for their own media consumption habits.
- Create a responsible media consumption campaign tailored for South Africans to be rolled out following the workshops, with participants on board to amplify.

Activities should have an American component, demonstrating the shared values around freedom of information and responsible journalism in a democracy. This could include, but is not limited to, engaging American experts on the topic, partnering with an American organization with similar aims, or using curriculum developed by an American expert or institution.

Background:

South Africa's news industry is changing, and, in line with global trends, newspaper sales are down and many consumers are turning to mobile and online platforms to gather their news. The South African Media Landscape Survey shows that WhatsApp and Facebook are growing

platforms, at the same time other research shows that “fake news” or disinformation is rapidly spread via these platforms. As the media landscape changes, so must the consumer. It is not enough anymore for a functioning democracy to have a free press. An informed citizenry must understand how to accurately consume media, discern truth from fiction, and understand nuance.

While ideally this project would have been already underway ahead of national elections, a new government will only succeed with citizenry that has a realistic and honest understanding of the political and social landscape. Media consumers—all of us—need to understand how to separate fact from fiction, a skill that is imperative in a growing democracy.

Monitoring and Evaluation:

The grantee should submit a detailed monitoring and evaluation plan for all components of the project. Plans should include details on obtaining participant feedback and outcomes of the project. The grantee should also expect to manage the grant in accordance with U.S. regulations and procedures and provide required documentation as and when requested.

Participants and Audiences:

With a train the trainer approach the series of workshops and talks should include participants from media organizations (media companies, press clubs; democracy advocacy groups) and university lecturers in media programs. Ultimately, these trainers could then take the information learned into the university and high school classrooms, as young audiences should be the ultimately beneficiaries of this knowledge transfer.

Logistics:

American Spaces may be used as possible venues for the workshops and lectures (<https://za.usembassy.gov/education-culture/american-spaces/>). Additionally, university media departments could also be approach to host grant activities, as well as other venues.

B. FEDERAL AWARD INFORMATION

Length of performance period: 12 months

Number of awards anticipated: one award

Award amounts: awards may range from a minimum of \$20,000 to a maximum of \$50,000

Total expected funding: \$50,000

Type of expected funding: FY19 Smith Mundt Public Diplomacy Funds

Anticipated program start date: September 27, 2019

This notice is subject to availability of funding.

Funding Instrument Type: Cooperative agreement.

As a Cooperative Agreement, the U.S. Consulate General in Cape Town and the embassy will be substantially involved in conceptualizing workshop structure and style. In addition, the consulate may provide input and final approval for venues, promotional messaging, social media branding and participants. The consulates will also introduce each workshop and lecture, amplify its promotion, and manage outside media interest.

Program Performance Period: Proposals approved for funding will be awarded funds prior to September 30, 2019. Activities should commence as soon as practicable thereafter for a duration of not more than 12 months.

The Department of State will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

The following United States and South African organizations are eligible to apply:

- Not-for-profit organizations, including think tanks and civil society/non-governmental organizations;
- Public and private educational institutions.

2. Cost Sharing or Matching

Cost-sharing is not required.

3. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet and CAGE/NCAGE number, as well as a valid registration on www.SAM.gov. Please see Section D for information on how to obtain these registrations. For information about SAM registration, please contact SAM supporting Federal Service Desk at www.fsd.gov, or by telephone at 866-606-8220 (toll free) or 334-206-7828 (internationally), for free help. DUNS, CAGE/NCAGE, and SAM registration are no-fee registration processes. No payment is required. **The Embassy of the United States in South Africa and its Consulates are unable to provide guidance or technical support with these registration processes.**

SAM supporting Federal Service Desk can help with:

- Creating an account
- Assigning roles to an account
- Entity Registrations
- Exclusions
- Searching for data in SAM

Applicants are only allowed to submit one proposal per organization.

Applicants must have organizational representation (i.e. a pre-existing office) in at least one of the following cities: Pretoria, Johannesburg, Cape Town, and Durban.

D. APPLICATION AND SUBMISSION INFORMATION

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible for further consideration.

Applications should be emailed to PretoriaGrants@state.gov.

Applications are accepted in English only. Final grant agreements will be concluded in English.

Applications must include a detailed budget spreadsheet and budgets must be submitted in U.S. dollars.

All pages must be numbered, and all Microsoft Word documents must be formatted in single-spaced, 12-point Times New Roman Font, with a minimum of 1-inch margins.

Documents submitted by disc, portable hard drive, cloud-based file sharing service, or other mechanisms will not be reviewed.

Application forms required below are available at <https://www.grants.gov/>.

1. Content and Form of Application Submission

The following documents are **required**:

Mandatory application forms:

- **SF-424** (application for federal assistance – organizations).
- **SF-424A** (budget information for non-construction programs).
- The **SF-424B** (assurances – non-construction programs) is required only for those applicants who have not registered in SAM.gov or recertified their registration in SAM.gov since February 2, 2019 and completed the online representations and certifications.

Summary Page: Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

Proposal: The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Goals and Objectives:** The “goals” describe what the program is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Activities:** Describe the program activities and how they will help achieve the objectives.
- **Locations of all project activities**
- **Target audiences and participants**

- **Project Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Program Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Media Outreach Plan:** A media outreach plan that takes into consideration amplifying the organization's partnership with the U.S. Mission; details on how any promotional materials will include U.S. Mission branding; and details on anticipated cooperation with the U.S. Embassy press office.
- **Future Funding or Sustainability** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

Budget Justification Narrative: After filling out the SF-424A Budget (above), use a separate sheet of paper to describe each of the budget expenses in detail. See section H. Other Information: Guidelines for Budget Submissions below for further information.

Attachments:

- 1-page CV or resume of key personnel who are proposed for the program.
- Letters of support from program partners describing the roles and responsibilities of each partner .
- If your organization has a NICRA and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file (this only pertains to U.S. based organizations).
- Official permission letters, if required for program activities.

Required Registrations:

Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management \(SAM\)](#) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), "Debarment and Suspension." Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

All organizations applying for grants must obtain these registrations. All are free of charge:

- Unique entity identifier from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet. If your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform>

NCAGE application: Application page here:
<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:
<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCA%20GE.pdf>

For NCAGE help from within the U.S., call 1-888-227-2423

For NCAGE help from outside the U.S., call 1-269-961-7766

Email NCAGE@dlis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code and DUNS number, proceed to register in SAM.gov by logging onto: <https://www.sam.gov>. SAM registration must be renewed annually.

2. Submission Dates and Times

Applications are due no later than May 31, 2019, 23:59 SAST.

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below.

Organizational Capacity and Record on Previous Grants – 40 points: The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

Applicants must demonstrate their capacity for:

- Project management
- Communication – written and oral
- Monitoring and evaluation processes
- Financial integrity
- Appropriate staffing
- Capacity to award sub-grants at a national level

Program Planning/Ability to Achieve Objectives – 20 points: Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

Budget – 20 points: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

Monitoring and evaluation plan – 20 points: Applicant demonstrates it is able to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators, and shows how and when those will be measured.

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

3. Federal Awardee Performance & Integrity Information System (FAPIIS)

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:

- i. That the Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313);
- ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;
- iii. That the Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.205 Federal awarding agency review of risk posed by applicants.

4. Anticipated Announcement and Federal Award Dates

Successful recipient(s) will be notified by August 2, 2019, with anticipated award date to be by September 27, 2019.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

Payment Method: Payment will be made by EFT. For South African bank accounts, the exchange rate on the date of the transaction will be used.

2. Administrative and National Policy Requirements

Terms and Conditions: Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include:

2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at:
<https://www.statebuy.state.gov/fa/pages/home.aspx>.

Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

3. Reporting

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted. It is anticipated that reports will be due within thirty days of each three month period, and within ninety days of the final completion of the award period.

G. FEDERAL AWARDING AGENCY CONTACTS

For questions relating to Grants.gov, please call the Grants.gov Contact Center at 1-800-518-4726.

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H. OTHER INFORMATION

Guidelines for Budget Justification

Personnel and Fringe Benefits: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

Travel: Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.