U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY (NOFO)

Funding Opportunity Title: Roles and Responsibilities of Media in a Democracy
Funding Opportunity Number: AFADD-21-01

Assistance Listing Number: 19.040

Date Opened: June 17, 2021
Deadline for Applications: July 16, 2021
Total Amount Available: $200,000

A. PROGRAM DESCRIPTION

The U.S. Embassy in Addis Ababa announces an open competition for non-governmental and non-profit organizations to submit applications for a project that seeks to support both state- and private media in Ethiopia entitled Roles and Responsibilities of Media in a Democracy. The selected partner is required to design a series of comprehensive weeklong media trainings for journalists from both state and private media throughout the country, up to 20 trainings in total. There should be at least 15-20 participants at each training with at least 25% female media practitioners in attendance. Based on feedback from and in close collaboration with the U.S. Embassy, the partner will implement these trainings nation-wide for hundreds of public and private media actors. The content of media trainings will address the media's roles and responsibilities in a democracy.

The goal of this project is to enhance the professional capacity of both state and private media through needs-based and focused trainings. Applicants are encouraged to explore interactive, creative approaches to ensure media participants get hands-on practice in writing and producing non-biased content across media platforms.

A committee comprised of U.S. Embassy officials will evaluate proposals. The selected implementing partner will be announced in early September with an estimated start date of October –December 2021. Both virtual and in-person trainings should be considered to maximize flexibility given the ongoing global pandemic. COVID mitigation must be strictly adhered to at all times.

Priority Region:

The project will target both state-run and private media operating in Addis Ababa and throughout the ten regional states.

Program Objectives:

The project seeks to enhance the skill sets of journalists and strengthen the institutional capacity of Ethiopian media organizations with the overarching goal of improving the quality of information available to the Ethiopian public in a democracy. The program will empower local

media actors to play a critical role in providing accurate, balanced, and quality information. It will also consider Train the Trainer type programs so that the experience is maximized and passed forward.

The partner for this project should demonstrate a capacity to develop relevant content for democracy-focused trainings, deliver hands-on and engaging trainings, provide feedback into writing produced during the training, and evaluate training outcomes. The selected partner proposal should also facilitate procurement, manage travel, contract-training venues, and supply Embassy-approved training materials. Grant funds will cover these costs, as well as administrative costs and monitoring and evaluation.

Participants and Audiences:

The target audiences are journalists from both state and private media throughout the country. At least 15-20 participants will attend each training, and at least 20 trainings will take place.

B. FEDERAL AWARD INFORMATION

Program Performance Period: Proposed programs should be completed in 26 weeks.
Number of awards anticipated: 1-2 awards (dependent on amounts)
Award amounts: Awards may reach a maximum of $200,000
Type of Funding: Fiscal Year 2021 Smith Mundt Public Diplomacy Funds
Anticipated program start date: October- December 2021

This notice is subject to availability of funding.

Funding Instrument Type: This grant is a Cooperative Agreement that requires the involvement of the Public Affairs Section of the embassy. The Embassy will be involved in the following activities.

- Selection of training participants,
- Approving contents/topics of the training,
- Approving the places for training, and
- Recommending or assisting in the selection of American media practitioners, who may train journalists.

C. ELIGILIBITY INFORMATION

1. Eligible Applicants

   The following organizations are eligible to apply:

   - Media associations
   - Nonprofit and/or non-governmental organizations working in the area of media development and communication.

2. Cost Sharing or Matching

   Not required.

3. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations must have a unique entity identifier (Data Universal Numbering System/DUNS number from Dun & Bradstreet), as well as a valid registration on www.SAM.gov. Please see Section D.3 for information on how to obtain these registrations. Individuals are not required to have a unique entity identifier or be registered in SAM.gov.

Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

   Application forms required below are available at https://et.usembassy.gov/.

2. Content and Form of Application Submission

   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.

Content of Application
Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity;
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required**:

1. Mandatory application forms

- SF-424 *(Application for Federal Assistance – organizations)* or SF-424-I *(Application for Federal Assistance --individuals)*
- SF424A *(Budget Information for Non-Construction programs)*
- SF424B *(Assurances for Non-Construction programs)*

2. Summary Coversheet: 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.

3. Proposal (25 pages maximum): 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.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The "goals" describe what the program is intended to achieve. What aspect of the relationship between the U.S. and *XXX* will be improved? The "objectives" refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities**: Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design**: A description of how the program is expected to work to solve the stated problem and achieve the goal.
- **Proposed Program Schedule:** 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?
- **Future Funding or Sustainability** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
- **Branding Plan**: Applicant's plan for branding and promotional materials.

4. 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.

5. 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
- Official permission letters, if required for program activities

3. Unique Entity Identifier and System for Award Management (SAM.gov)

Required Registrations:
All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- Unique Identifier Number 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/displayHomePage.do;jsessionid=81407B1F03F2BDB123DD47D19158B75F. 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%20NCAGE.pdf

For help from within the U.S., call 1-888-227-2423
For 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, proceed to register in SAM by logging onto: https://www.sam.gov. SAM registration must be renewed annually.

4. Submission and Review Dates

The Public Affairs Section will accept proposals between ***June 17 and July 16, 2021.***
Review will take place ***July 26- August 13, 2021, with responses going out by late August.***

Proposals should be submitted via email to Yohannes Gezahegn in the Public Affairs Section at gezahegnyg@state.gov. Please copy PASAddisGrants@state.gov on all submissions.

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below. The criteria listed are closely related and are considered as a whole in judging the overall quality of an application.

Application Evaluation Criteria:

Quality and Feasibility of the Program Idea: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Organizational Capacity and Record on Previous Grants: 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.

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

Budget: 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: 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.

Sustainability: Program activities will continue to have positive impact after the end of the program.

Support of Equity and Underserved Communities: Proposals should clearly demonstrate how the program will support and advance equity and engage underserved communities in program administration, design, and implementation.

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

We expect final funding decisions to be made in late August 2021. Organizations whose applications will not be funded will be notified via email.

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: Payments will be made in at least two installments, as needed to carry out the program activities.

2. Administrative and National Policy Requirements

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 25 - UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT
- 2 CFR 170 - REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION
- 2 CFR 175 - AWARD TERM FOR TRAFFICKING IN PERSONS
- 2 CFR 182 - GOVERNMENTWIDE REQUIREMENTS FOR DRUG-FREE WORKPLACE (FINANCIAL ASSISTANCE)
- 2 CFR 183 - NEVER CONTRACT WITH THE ENEMY
- 2 CFR 600 – DEPARTMENT OF STATE REQUIREMENTS
- U.S. DEPARTMENT OF STATE STANDARD TERMS AND CONDITIONS

In accordance with the Office of Management and Budget's guidance located at 2 CFR part 200, all applicable Federal laws, and relevant Executive guidance, the Department of State will review and consider applications for funding, as applicable to specific programs, pursuant to this notice of funding opportunity in accordance with the following: NOTE:

- Guidance for Grants and Agreements in Title 2 of the Code of Federal Regulations (2 CFR), as updated in the Federal Register's 85 FR 49506 on August 13, 2020, particularly on:
    - Selecting recipients most likely to be successful in delivering results based on the program objectives through an objective process of evaluating Federal award applications (2 CFR part 200.205),
    - Prohibiting the purchase of certain telecommunication and video surveillance services or equipment in alignment with section 889 of the National Defense Authorization Act of 2019 (Pub. L. No. 115—232) (2 CFR part 200.216),

- Promoting the freedom of speech and religious liberty in alignment with Promoting Free Speech and Religious Liberty (E.O. 13798) and Improving Free Inquiry, Transparency, and Accountability at Colleges and Universities (E.O. 13864) (§§ 200.300, 200.303, 200.339, and 200.341),
- Providing a preference, to the extent permitted by law, to maximize use of goods, products, and materials produced in the United States (2 CFR part 200.322), and
- Terminating agreements in whole or in part to the greatest extent authorized by law, if an award no longer effectuates the program goals or agency priorities (2 CFR part 200.340).

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.

Regular performance reporting is strongly recommended but may not be appropriate to all awards. At a minimum, a final or annual report will be required.

Financial reporting: Recipients will be required to submit financial reporting either on the SF-425 Federal Financial Report (FFR) or in their own program expenditure format.

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact PAS at gezahegnyg@state.gov.

Note: We do not provide any pre-consultation for application related questions that are addressed in the NOFO. Once an application has been submitted, State Department officials and staff — both in the Department and at embassies overseas — may not discuss this competition with applicants until the entire proposal review process is completed.

H. OTHER INFORMATION

Guidelines for Budget Justification

Personnel: 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. 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.