

Department of State  
Bureau of Educational and Cultural Affairs (ECA) Notice of Funding Opportunity  
(NOFO): FY 2018 Global Media Makers  
Announcement Type: New Cooperative Agreement  
Funding Opportunity Number: ECA-ECAPEC-18-108  
Catalog of Federal Domestic Assistance Number: 19.415  
Application Deadline: June 1, 2018

**Executive Summary:** The Office of Citizen Exchanges of the Bureau of Educational and Cultural Affairs (ECA, or “Bureau”) announces an open competition for the FY 2018 Global Media Makers (GMM) program. U.S. public and private non-profit organizations meeting the provisions described in Internal Revenue Code section 26 USC 501(c)(3) may submit proposals to conduct an innovative professional development program for film and television professionals from participating countries to enhance their creative impact. This program, like other ECA film program models, seeks to elevate influential voices that are building resilient civil societies by using film, television, and digital media to address critical local issues including, but not limited to, freedom of expression, human rights, pluralism, women’s empowerment, and tolerance.

GMM will connect approximately 12 to 18 mid-career film and television professionals (“Fellows”) from approximately six to eight countries with leading U.S. entertainment and media professionals (“Mentors”). These Mentors will facilitate behind-the-scenes access, bolster participants’ technical skills and creative content development, and build the foundations for lasting professional networks. This program will focus on film and television projects in development and match participants’ areas of interest with Mentor expertise. Fellows will travel to Los Angeles, California for a five-to-six week residency to work on projects with Mentors and receive state-of-the-art-training and industry access to support conceptual development of independent, authentic, and compelling content for distribution in their home countries. Following the residency, Mentors will travel to a select number of the Fellows’ countries, when possible, for continued creative consultation and engagement. Both Mentors and Fellows will mutually benefit from the extended creative and professional development, which will promote dialogue and understanding and lead to greater creative and entrepreneurial connections.

Applicants may submit only one proposal under this competition. If multiple proposals are received from the same applicant, all submissions will be declared ineligible and receive no further consideration in the review process.

It is ECA’s intent to award one cooperative agreement for an estimated total amount of \$1,000,000. Please see section B. Federal Award Information, below, for additional details.

**A. Program Description:**

Overall grant making authority for this program is contained in the Mutual Educational and Cultural Exchange Act of 1961, Public Law 87-256, as amended, also known as the Fulbright-Hays Act. The purpose of the Act is "to enable the Government of the United States to increase mutual understanding between the people of the United States and the people of other countries...; to strengthen the ties which unite us with other nations by demonstrating the educational and cultural interests, developments, and achievements of the people of the United States and other nations...and thus to assist in the development of friendly, sympathetic and peaceful relations between the United States and the other countries of the world." The funding authority for the program above is provided through legislation.

**Purpose:** The U.S. Department of State's Office of Citizen Exchanges of the Bureau of Educational and Cultural Affairs (ECA) proposes an innovative professional mentoring program with leading U.S. entertainment and media partners and film professionals ("Mentors") to enhance the capacity and creative reach of socially-engaged filmmaking and television professionals ("Fellows") from select countries. The Global Media Makers (GMM) program seeks to elevate creative voices, crucial to building strong civil societies, utilizing film, television, and digital media to amplify issues such as human rights, pluralism, women's empowerment, and tolerance. GMM seeks to create a holistic creative and professional experience through a robust exchange of ideas and training. This program will provide Fellows with creative and technical support needed to develop story concepts and works-in-progress through specially tailored mentorships, job shadows, masterclasses, and other enhancement opportunities. The program will provide substantial creative and technical insight for Fellows and include ongoing creative counsel and support by Mentors after Fellows return to their home countries.

GMM will primarily take place in Los Angeles, California with possible activities taking place in other areas of the United States with significant film and television industry presence. The award recipient will design an innovative mentoring and hands-on training program that takes full advantage of the talent range, technical skills, and business expertise found throughout the entertainment industry in Los Angeles, from individual experts, and from small, niche companies to independent studios, mid-sized production companies, and larger entertainment studios.

Approximately 12 to 18 Fellows from approximately six to eight countries will participate in a residency program that will refine storytelling techniques, introduce technology and multi-media platforms, establish professional networks, and expand business skills by offering training in project development, financing, and distribution.

Qualified Fellows will be mid-career filmmakers between approximately 21 to 40 years of age, and will be required to come to GMM with a project in development, preferably one that is already supported by established media partners or film companies or digital platforms. Fellows will have a proven track record of having written, directed, or

produced content in their home countries. The projects in development should explore civil society themes in an organic, compelling way. Projects could include documentary films, narrative features, serialized television dramas or comedies, virtual reality projects, and/or web-based series. Fellows will outline goals at the outset of the program, including production and distribution plans for their projects, upon completion of the program.

Ideally, the program will invite multiple participants (up to three filmmakers) from a single country, with each participant bringing different but complementary creative skills. Participants also have the option to partner as a creative team working on a project together. Multiple Fellows from one country will ideally amplify the creative exchange experience and increase potential for a transfer of skills.

The Mentor and Fellow matching process will be critical, and each participant and/or team may have different needs. Once Fellows are identified, the award recipient will ensure that Mentors possess the relevant skills and experience to meet Fellows needs and interests. Additionally, each Mentor and Fellow will work together to develop a project plan during the residency, as well as an action plan for the Fellow to implement once he/she returns home.

The award recipient will need extensive expertise regarding the on-ground realities of production and distribution in select countries to pair Fellows with Mentors and to design training that can be transferable and relatable. To that end, the first program component will include overseas visits by a U.S. team to meet and learn from local filmmakers, film educators, TV broadcasters, arts organizations, online content makers, research groups and other media organizations to assess the media landscape in each participating country and to define specific project goals with each Fellow. This information will inform the program design, allowing for tailored programs for participants with Mentors and film education and training that meet participant needs. In some cases, working with independent and/or lower budget productions may be more relevant for Fellows.

Program design will allow Fellows to take full advantage of the range of professional expertise in the United States. Fellows will be paired with a team of creative and business Mentors in the film and television entertainment industry. Each team will have a lead Mentor, offering Fellows a unique industry overview with behind-the-scenes insight and access. Mentors will represent a spectrum of expertise from the creative, financial, and technical sides of storytelling. Mentors will be assigned in carefully matched teams to offer Fellows a broad range of individualized and close-up professional experiences such as access to pitch sessions, writers' rooms, production lots, editing bays, sound mixing studios, production budget meetings, costume and set design, and marketing meetings. Through diverse access and relationship-building with multiple Mentors, Fellows will experience the many different stages of creative development, production, and distribution. This range of expertise will allow Fellows to refine skill sets and learn new ways to connect with audiences, especially younger audiences who access stories on a range of platforms.

The award recipient will be expected to identify and recruit established U.S. film professionals to serve as Mentors, as well as technical experts to create unique, tailored activities and present workshops for Fellows. The award recipient will arrange Mentor pairings, according to each Fellow's and/or creative team's needs. Pairings may vary, and some Mentor engagement may be longer and more substantial than others.

In addition, the program will offer hands-on training, master classes, and labs for Fellows to further develop works in progress and to offer expertise, refinement, and critical review of these works.

GMM activities will also include additional networking opportunities and enhancement activities to take advantage of the educational, cultural, and professional opportunities in Los Angeles. For example, each week Fellows could attend seminars on funding, marketing and distribution, film festivals or television markets, pitch sessions, and/or discussions with established filmmakers, television writers, and film professionals. Fellows will be in Los Angeles together at the same time, creating an opportunity to build a community of socially engaged filmmakers and content creators who will maintain connections once they return home. To this end, the program design should allow for a common workspace or hub where filmmakers can congregate each day to work on their projects or hold meetings and consultations with experts.

During the Los Angeles residency, Fellows may produce short pieces for workshop and lab assignments, but there should be no expectation that they will complete the major projects they have in development. Furthermore, all Fellows will maintain full editorial and creative control of their projects.

Fellows should also have the opportunity to observe and work with Los Angeles-based non-profit community-based groups who use film, video, and new media to enhance understanding and awareness of social issues to different audiences. Participants should receive training in how to impart these critical skills and advocacy techniques to civil society groups upon return to their home countries.

Upon program completion, Fellows should have exposure to leading practices for creating and developing engaging film, television, or web series. GMM seeks to enable Fellows to develop, shape, and amplify their compelling creative content for their local markets and beyond.

The Los Angeles program will conclude with a closing session with the Fellows, Mentors, and industry leaders discussing and summarizing core successes of the program and areas where collaboration and skill sharing need to continue. The Fellows will share and receive feedback on action plans for developing their projects once they return home and establish specific ways for continued engagement with the Mentor networks.

Similarly, Fellows will discuss how they plan to share the skills they have acquired with emerging filmmakers and creative communities in their home country.

After the Los Angeles portion of the program, Fellows will remain in contact with their Mentors, as projects develop, and will have access to an Advisory Creative Council (to be designed by the award recipient), comprised of experts offering a range of expertise for Fellows to consult, as their projects develop. The award recipient will propose ways Fellows and Mentors will maintain contact and how the Fellows can interact and share work with Mentors and the advisory council.

After approximately four to six months, select U.S. Mentors will travel to re-connect with four to six Fellows in their home countries. Each visit will be approximately ten days, and Mentors will work with Fellows on their projects and develop a deeper understanding of the film and television industry in those countries.

The award recipient will propose additional follow-on ideas to further connections between Mentors and Fellows. Similarly, the award recipient could develop a micro-grant program for the fellows to enable continued support of the Fellows' work and professional development.

The goals and outcomes of GMM are to: (1) enable participants to more effectively harness the power of visual storytelling to explore the critical issues confronting their communities; (2) connect participants with a range of U.S. creative and business leaders through mentorships; (3) help visual storytellers acquire innovative narrative skills, enabling them to create compelling content for multi-media platforms; (4) establish professional networks, linking participants with each other and with professional leaders in the U.S. entertainment industry; (5) develop business skills and connections necessary to secure film financing and increase market distribution; and (6) expose filmmakers to community-based organizations that either provide media-focused training for youth and underserved populations or use film as a tool for social change to allow the Fellows to be able to replicate similar models in their home countries.

For proposal planning purposes, the program should include participants from South and Central Asian countries such as Afghanistan, Bangladesh, India, Kazakhstan, Kyrgyzstan, Pakistan, Maldives, Sri Lanka, Tajikistan, Turkmenistan, and Uzbekistan in accordance with program needs and availability of funds. ECA also reserves the right to modify the target regions or to add or exclude countries from the program based on Department priorities and other considerations.

Applicants must identify the U.S. and foreign organizations and individuals with whom they are proposing to collaborate to recruit and select Fellows overseas through an open, merit-based competition, to secure mentorships in the United States, and to implement follow-on mentoring in participant countries. Proposals should contain letters of commitment or support from any established film professionals and partner organizations

with which the applicant plans to work to secure the mentorships and for the follow-on mentoring overseas. A description of any previous cooperative activities with these partner organizations should be included in the proposal, along with information about their mission, activities, and accomplishments. Applicants should clearly outline and describe the roles and responsibilities of all partner organizations in terms of project logistics, management, and oversight. Proposals should also include letters of intent and/or commitment from established individual film professionals and/or U.S.-entertainment and media companies that would be willing to mentor participants. Mentors should represent a wide range of expertise from independent film and digital media to larger film and television productions, including writing, directing, producing, editing, cinematography, virtual reality, audience engagement, physical production, film financing, and distribution.

Applicants should outline training through masterclasses/labs/workshops that will enhance participants/creative teams' skills in the craft and business of content making. In addition, proposals should outline cultural and professional engagement programs to include possible job shadowing opportunities and follow-on activities.

Competitive proposals for GMM should include the following:

- A description of the recruitment and merit-based selection processes for approximately 12 to 18 Fellows. Fellows can be considered individually or can identify as creative teams. The selection process should reflect how this might work and should also allow multiple participants from the same country.
- A description of a program that will build capacity and expand professional networks through tailored mentorships, masterclasses, job shadows, and networking events.
- A description of the recruitment process for the securing of mentorships in and Mentors from U.S. entertainment and media and content companies, and how Fellows will be matched with appropriate Mentor teams.
- An outline for Mentor teams and how these teams would provide Fellows with a broad and in-depth exposure to industry in practice.
- A description of how the applicant will ensure the experience and skills are transferable to different cultural media landscapes.
- A description of how Fellows will work individually and collectively.
- A description of proposed participant workshops/labs/masterclasses that will address individual and group needs, including topics on business development, such as film financing, marketing and distribution, and pitch sessions.
- A description of weekly activities to show how Fellows would spend time with Mentors in creative discussions, job shadowing, or attending cultural or networking events. The program design will be flexible enough to meet individual participant needs while accommodating group interests.
- A plan for monitoring and evaluation of participants during the Los Angeles residency and when participants have returned to their home countries.

- A plan for developing background and assessment briefs for mentoring teams that outline the entertainment and media landscapes for each participating country and the on-ground realities and challenges participants face in different media environments.
- A plan for participants to have pre-departure information, a group arrival orientation, and an evaluation session at the conclusion of the program.
- A description of how the applicant will work with participants to identify individual and project development goals for GMM, and how the applicant will work with participants throughout program to achieve their goals.
- A description of how the applicant will assist participants to develop and execute action plans after they return home from the United States.
- A workshop plan to assist Fellows with delivering new skills and expertise to aspiring filmmakers and creative content developers in their home countries.
- A description of how participants and Mentors will maintain contact after the U.S.-based program concludes, and how participants/creative teams can consult experts as their projects develop.
- Resumes of experienced staff that have experience and understanding of the entertainment industry, film education, and have demonstrated a commitment to implement and monitor international exchange projects and ensure outcomes.
- A comprehensive plan to evaluate how the program's outcomes will achieve the specific objectives described in the narrative that includes a data collection strategy to demonstrate the program's effectiveness both in the United States and all participating countries.
- A proposed timeline detailing GMM activities and how they support the program's goals.
- Letters of commitment from U.S. entertainment and media companies, film professionals, and experts to serve as Mentors.
- Letters of commitment from entertainment and media film educational professionals or schools that will create tailored training programs for participants.
- Letters of commitment from any proposed partner organizations/sub-recipients that will assist the applicant in implementing GMM. Applicants should clearly outline and describe the roles and responsibilities of all proposed partner organizations/sub-recipients in terms of project logistics, management, and oversight.
- A post-award plan that demonstrates how both the Mentors and Fellows can maintain contacts initiated during the program.
- A budget reflecting a cooperative agreement request not to exceed \$1,000,000 for the FY 2018 program.

**U.S. Embassy Involvement:**

In consultation with ECA, the award recipient must actively engage the relevant U.S. Embassies for the assessment trip, the nomination and final selection of all participants, and the follow-on in-country program with Fellows.

Before submitting a proposal, all applicants are encouraged to consult with the GMM program officer from the Bureau of Educational and Cultural Affairs: Catherine Collins: (202) 632-9301 (tel); (202) 632-9355 (fax); e-mail: collinscs@state.gov.

### **Project Details:**

**Audience:** Fellows will be professional film, television, and online content creators (approximately between the ages of 21 to 40) that are established or are rising in professional careers that require expertise/knowledge in the craft and business of film, television, and online content creation, such as innovative narrative and storytelling techniques and effective marketing and distribution practices, and other related professional skills, and who already are, or show promise of being, role models for others in their countries, particularly for youth. “Filmmaking” should be interpreted broadly to include – but not be limited to – storytelling across traditional and digital media platforms and to include the fields of writing, producing, and directing film, television, and web-based content.

Candidates for the program must have an established track record within their respective media markets; submit work for review and letters of support from members of the professional/artistic/NGO community; and come with story ideas and/or works in progress that incorporate a creative narrative that includes key social issues and themes (e.g. human rights, pluralism, women’s empowerment, and tolerance).

Candidates should outline their production and distribution plans for proposed works in progress and how their content will facilitate and contribute to dialogue within their communities. Candidates should outline their intended goals for participation and outline areas of the kinds of support and training they need. Candidates should identify general challenges filmmakers face in local markets and how participation might address some of these challenges.

Multiple participants (up to three filmmakers), can come from one country, with each participant potentially bringing a different but complementary creative skillset from writing, directing, and producing. Participants can submit applications independently or as creative teams with a story concept to be developed or a work in progress.

All participants must be proficient in written and spoken English.

Fellows will be matched with a team of professional mentoring teams, consisting of one lead U.S. Mentor, who is a mid-level-to-senior professional, and other Mentors who complement each other to address Fellows’ needs and goals. Fellows will also have



access to a team of cultural Mentors to help ease the participant's adjustment to American society.

The applicant will offer a program design that is flexible and responsive to the different creative teams' needs, as well as professional workshops and seminars that address more general interests.

Successful applicants will clearly demonstrate the capacity to achieve the following:

- Demonstrate capacity to design and lead an innovative film, television, and new media-oriented mentoring program that entails international and domestic programs with significant connections and relationships with individuals in the entertainment, media, and film industry in Los Angeles.
- Identify qualified and established partner organizations/offices overseas to identify and recruit applicants to GMM, in consultation with ECA and relevant U.S. Embassies and Consulates.
- Conduct a comprehensive selection process of foreign participants from eligible countries, and provide them with the opportunity for meaningful and effective professional development and collaboration, as well as cultural awareness through project-based mentorships with American industry leaders for approximately four to six weeks, through activities conducted in select countries overseas after the conclusion of the U.S.-based program.
- Identify U.S.-based companies and individuals with whom collaboration on mentorships and networking opportunities is possible.
- Promote mutual understanding and partnerships between key professional groups in the U.S. and counterpart groups in eligible countries.
- Create sustainable professional mentoring relationships between U.S. and foreign participants.
- Expand the network of film professionals in eligible countries.

**Ideal Program Model:**

- A program for 12 to 18 participants (who apply with story concepts or works in progress) from select countries for a four-to-six-week mentoring and professional residency program in Los Angeles, California; a group orientation at the beginning of the program in the U.S.; mentorship with a team of professional mentors, along with a cultural Mentor for participant cultural/social activities; workshops/labs/masterclasses, job shadow, and enhancement seminars tailored to individual and group needs; a debriefing and evaluation session at the conclusion of the U.S.-based mentorship; and additional educational and cultural programming, as appropriate. Follow-on trips to participant countries.
- According to their expertise and interests, participants should be assigned to mentor teams with established individuals and or companies located within the entertainment hub area of the U.S. The location needs to afford them an in-depth

exposure to a range of different film, television, and other media. For the 2019 residency program, Los Angeles will be that hub. Participants can work with Mentors to review previous work and/or works in progress for critical feedback, extend professional networks, and experience the range of creative and business steps as their projects develop. The award recipient will ensure that the mentorship is carefully designed for each participant's professional goals and creative interests.

- Robust engagement with the wider private sector to expand networking and engagement opportunities.
- Engagement seminars during the course of the Los Angeles residency to take full advantage of the educational, cultural, and professional opportunities in Los Angeles.
- Opportunities to work with local Los Angeles-based community groups or schools working with film to reach local communities on relevant issues, such as combating gang violence, promoting youth volunteerism, or other relatable issues.
- A one-to-two day closing session after the conclusion of the U.S. component for all the Fellows and Mentors to discuss the program and summarize core successes and areas where collaboration and skills sharing needs to continue.
- Fellows will develop plans for how they will share information and lead film workshops with younger, emerging filmmakers.
- The award recipient will be responsible for the costs of the retreat and for all travel by the participants.
- After Fellows return to their home countries, they will remain in contact with their Mentors as individual projects develop. Fellows can also connect with a group of Mentors who should act as an informal creative and technical advisory council for different stages of production and distribution. Applicants should suggest ways to support this continued dialogue; exchange of ideas that should include, but are not limited to, virtual cloud platforms designed for the GMM community, allowing for discussions work to be shared.
- Applicants should design follow-on trips for a select number of Mentors to reconnect with four to six Fellows in their home countries, approximately four to six months after the Los Angeles residency has finished. For approximately seven to 10 days, Mentors will work with Fellows on their projects. The award recipient will be responsible for making all international and domestic travel arrangements, working closely with ECA and U.S. Embassies to coordinate these trips.
- Share additional, innovative ways for Fellows to explore private sector film financing, along with ways that finished films/programs/content can receive wider distribution in regional and international markets.
- Specific ideas and approaches to maintaining contact and networking opportunities between the Fellows themselves and between them and their U.S. Mentors and host institutions/organizations.
- Robust follow-up and engagement programs to further Fellows professional development and support of ongoing work or finished projects. Follow up

programs could include micro grants and/or should budget permit, a regional follow-up for all Fellows to reconnect with Mentors, and screen ongoing work or finished projects.

- The publication of print and online program materials designed and arranged in collaboration with ECA and the respective U.S. Embassies. Relevant materials should include those to advertise and promote the program (both in the U.S. and overseas), orientation materials, mentoring guidelines, and materials for activities conducted in the participants' home countries. Materials and website designs must be approved by ECA prior to publication and/or distribution (allowing ECA a minimum of three weeks for this review process). The award recipient must be prepared to coordinate all public announcements regarding GMM (including press releases, website updates, media notes, etc.) with ECA's Office of Public Affairs and Strategic Communications (PASC). Printed materials and websites must prominently display the GMM logo and the U.S. Department of State seal. All official documents and materials developed for promotional purposes must use the GMM logo and acknowledge the U.S. Department of State's role as the program's sponsor. Please note: All materials and website resources paid for by funding through the cooperative agreement will become the property of the U.S. Department of State. Please refer to D.3I. Communications Guidance for ECA Grant Recipients for further information.
- Collecting, updating, and making available for consumption by the public and Department representatives narrative stories, anecdotes, and any quantifiable data that illustrates the impact and multiplier effect of GMM both overseas and in the U.S.

**ECA envisions the approximate program timeline for the FY 2018 Global Media Makers to be as follows:**

- *September 2018-- December 2018:* Program start-up and research.
- *January 2019-April 2019:* On-the-ground media landscape assessments for participating countries. Identify nominating organizations and individuals. Nomination process begins.
- *May 2019-June 2019:* Selection process of 12 to 18 foreign participants, alternates and mentor teams. Residency logistics.
- *June 2019--September 2019:* Visa submissions for participants and travel and residency logistics.
- *September 2019- October 2019:* Travel to the U.S. by foreign participants and Los Angeles residency
- *November 2019 – February 2019:* Mentors and participants continue creative engagement through virtual platforms
- *March 2020-June 2020:* Mentors travel to select countries to conduct overseas program.
- *July- August 2020:* Final evaluations of the program will be conducted and released.

**Additional information:**

All projects proposed for the mentorship should encourage both the Mentors and the Fellows to learn from each other and to build productive relationships.

As needed, ECA will work with the award recipient to finalize host company placements for the Fellows; however, applicants who can demonstrate strong networks within the film, television, and new media industry to secure placements through their own resources will be deemed more competitive under the Institutional Capacity/Track Record Review Criterion.

In a cooperative agreement, (ECA/PE/C/CU) is substantially involved in program activities above and beyond routine monitoring. The U.S. Department of State will be represented by the Bureau of Educational and Cultural Affairs' Cultural Programs Division (ECA/PE/C/CU).

**ECA's activities and responsibilities for this program are as follows:**

- Advise and assist in the execution of all program components
- Work closely on the outreach and selection of Fellows and Mentors.
- Approve the final selection of Fellows and Mentors
- Review and approve all program publicity and other materials (digital and print)
- Assist with participant emergencies
- Liaise with relevant U.S. Embassies and country desk officers at the U.S. Department of State, particularly in terms of recruitment and selection efforts
- Work with Award Recipient to publicize the program, when relevant, through various media outlets (such as the social media platforms of ECA and PAS), including approving all program publicity, outreach efforts, and other materials
- Conduct an annual performance evaluation/review. Satisfactory performance is a condition of continued administration of the program and execution of all renewal years.
- Monitor and evaluate the program through regular communication with the award recipient and possibly one or more site visits
- Review and approve media and outreach plans
- Approve all final program arrangements
- Issue DS-2019 forms and J-1 visas for the foreign participants and assist with SEVIS-related issues. All foreign participants will travel on a U.S. Government designation for the J Exchange Visitor Program
- Represent the U.S. Government at exchange events

In consultation with ECA, the award recipient must actively engage the relevant Public Affairs Sections of U.S. Embassies' for the assessment trip, the final selection of all participants and the follow-on in-country program with Fellows.

**Public Affairs Sections of U.S. Embassies'** activities and responsibilities for this program are as follows:

- Identify local partner organizations to nominate Fellows
- Nominate foreign filmmakers to participate in U.S. based mentoring program
- Identify local partners and sites for workshops, master classes, discussions
- Advise in-country travel and logistics
- Participate in final participant selection process
- Arrange pre-departure orientation and post program debrief
- Arrange in-country radio, television, and print interviews
- Represent the U.S. Government at exchange events

**Award recipient** activities and responsibilities for this program are as follows:

- Design a responsive program for participants to include individual mentoring, workshops/labs/masterclasses, job shadow and enhancement seminars tailored to specific individual and group needs
- Develop a timeline and design an inclusive selection process for participants. Obtain ECA approval of the selection process.
- Identify qualified and established partner organizations/offices overseas to identify and nominate applicants to GMM, in consultation with ECA and relevant U.S. Embassies
- Conduct a comprehensive selection process of approximately 12-18 foreign participants from eligible countries. Fellows will be talented, mid-career writers, directors and producers between the ages of approximately 21-40, and will come to GMM with a project in development. The projects should explore civil society themes in an organic, compelling way. Projects could include documentary films, narrative features, comedies, serialized television dramas and/or web-based series. The final GMM Fellows should represent a variety of genres, mediums and topics.
- Conduct a comprehensive selection process for GMM Mentors who will represent a spectrum of expertise from the creative, financial, and technical sides of storytelling. Once Fellows are identified, the award recipient will ensure that Mentors possess the relevant skills and experience to meet individual Fellows needs and interests.
- Support robust engagement with the wider private sector to expand networking opportunities.
- Provide engagement seminars and cultural outreach activities during the course of

the Los Angeles based program to take full advantage of the educational, cultural and professional opportunities in Los Angeles.

- Maintain liaison with ECA and program participants to ensure the program schedule is compatible with needs and objectives.
- Provide opportunities to engage with local Los Angeles- based community groups or schools that work with film to reach local communities on relevant local issues, such as combating gang violence or promoting youth volunteerism or other relatable issues.
- Arrange for all Fellows and Mentor travel, immunizations, and other pre-travel preparations. Purchase round-trip international travel (complying with the Fly America Act) for the participants. The award recipient is responsible for making travel and housing arrangements for all of the Participants in the United States and overseas.
- Enroll participants in the Bureau's Accident and Sickness Program for Exchanges (ASPE) for the duration of the program, issue health benefits identifications cards, and provide instructions on host claim forms. More information on ASPE is available [www.usdos.sevencorners.com](http://www.usdos.sevencorners.com).
- Provide Mentors background and assessment briefs for mentoring teams that outline the entertainment and media landscapes for participating countries and the on-ground realities and challenges participants face in different media environments.
- Hold a one- to two-day closing-session after the conclusion of the U.S. component for all the GMM Fellows and Mentors to discuss the program, and summarize core successes and areas where collaboration and skills sharing needs to continue. Fellows will develop plans for how they will share information and lead film workshops with younger, emerging filmmakers. The award recipient will be responsible for the costs of the retreat and for all travel by the participants.
- Provide ECA with regular program highlights and summaries during and after the GMM programs.
- To ensure that posts have properly nominated and vetted overseas participants. All foreign participants should be approximately between the ages of 21 to 40, and must travel to the United States on J-1 visas. Please see separate section for J-1 visa requirements. Like U.S. participants, foreign participants should represent a full range of diversity in terms of people with different ethnic, gender, cultural, racial, and disability backgrounds.
- Work closely with ECA and selected U.S. Embassies to develop workshop

programs that provide follow-on engagement to GMM programs and further professional development of international participants. Determine the program length in consultation with ECA and U.S. Embassies, though in general it will be approximately two weeks.

- Develop a robust program evaluation to measure the short-term and long-term effects of the program, including, but not limited to trip reports, program highlights blog posts, social media, local press, photographs and video reports.
- Develop a comprehensive media and public relations strategy that includes outreach to international and U.S. media. The award recipient will incorporate social media and innovative technology platforms into their outreach strategy. All final public relations strategies will be developed in consultation with and approved by ECA.
- Ensure that both the credit language and the U.S. Department of State logo are used on all print and web materials related to the cooperative agreement.

**B. Federal Award Information:**

**Type of Award:** Cooperative Agreement. ECA's level of involvement in this program is listed under A. Program Description.

**Fiscal Year Funds:** FY2018

**Approximate Total Funding:** \$1,000,000.

**Approximate Number of Awards:** One

**Floor of Award Range:** None

**Ceiling of Award Range:** \$1,000,000.

**Approximate Average Award:** \$1,000,000.

**Anticipated Award Date:** September 30, 2018.

**Anticipated Project Completion Date:** August 31, 2020

**Additional Information:** The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and the availability of funds. Pending successful implementation of this program and the availability of funds in subsequent fiscal years, it is ECA's intent to renew this grant or cooperative agreement for two additional consecutive fiscal years, before openly competing it again.

**C.) Eligibility Information:**

**C.1. Eligible applicants:** Applications may be submitted by public and private non-profit organizations meeting the provisions described in Internal Revenue Code section 26 USC 501(c)(3).

**C.2. Cost Sharing or Matching Funds:** There is no minimum or maximum percentage required for this competition; however, ECA encourages applicants to provide maximum levels of cost sharing and funding in support of its programs.

When cost sharing is offered, it is understood and agreed that the applicant must provide the amount of cost sharing as stipulated in its proposal and later included in an approved agreement. Cost sharing may be in the form of allowable direct or indirect costs. For accountability, you must maintain written records to support all costs which are claimed as your contribution, as well as costs to be paid by the Federal government. Such records are subject to audit. The basis for determining the value of cash and in-kind contributions must be in accordance with the Office of Management and Budget's Guidance 2 CFR Parts 200 and 600, entitled the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards. In the event you do not provide the minimum amount of cost sharing as stipulated in the approved budget, ECA's contribution will be reduced in like proportion.

### **C.3. Other Eligibility Requirements:**

a.) Bureau grant guidelines require that organizations with less than four years of experience in conducting international exchanges be limited to \$130,000 in Bureau funding. ECA anticipates making one award, in an amount up to \$1,000,000, to support program and administrative costs required to implement this exchange program. Organizations with less than four years of experience in conducting international exchanges are ineligible to apply under this competition.

b.) **Technical Eligibility:** All proposals must comply with the requirements stated in the NOFO, POGI (if applicable), and the Proposal Submission Instructions (PSI). Non-compliance will result in your proposal being declared technically ineligible and given no further consideration in the review process.

c.) Eligible applicants may not submit more than one proposal in this competition. If more than one proposal is received from the same applicant, all submissions will be declared technically ineligible and will receive no further consideration in the review process. **Please note:** Applicant organizations are defined by their legal name, and EIN number as stated on their completed SF-424 and additional supporting documentation outlined in the Proposal Submission Instructions (PSI) document.

### **D.) Application and Submission Information:**

Note: Please read the complete announcement before sending inquiries or submitting proposals. Once the NOFO deadline has passed, Bureau staff may not discuss this competition with applicants until the proposal review process has been completed.

**D.1 Contact Information to Request an Application Package:** Please contact Catherine Collins in the Bureau of Educational and Cultural Affairs, Office of Citizen



Exchanges (ECA/PE/C/CU), SA-5, 3<sup>rd</sup> Floor, U.S. Department of State, 2200 C Street, NW, Washington, D.C. 20037, Tel. (202) 632-9301, Fax (202) 632-9355, Email: collinsec@state.gov to request a Solicitation Package.

The Solicitation Package contains the Proposal Submission Instruction (PSI) document, which consists of required application forms, and standard guidelines for proposal preparation.

Please specify Catherine Collins and refer to the Funding Opportunity Number located at the top of this announcement on all other inquiries and correspondence.

**D.2. To Download a Solicitation Package Via Internet:** The entire Solicitation Package may be downloaded from the Bureau's website at <http://eca.state.gov/organizational-funding> or from the Grants.gov website at <http://www.grants.gov>.

**D.2a. Content and Form of Submission:** Applicants must follow all instructions in the Solicitation Package. The application should be submitted per the instructions under D.3p. "Application Deadline and Method of Submission" section below.

**D.3a. Unique Entity Identifier Number:** You are required to have a Unique Entity Identifier (UEI) number to apply for a grant or cooperative agreement from the U.S. Government. This number is a nine-digit identification number, which uniquely identifies business entities. Obtaining a UEI number is easy and there is no charge. To obtain a UEI number, access <http://www.dnb.com> or call 1-866-705-5711. Please ensure that your UEI (Data Universal Numbering System of DUNS) number is included in the appropriate box of the SF – 424 which is part of the formal application package. For more detailed instructions for obtaining a UEI (DUNS) number, refer to: <https://www.grants.gov/web/grants/applicants/organization-registration/step-1-obtain-duns-number.html>

**D.3b. Required Proposal Elements:** All proposals must contain an executive summary, proposal narrative, and budget.

Please Refer to the Solicitation Package. It contains the mandatory Proposal Submission Instructions (PSI) document for additional formatting and technical requirements.

**D.3c. Required Registration with the System for Award Management (SAM):** All federal award applicants must be registered in the System for Award Management (SAM) database in order to submit a proposal in response to an open competition on Grants.gov.

All federal award recipients must maintain current registrations in the SAM database. Recipients must maintain accurate and up-to-date information in [www.SAM.gov](http://www.SAM.gov) until all program and financial activity and reporting have been

completed. Recipients must review and update the information at least annually after the initial registration and more frequently if required information changes or another award is granted. There is no cost associated with registering or updating SAM.gov accounts. Failure to register in SAM.gov will render applicants ineligible to receive funding.

For more detailed instructions for registering with SAM, refer to:

<https://www.grants.gov/web/grants/applicants/organization-registration/step-2-register-with-sam.html>

**D.3d. Non-Profit Status:** You must have nonprofit status with the IRS at the time of application. **Please note:** All applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:

- 1) Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.
- 2) Those who do not file IRS Form 990 must submit information above in the format of their choice.

**D.3e. FFATA Report:** In addition to final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their grant activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one-page description of grant activities, will be transmitted by the State Department to OMB, along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its USASpending.gov website as part of ECA's FFATA reporting requirements.

**D.3f. Verifying Non-Profit Status:** If your organization is a private nonprofit which has not received a grant or cooperative agreement from ECA in the past three years, or if your organization received nonprofit status from the IRS within the past four years, you must submit the necessary documentation to verify nonprofit status as directed in the PSI document. Failure to do so will cause your proposal to be declared technically ineligible.

**D.3g. SAMS Domestic:** All ECA awards recipient organizations must be registered with the U.S. Department of State's SAMS Domestic by accessing <https://mygrants.service-now.com>. SAMS Domestic is the U.S. Department of State's grants management system, which is replacing GrantSolutions.gov, and is supported by the Department's Integrated Logistics Management System (ILMS). SAMS Domestic will utilize three ILMS modules to support the Federal Financial Assistance Award process including the SAMS Domestic portal a.k.a. Service Now; Ariba; and Status

Tracking a.k.a. the Federal Award File. To register as a SAMS Domestic user, please click the “create an account” link at <https://mygrants.service-now.com>. Organizations that have previously used SAMS Domestic do not need to register again. If the organization is not able to access the system, please contact the ILMS Help Desk for help in gaining access.

Support for Grantee Organizations is available 24 hours, 7 days a week (except federal holidays), and can be reached at 1-888-313-ILMS (4567) or through the ILMS Self Service Portal at <https://afsitsm.service-now.com/ilms/home>.

In the event you are having difficulty registering, please email [ECA\\_SAMSDomestic@state.gov](mailto:ECA_SAMSDomestic@state.gov).

Please take into consideration the following information when preparing your proposal narrative:

**D.3h. ADHERENCE TO ALL REGULATIONS GOVERNING THE J VISA:** The Office of Citizen Exchanges of the Bureau of Educational and Cultural Affairs is the official program sponsor of the exchange program covered by this NOFO, and an employee of the Bureau will be the "Responsible Officer" for the program under the terms of 22 CFR 62, which covers the administration of the Exchange Visitor Program (J visa program). Under the terms of 22 CFR 62, organizations receiving awards (either a grant or cooperative agreement) under this NOFO will be third parties "cooperating with or assisting the sponsor in the conduct of the sponsor's program." The actions of recipient organizations shall be "imputed to the sponsor in evaluating the sponsor's compliance with" 22 CFR 62. Therefore, the Bureau expects that any organization receiving an award under this competition will render all assistance necessary to enable the Bureau to fully comply with 22 CFR 62 et seq.

The Bureau of Educational and Cultural Affairs places critically important emphases on the secure and proper administration of Exchange Visitor (J visa) Programs and adherence by recipient organizations and program participants to all regulations governing the J visa program status. Therefore, proposals should explicitly state in writing that the applicant is prepared to assist the Bureau in meeting all requirements governing the administration of Exchange Visitor Programs as set forth in 22 CFR 62. If your organization has experience as a designated Exchange Visitor Program Sponsor, the applicant should discuss their record of compliance with 22 CFR 62 et. seq., including the oversight of their Responsible Officers and Alternate Responsible Officers, screening and selection of program participants, provision of pre-arrival information and orientation to participants, monitoring of participants, proper maintenance and security of forms, record-keeping, reporting and other requirements.

The Office of Citizen Exchanges of ECA will be responsible for issuing DS-2019 forms to participants in this program.

A copy of the complete regulations governing the administration of Exchange Visitor (J) programs is available at <http://j1visa.state.gov> or from:

Office of Designation, Private Sector Programs Division  
U.S. Department of State  
SA-4E (Bldg. 3)  
2430 E Street, NW  
Washington, DC 20037

Please refer to the Solicitation Package for further information.

**D.3i. Diversity, Freedom and Democracy Guidelines:** Pursuant to the Bureau's authorizing legislation, programs must maintain a non-political character and should be balanced and representative of the diversity of political, social and cultural life in the United States and abroad. "Diversity" should be interpreted in the broadest sense and encompass differences including race, color, national origin, sex, age, religion, geographic location, socio-economic status, disability, sexual orientation or gender identity. Proposals should demonstrate how diversity will enhance the program's goals and objectives and the participants' exchange experience. Please refer to the review criteria under the 'Support of Diversity' section of this document as well as the DIVERSITY, FREEDOM AND DEMOCRACY section in the "Proposal Submission Instructions" document for specific suggestions on incorporating diversity into the total proposal.

Public Law 104-319 provides that "in carrying out programs of educational and cultural exchange in countries whose people do not fully enjoy freedom and democracy," the Bureau "shall take appropriate steps to provide opportunities for participation in such programs to human rights and democracy leaders of such countries." Public Law 106 - 113 requires that the governments of the countries described above do not have inappropriate influence in the selection process. Proposals should reflect advancement of these goals in their program contents, to the full extent deemed feasible.

**D.3j. Program Monitoring and Evaluation:** Proposals must include a plan to monitor and evaluate the project's success, both as the activities unfold and at the end of the program. The Bureau recommends that your proposal include a draft survey questionnaire or other technique plus a description of a methodology to use to link outcomes to original project objectives. The Bureau expects that the recipient organization will track participants or partners and be able to respond to key evaluation questions, including satisfaction with the program, learning as a result of the program, changes in behavior as a result of the program, and effects of the program on institutions (institutions in which participants work or partner institutions). The evaluation plan should include indicators that measure gains in mutual understanding as well as substantive knowledge.

Successful monitoring and evaluation depend heavily on setting clear goals and outcomes at the outset of a program. Your evaluation plan should include a description of your project's objectives, your anticipated project outcomes, and how and when you intend to measure these outcomes (performance indicators). The more that outcomes are "smart" (specific, measurable, attainable, results-oriented, and placed in a reasonable time frame), the easier it will be to conduct the evaluation. You should also show how your project objectives link to the goals of the program described in this NOFO.

Your monitoring and evaluation plan should clearly distinguish between program outputs and outcomes. Outputs are products and services delivered, often stated as an amount. Output information is important to show the scope or size of project activities, but it cannot substitute for information about progress towards outcomes or the results achieved. Examples of outputs include the number of people trained or the number of seminars conducted. Outcomes, in contrast, represent specific results a project is intended to achieve and is usually measured as an extent of change. Findings on outputs and outcomes should both be reported, but the focus should be on outcomes.

We encourage you to assess the following four levels of outcomes, as they relate to the program goals set out in the NOFO (listed here in increasing order of importance):

1. **Participant satisfaction** with the program and exchange experience.
2. **Participant learning**, such as increased knowledge, aptitude, skills, and changed understanding and attitude. Learning includes both substantive (subject-specific) learning and mutual understanding.
3. **Participant behavior**, concrete actions to apply knowledge in work or community; greater participation and responsibility in civic organizations; interpretation and explanation of experiences and new knowledge gained; continued contacts between participants, community members, and others.
4. **Institutional changes**, such as increased collaboration and partnerships, policy reforms, new programming, and organizational improvements.

**Please note:** Consideration should be given to the appropriate timing of data collection for each level of outcome. For example, satisfaction is usually captured as a short-term outcome, whereas behavior and institutional changes are normally considered longer-term outcomes.

Overall, the quality of your monitoring and evaluation plan will be judged on how well it 1) specifies intended outcomes; 2) gives clear descriptions of how each outcome will be measured; 3) identifies when particular outcomes will be measured; and 4) provides a clear description of the data collection strategies for each outcome (i.e., surveys, interviews, or focus groups). (Please note that evaluation plans that deal only with the first level of outcomes [satisfaction] will be deemed less competitive under the present evaluation criteria.)

Recipient organizations will be required to provide reports analyzing their evaluation findings to the Bureau in their regular program reports. All data collected, including survey responses and contact information, must be maintained for a minimum of three years and provided to the Bureau upon request.

**D.3k. Virtual Exchange Component:** ECA welcomes innovative ideas on how organizations can leverage appropriate mobile and/or online technologies to maintain engagement among exchange participants, encourage project collaboration and widen participation in the overall project to a broader audience. ECA strongly encourages organizations submitting proposals in response to this solicitation to suggest one or more virtual exchange components to complement the in-person exchange. The virtual exchange component(s) could come before, during and/or after the physical exchange. The objective for the virtual exchange component(s), defined as technology-enabled, sustainable, people-to-people, cross-cultural exchanges, is to augment the impact of the in-person exchange described in this solicitation. ECA encourages organizations to propose virtual exchange ideas that take advantage of ECA's existing web and social networking platforms, including our International Exchange Alumni space. Virtual exchange components would be coordinated with and approved by the ECA program office and U.S. missions abroad on a project by project basis.

**D.3l. Communications Guidance for ECA Grant Recipients:** All ECA Grant Recipients must adhere to the requirements in ECA's Communications Guidance on the creation of program branding and attribution, websites, social media, and press.

**D.3m.** Please take the following information into consideration when preparing your budget:

**D.3n.** Applicants must submit SF-424A – “Budget Information – Non-Construction Programs” along with a comprehensive budget for the entire program. There must be a summary budget as well as breakdowns reflecting both administrative and program budgets. Applicants may provide separate sub-budgets for each program component, phase, location, or activity to provide clarification.

**D.3o. Allowable costs for the program include the following:**

1) International and domestic air fares, visas, transit costs, ground transportation costs and airline baggage, and seat fees. Please note that all air travel must be in compliance with the Fly America Act. There is no charge for J-1 visas for participants in ECA-sponsored programs.

2) Per Diem. For U.S.-based programming, organizations should refer to the published Federal per diem rates for individual U.S. cities. Domestic per diem rates may be accessed at: <http://www.gsa.gov/portal/category/21287>.

ECA requests applicants to budget realistic costs that reflect the local economy and do not exceed Federal per diem rates. Foreign per diem rates for overseas activities can be accessed at: [https://aoprals.state.gov/web920/per\\_diem.asp](https://aoprals.state.gov/web920/per_diem.asp)

- 3) Housing in the U.S. The award recipient will be responsible for providing clean, safe, and reasonably located housing for the Fellows during their stay in the U.S.
- 4) Transportation. The Award recipient will be responsible for providing methods of transportation for Fellows during their four to six week exchange in Los Angeles.
- 5) Pre-planning trips to participating countries to assess media landscape for approximately five to seven days. The award recipient will be responsible for travel and in-country costs such as hotel and per diem. Costs for interpreters/translators may also be included in the budget.
- 6) Orientation Costs. The award recipient will provide informational materials about GMM and the logistics involved in traveling to the United States to U.S. Embassies. This information will be used by embassies to conduct pre-departure orientations for the GMM participants in each country. The award recipient will itself conduct a comprehensive orientation for all off the GMM participants upon their arrival in the United States.
- 7) Closing Session Costs. The award recipient will be responsible for organizing and paying for a closing session at the end of the exchange for Fellows and Mentors.
- 8) Accident and Sickness Insurance. The GMM participants will be covered under the terms of a U.S. Department of State-sponsored health insurance policy. The premium is paid by the U.S. Department of State directly to the insurance company.
- 9) Consultants. Consultants may be used to provide specialized expertise or to make presentations. Daily honoraria may not exceed \$250 per day. Subcontracting organizations may also be used, in which case the written agreement between the prospective award recipient and the subcontractor should be included in the proposal. Subcontracts should be itemized in the budget.
- 10) Room Rental. Room rental may not exceed \$250 per day.
- 11) Materials Development. Proposals should contain costs to purchase, develop, and print brochures, and other promotional materials
- 12) Wire Transfer Fees. When necessary, applicants may include costs to transfer funds to partner organizations overseas. Applicants are urged to research applicable taxes that may be imposed on these transfers by host governments.

13) In-country Travel Costs for Visa Processing Purposes. Given the requirements associated with obtaining J-1 visas for ECA-supported participants, applicants should include costs for any travel associated with visa interviews or DS-2019 pick-up.

14) Costs involved in GMM overseas follow-on programming (approximately seven to 10 day trips) in GMM participating countries, including accommodations, visas, and other travel costs.

15) Administrative Costs. Costs necessary for the effective administration of the program may include salaries for recipient organization employees, benefits, and other direct and indirect costs detailed in the Application Package. While there is no rigid ratio of administrative to program costs, applicants are strongly encouraged to keep administrative costs as low as possible. Proposals should show strong administrative cost sharing contributions from the applicant and other sources.

Please refer to the Solicitation Package for complete budget guidelines and formatting instructions.

#### **PROPOSAL CONTENTS**

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

**NOTE:** Proposals submitted through Grants.gov may only be submitted in the following formats:

- Microsoft Word
- Microsoft Excel
- Adobe Portable Document Format (PDF)
- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items. All documents should be appropriately and clearly titled.

#### **Online Forms**

- SF-424, "Application for Federal Assistance"
- SF-424A, Budget Information – Non-Construction Programs
- SF-424B, "Assurances – Non-Construction Programs"
- Include other attachments, if applicable, such as indirect agreements, form 990, SF-LLL, etc.



**D.3p. Application Deadline and Method of Submission:**

Application Deadline Date: Friday, June 1, 2018

Method of Submission: Applications may only be submitted electronically through Grants.gov (<http://www.grants.gov>). Complete solicitation packages are available at Grants.gov in the “Search Grants” portion of the system.

**D.3q. Grants.gov Registration, Application Submission, and Receipt Procedures**

Eligible organizations should follow the instructions available in the ‘Get Started’ portion of the site (<http://www.grants.gov/web/grants/applicants/apply-for-grants.html>).

**How to Register to Apply through Grants.gov**

Applicants should read instructions carefully and prepare the information requested before beginning the registration process. Reviewing and assembling the required information before beginning the registration process will alleviate last-minute searches for required information.

The registration process can take up to four weeks to complete. Therefore, registration should be done in sufficient time to ensure it does not impact your ability to meet required application submission deadlines. Applicants should check with appropriate staff within their organizations immediately after reviewing this NOFO to confirm or determine their registration status with Grants.gov. Organization applicants can find complete instructions here: <https://www.grants.gov/web/grants/applicants/organization-registration.html>

**How to Submit an Application to ECA via Grants.gov**

For access to complete instruction on how to apply for Notice of Funding Opportunities on Grants.gov, refer to: <https://www.grants.gov/web/grants/applicants/apply-for-grants.html>

**Grants.gov Support and Submission Issues**

Direct all questions regarding Grants.gov registration and submission issues to:

Grants.gov Customer Support

Contact Center Phone: 800 -518-4726

Business Hours: 24 hours a day, 7 days a week; closed on federal holidays

Email: [support@grants.gov](mailto:support@grants.gov)

**Timely Receipt Requirements and Proof of Timely Submission**

Applicants have until midnight (12:00 a.m.), Washington, DC time of the closing date to ensure that their entire application has been uploaded to the Grants.gov site. There are no exceptions to the above deadline. Applications uploaded to the site after midnight of the

application deadline date will be automatically rejected by the Grants.gov system, and will be technically ineligible.

**Therefore, we strongly recommend that you not wait until the application deadline to begin the submission process through Grants.gov.**

Proof of timely submission is automatically recorded by Grants.gov. An electronic date/time stamp is generated within the system when the application is successfully received by Grants.gov. The applicant Authorized Organization Representative (AOR) will receive an acknowledgement of receipt and a tracking number (GRANTXXXXXXXX) from Grants.gov with the successful transmission of their application. Applicant AORs will also receive the official date/time stamp and Grants.gov Tracking number in an email serving as proof of their timely submission.

When ECA successfully retrieves the application from Grants.gov and acknowledges the download of submissions, Grants.gov will provide an electronic acknowledgement of receipt of the application to the email address of the applicant with the AOR role. Again, proof of timely submission shall be the official date and time that Grants.gov receives your application.

Applicants using slow internet, such as dial-up connections, should be aware that transmission can take some time before Grants.gov receives your application. Grants.gov will provide either an error or a successfully received transmission in the form of an email sent to the applicant with the AOR role. The Grants.gov Support Center reports that some applicants end the transmission because they think that nothing is occurring during the transmission process. Please be patient and give the system time to process the application.

The Grants.gov website includes extensive information on all phases/aspects of the Grants.gov process, including an extensive section on frequently asked questions, located under the "Applicant FAQs" section of the website. ECA strongly recommends that all potential applicants review thoroughly the Grants.gov website, well in advance of submitting a proposal through the Grants.gov system. ECA will not notify you upon receipt of electronic applications.

**PLEASE NOTE:** ECA bears no responsibility for applicant timeliness of submission or data errors resulting from transmission or conversion processes for proposals submitted via Grants.gov.

**It is the responsibility of all applicants submitting proposals via the Grants.gov web portal to ensure that proposals have been received by Grants.gov in their entirety, and ECA bears no responsibility for data errors resulting from transmission or conversion processes.**

**D.3r. Intergovernmental Review of Applications:** Executive Order 12372 does not apply to this program.

## **E. APPLICATION REVIEW INFORMATION**

The Bureau will review all proposals for technical eligibility. Proposals will be deemed ineligible if they do not fully adhere to the guidelines stated herein and in the Solicitation Package. All eligible proposals will be reviewed by the program office, as well as the Public Diplomacy section overseas and State Department regional bureaus, where appropriate. Eligible proposals will be subject to compliance with Federal and Bureau regulations and guidelines and forwarded to Bureau grant panels for advisory review. Proposals may also be reviewed by the Office of the Legal Adviser or by other Department elements. All awards will be assessed for risk prior to their issuance. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for assistance awards resides with the Bureau's Grants Officer.

### **E.1. Review Criteria**

Technically eligible applications will be competitively reviewed according to the criteria stated below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

**1. Program Planning and Ability to Achieve Objectives:** The proposal should exhibit originality, substance, and precision. The program plan should state the relevance of the project to the U.S. Department of State, with substance and precision.

**2. Institutional Capacity/Track Record:** Proposals should demonstrate an institutional record of successful international exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past ECA awards (grants or cooperative agreements) as determined by ECA Grants Staff. ECA will consider the past performance of prior recipients and the demonstrated potential of new applicants. Applicants who can demonstrate strong networks within the film, television, and new media industry to secure placements through their own resources will be deemed more competitive under the Institutional Capacity/Track Record Review Criterion.

**3. Cost Effectiveness and Cost Sharing:** The overhead and administrative components of the proposal, including salaries, honoraria, and subcontracts for services, should be kept as low as possible. All other items should be necessary and appropriate. Your proposal should maximize cost sharing through other private sector support, as well as through institutional direct funding and in-kind contributions.

**4. Support of Diversity:** Proposals should demonstrate substantive support of the ECA policy on diversity. Achievable and relevant features should be cited in both program administration (selection of Fellows and Mentors, program venue, and program

evaluation) and program content (orientation and wrap-up sessions, program meetings, resource materials, and follow-up activities). You should refer to the ECA Diversity, Freedom, and Democracy Guidelines in the PSI for guidance.

**5. Post-Cooperative Agreement Activities:** The proposal should provide a plan to conduct activities after the ECA-funded project has concluded in order to ensure that ECA-supported programs are not isolated events. Post-grant activities must be funded by contributions from the applicant or sources outside ECA. Costs for these activities should not appear in the proposal budget, but should be outlined/explained in the proposal narrative.

**6. Monitoring and Evaluation:** Proposals should include a detailed plan to monitor and evaluate the program. How applicants plan to ensure the safety and well-being of the Fellows while they are in the U.S. should be clearly explained. Competitive evaluation plans will describe how applicant organizations will measure the project's success at meeting program objectives in quantitative terms, and should include draft data collection instruments such as surveys and questionnaires. Your proposal should include a plan to evaluate the activity's success, both as the activities unfold and at the end of the program. ECA is especially interested in the results of project activities, both in terms of the impact on audiences, as well as on participants. It is the applicant's responsibility to inform ECA of exchange activity results and changes to the program plan and/or project timeline.

**7. Stewardship:** Proposals should address how applicants will utilize innovative tools, low-carbon technologies, and socially responsible approaches to program implementation, including web-based and other technologies, to reduce the program's carbon footprint and be a faithful steward of federal resources.

## **F. FEDERAL AWARD ADMINISTRATION INFORMATION**

**F.1. Award Notices:** Final awards cannot be made until funds have been appropriated by Congress, allocated and committed through internal Bureau procedures. Successful applicants will receive a Federal Assistance Award (FAA) from the Bureau's Grants Office. The FAA and the original proposal with subsequent modifications (if applicable) shall be the only binding authorizing document between the recipient and the U.S. Government. The FAA will be signed by an authorized Grants Officer, and transmitted to the recipient's responsible officer identified in the application.

Unsuccessful applicants will receive notification of the results of the application review from the ECA program office coordinating this competition.

**F.2 Administrative and National Policy Requirements:** Terms and Conditions for the Administration of ECA agreements include the following:

Office of Management and Budget's Guidance 2 CFR Parts 200 and 600, entitled the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Effective December 26, 2014, replacing the previous circulars).

For a copy of the OMB Guidance cited, please contact the U.S. Government Publishing Office or download from the [www.ecfr.gov](http://www.ecfr.gov) website.

Please reference the following websites for additional information:

<https://www.whitehouse.gov/omb>

<https://www.state.gov/m/a/ope/index.htm>

**F.3. Reporting Requirements:** You must provide ECA with an electronic copy of the following required reports:

*Mandatory:*

- 1.) Additional performance reports shall not be required more frequently than quarterly or, less frequently than annually. Annual reports shall be due 90 calendar days after the grant year; quarterly or semi-annual reports shall be due 30 days after the reporting period. (Frequency of these reports will be determined by the Grants Officer and Program Officer). The complete report and supporting documentation must be uploaded by the Recipient as a *Post Award Activity* under the corresponding record for this Cooperative Agreement/Grant in the U.S. Department of State's SAMS Domestic. SAMS Domestic is the U.S. Department of State's grants management system, which is replacing GrantSolutions.gov, and is supported by the Department's Integrated Logistics Management System (ILMS). For assistance, please contact the U.S. Department of State's ILMS Help Desk at 1-888-313-4567 (toll free for US callers) or through the U.S. Department of State's ILMS Self Service Portal at <https://afsitsm.service-now.com/ilms/home>. The Federal Financial Report (FFR SF-425/SF-425a) must be submitted through the Payment Management System (PMS). The electronic version of the FFR can be accessed at: <http://www.dpm.psc.gov/>. Once a financial report has been approved by the Department, the Recipient must upload the approved report to SAMS Domestic, in the same manner specified for the programmatic reports. Failure to comply with these reporting requirements may jeopardize the Recipient's eligibility for future Cooperative Agreements/Grants.

In the event you are having difficulty uploading reports and the ILMS help desk is not providing sufficient assistance, please email [ECA\\_SAMSDomestic@state.gov](mailto:ECA_SAMSDomestic@state.gov).

- 2.) A final program and financial report no more than 90 days after the expiration or termination of the award;
- 3.) A concise, one-page final program report summarizing program outcomes no

more than 90 days after the expiration of the award. This report should be e-mailed to: [FFATAECA@state.gov](mailto:FFATAECA@state.gov). This one-page report will be transmitted to OMB, and be made available to the public via OMB's USAspending.gov website - as part of ECA's Federal Funding Accountability and Transparency Act (FFATA) reporting requirements.

Award recipients will be required to provide reports analyzing their evaluation findings to the Bureau in their regular program reports. (Please refer to D.3j. Program Monitoring and Evaluation information.)

All data collected, including survey responses and contact information, must be maintained for a minimum of three years and provided to the Bureau upon request.

#### **G. AGENCY CONTACTS**

For questions about this announcement, contact: Catherine Collins, U.S. Department of State, Office of Citizen Exchanges, ECA/PE/C/CU, SA-5, 3<sup>rd</sup> Floor, 2200 C Street, NW, Washington, DC 20037, (202) 632-9301 (tel); (202) 632-9355 (fax); [collinscs@state.gov](mailto:collinscs@state.gov)

All correspondence with the Bureau concerning this NOFO should reference the title and funding opportunity number listed at the top of this solicitation.

Please read the complete announcement before sending inquiries or submitting proposals. Once the NOFO deadline has passed, Bureau staff may not discuss this competition with applicants until the proposal review process has been completed.

H. OTHER INFORMATION

Notice:

The terms and conditions published in this NOFO are binding and may not be modified by any Bureau representative. Explanatory information provided by the Bureau that contradicts published language will not be binding. Issuance of the NOFO does not constitute an award commitment on the part of the Government. The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and the availability of funds. Awards made will be subject to periodic reporting and evaluation requirements per section F3. Reporting Requirements above.

Marie Royce  
Assistant Secretary for Educational and Cultural Affairs  
U.S. Department of State

April 11, 2018