

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY 2020 Creative Arts Exchange: American Film Showcase

Funding Opportunity Number: SFOP0006401

Cultural Programs Division Office of Citizen Exchanges

The POGI guidelines apply specifically to the solicitation issued by the Office of Citizen Exchanges, Cultural Programs Division requesting proposals for the FY 2020 Creative Arts Exchange: American Film Showcase program. Proposals must conform to the solicitation letter, the guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Applications not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are IN ADDITION TO the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific guidelines and the program information supplied in the accompanying letter of solicitation, the letter of solicitation is to be the dominant reference.

I. STATEMENT OF WORK

The Bureau of Educational and Cultural Affairs (ECA) will support the FY 2020 Creative Arts Exchange: American Film Showcase (AFS), a program which sends approximately 60-90 American film envoys to approximately 35-50 ECA-designated countries to showcase approximately 40-60 relevant feature length and short documentaries, independent narrative films, television, and digital episodic programs organized by strategic themes to offer a broad overview of the best in current American independent filmmaking and content creation. The program broadly encompasses the visual media arts such as documentary, animated, and feature films, as well as television programs, gaming, and digital content. AFS will also design programs for foreign content creators, including television writers/producers, filmmakers, or film/TV professionals to travel to the U.S. for engagement with the American entertainment industry, including, but not limited to, attending film festivals, workshops, meetings with industry leaders, and professional networking opportunities.

The goals of AFS are to:

1. Support U.S. Foreign Missions and U.S. foreign policy goals through engagement activities including, but not limited to, screenings, workshops, and masterclasses.
2. Increase mutual understanding through dialogue and shared cultural connections as a result of collaborative program activities.
3. Create lasting connections between, but not limited to, AFS Envoys, foreign content creators, and other AFS program participants.
4. Increase economic empowerment opportunities for foreign content creators through skills development opportunities, including, but not limited to, workshops and masterclasses
5. Enhance American global competitiveness by sharing expertise and incubating creative markets.
6. Foster creative spaces for foreign content creators, students, and community groups to share their storytelling artistic traditions with the visiting AFS Envoys.

It is anticipated that the period of the cooperative agreement will begin approximately **September 1, 2020** and continue through **December 31, 2022**.

In a cooperative agreement, ECA's program office is involved in program activities above and beyond routine monitoring. The recipient will be required to obtain approval from ECA for significant changes in personnel and program components in advance of their implementation. ECA reserves the right to reduce, revise, or increase proposed project configurations and elements, budgets, and participant numbers as part of the base year award and in subsequent renewal awards in accordance with the program's needs and the availability of funds.

The responsibilities of ECA program staff and Public Affairs Sections of U.S. Embassies will be to:

1. Provide advice and assistance in the execution of all program components.
2. Participate in the curation process of the AFS film slate, approving final selection of all AFS films
3. Approve final selection of all AFS Envoys (filmmakers and film experts).
4. Identify participating countries and facilitate interaction within the U.S. Department of State to include ECA, regional bureaus, and U.S. Missions.
5. Arrange and fund all in-country costs and logistics including, but not limited to, per diems, accommodations, and in-country travel.
6. Identify local partners and sites for screenings, workshops, masterclasses, and discussions.
7. Arrange necessary equipment for program activities including, but not limited to, screening, workshops, and masterclasses.
8. Prepare and issue DS-2019 forms for foreign participants based on participant information collected by the award recipient's organization, forwarding these forms to the relevant U.S. Embassy/Consulate in order for participants to apply for J-1 visas.
9. Review and approve all media and outreach plans, press releases, and other public facing documents.
10. Approve all program materials, both in digital and print form.
11. Arrange in-country radio, television, print, and online media engagements.
12. Monitor and evaluate program activities through regular communication with the award recipient and, possibly, one or more site visits.
13. Represent the U.S. Government at exchange events.
14. Arrange participation of U.S. Department of State representatives in pre-tour orientations, any program de-briefings, and sessions related to evaluation of program and sub-award recipients.
15. Give final approval of all program arrangements.

In consultation with ECA program officers, responsibilities of the award recipient will be to:

1. AFS Film and Envoy Selection
 - a. Design and implement a transparent process to identify, select, and curate a slate of narrative and feature films and other content. All selected content should support current U.S. foreign policy goals and thematic priorities. This process should begin early in the program cycle to allow sufficient time for ECA to review and clear all recommended titles. ECA retains final approval of all AFS films and other content, including, but not limited to, animated shorts, gaming, and examples of advanced digital storytelling techniques.

- b. Identify and submit American documentary and narrative films and other content appropriate for overseas exhibition in 35-50 countries. Documentaries should comprise more than 50 percent of the slate and include relevant topics and themes that support U.S. Mission programming needs and interests and that showcase American society and values. The award recipient should submit a sufficient number of films for ECA's consideration in order to compile a final slate between 40-60 films.
- c. Identify and recommend approximately 60-90 Envoys with expertise in such fields as, but not limited to, screenwriting, film financing, distribution, marketing, cinematography, transmedia, gaming, editing, digital storytelling, and animation. Professionals with teaching and workshop experience are required. ECA retains final approval of all AFS Envoys.
- d. Develop an AFS virtual exchange component to include, but not limited to, platforms for collaboration, cloud filmmaking, film exhibition and film forum, and regular virtual discussions and engagement with filmmakers.
- e. Design programs for foreign content creators, including television writers/producers, filmmakers, or film/TV professionals to travel to the U.S. for engagement with the American entertainment industry, including, but not limited to, attending film festivals, workshops, meetings with industry leaders, and professional networking opportunities.
- f. Design follow-on programs to engage alumni, expand professional opportunities, and networks.
- g. Design a program to showcase first-run or newly released films for select U.S. Embassies.

2. AFS Preparation

- a. Obtain filmmaker and film expert participation in touring the AFS program.
- b. Obtain all necessary and appropriate rights and clearances for documentaries, narrative features, animated shorts, and other relevant content part of the AFS slate to ensure copyright protection and to permit flexibility in programming. This includes obtaining translation rights. All AFS content will need to be cleared for approximately a two-year period to allow for use in follow-on programming and engagement beyond in-country AFS programs.
- c. Arrange orientation to provide pre-travel briefings for AFS Envoys. This includes, but is not limited to, educational materials that explain AFS exchange programs and the role Envoys will play. ECA program officers will also be in attendance and take part in the orientation program.
- d. Prior to individual AFS programs, provide outgoing Envoys with relevant program information and pre-departure materials, as well as to solicit Envoys for information regarding specific requirements and/or needs (dietary, medical, etc.).
- e. Arrange all Envoy travel, including, but not limited to, assistance with passports, visas, immunizations, and other pre-travel preparations. Purchase Fly America Act compliant round-trip international travel for traveling participants. The award recipient is responsible for making U.S. domestic travel and housing arrangements for all AFS orientation participants. The award recipient is responsible for all travel and housing arrangements and per diems for foreign participants traveling to the U.S. All AFS staff travel and per diem is covered by the award recipient.
- f. Obtain transcripts and dialogue lists for all AFS slate content to allow for subtitling when needed. The applicant's budget should include funds to include translation and subtitling for up to two films. U.S. Embassies may contribute to subtitling costs, as well.
- g. Produce sufficient copies of the AFS slate in appropriate formats, including, but not limited, DVD/Blu-ray and digital, for overseas exhibitions.

- h. Ensure the AFS slate meets festival criteria, in the event individual titles are submitted for presentation at a U.S. Embassy supported festival. Assist with festival entry forms.
 - i. Develop educational, programming, and promotional materials to support the AFS slate, including, but not limited to, a website, study guides, best practice guidelines for film screenings and workshops, posters, press kits, media packets, flyers, brochures and e-newsletters.
 - j. Ship performance and educational materials to U.S. Embassies.
 - k. When necessary, advise U.S. Embassies on best practices, including, but not limited to, film screenings, masterclasses, and workshops. Advise on required equipment needs.
 - l. Develop program evaluation to measure the short-term and long-term effects of AFS, including, but not limited to, daily reports, final trip reports, blog posts, photographs, social media activity, and video reports.
 - m. Work with ECA to facilitate the J-1 visa application process. All foreign participants will travel on a U.S. Government designation for the J Exchange Visitor Program. The award recipient must provide the relevant information in a timely fashion, as determined by the general consular timeframe (America visas).
 - n. Enroll all participants in ECA's Accident and Sickness Program for Exchanges (APSE) for the period of the exchange. The Bureau will provide accident and sickness coverage at no cost to the award recipient. Alternatively, participants may use their own plan as long as it offers the same or better coverage, costing no more than \$50 per person, per month. Premiums may be included in the agreement request.
3. AFS Overseas
- a. In collaboration with ECA and U.S. Missions abroad, produce 35-50 programs approximately 5-10 days in length. These U.S. Embassy-support programs will include, but are not limited to, film screenings, film festivals, workshops, masterclasses, lectures, and other educational outreach activities designed for a variety of audiences, with a focus on younger and underserved audiences.
 - b. Work with ECA and U.S. Missions to develop program models for Embassy-sponsored/organized film events appropriate for different audiences and venues.
 - c. Coordinate with ECA to ensure that the U.S. Missions concur with suitability of selected AFS films for their programming.
 - d. Develop ways to document and report on AFS programs in real time through email, photography, social media, and/or video.
 - e. Engage participants through virtual discussions with AFS Envoys and develop virtual collaborations throughout the program.
4. AFS Foreign Content Creator exchange
- a. Design three to seven workshops that can be part of, or independent from, regularly scheduled AFS overseas programs and that can take place in participating AFS countries, regionally, and/or in the U.S. Workshops can focus a variety of topics, including, but not limited to, animation, cinematography, digital media, directing, editing, fundraising, producing, and writing.
 - b. Plan and develop one or more exchange opportunities for 10-30 foreign content creators to travel to the U.S. for exchange activities, including, but not limited to, attending workshops and industry meetings and networking opportunities.
 - c. Design 3-5 micro grant opportunities for AFS alumni to support follow-on projects.

- d. Plan and develop follow-on alumni programs, including, but not limited to, alumni summits and other enhancement opportunities.
 - e. Work with ECA and U.S. Missions to finalize all visa arrangements.
 - f. Coordinate travel and all other arrangements needed for visiting foreign content creators.
 - g. Arrange orientation for visiting foreign content creators to provide programmatic and logistical information.
 - h. In addition to exchange components, include, when relevant, community, cultural, social, and civic activities in coordination with each film exchange program.
 - i. Provide day-to-day monitoring of the program to prevent and/or manage any issues or complications.
 - j. Document foreign participants' experiences.
5. Post-Tour Activities
- a. Report on program activities to ECA immediately following overseas visits, providing summary reports using a format that ECA will provide.
 - b. Assist ECA and U.S. Embassies with possible follow-on program development and implementation.
6. AFS Media Strategy
- a. In consultation with ECA, develop a comprehensive media and public relations strategy that includes outreach to international and U.S. media. Incorporate social media and innovative technology platforms into any developed outreach strategy. ECA retains final approval over all media and public relations strategies.
 - b. Develop film press kits,
 - c. Prepare AFS Envoys for radio, television, newspaper, other electronic media interviews, digital video discussions, and feature articles.
 - d. Work with U.S. Missions staff for media arrangements and ensure that AFS Envoys are briefed on current political and social issues in each country.

II.

PROGRAM SPECIFIC GUIDELINES

The award recipient will be responsible for curating a slate of American feature length and short documentaries, independent narrative films, television, and digital episodic programs organized by strategic themes whose filmmakers will be available for overseas programming. All AFS slate content should be balanced, represent the diversity of American political, social, and cultural life, taking into consideration any political and cultural sensitivities. While documentaries are required to comprise more than 50 percent of the AFS slate, proposals should integrate independent narrative and animated films and other examples of digital storytelling into AFS programs. Narrative films should reflect and amplify themes explored in the documentaries. Animation, and other examples of digital content, should be included to demonstrate the latest technological innovation and how different platforms can be used in creative storytelling. Applicants should keep in mind that AFS is not just a film showcase. AFS is intended to create tangible connections, generate discussions, and share information through workshops, masterclasses, and other activities.

1. Participants

American Participants: Depending on Embassy needs and capacity, two content creator Envoys,

generally referred to as an AFS filmmaker or an AFS film expert, will travel to the 35-50 ECA selected countries either separately or simultaneously. An AFS filmmaker can be a film's subject/writer/director/producer. Their film is featured as part of an AFS overseas program. An AFS expert is a renowned film, television, or digital professional with area expertise and teaching experience. Depending on availability of funds and program needs, a third Envoy may travel to an AFS participating country. Additionally, award recipient staff will also travel on selected AFS programs to assist with on-the-ground needs and logistics.

Participating AFS Envoys (filmmakers and film experts) must be citizens and residents of the U.S. and be at least 21 years old; demonstrate high artistic and technical expertise; be dedicated to interactive educational activities targeting various age groups and filmmaking abilities; have a strong interest in international cultural exchange; be conversant with broader aspects of contemporary American society and culture; and be adaptable to unescorted rigorous touring through regions where travel and performance situations may be difficult

AFS Envoys will be expected to conduct or participate in workshops, masterclasses, lectures, impromptu discussions, virtual/digital discussion, and other activities with local cultural institutions, schools, filmmakers, interested and related entities. Furthermore, Envoys will be expected to engage in radio, television, and digital media appearances, along with other and media activities. Envoys should represent a full range of diverse backgrounds, including, but not limited to, race, color, age, religion, disability, sexual orientation, and gender identity. Selected Envoys should represent the diversity and professionalism of American film, television, online, and other content creative communities.

Foreign Participants: Foreign participants from ECA designated countries who participate in any U.S. workshop portion of AFS will be nominated and vetted by U.S. Embassies. All foreign participants must be at least 21 years of age and must travel to the U.S. on a J-1 visa.

Foreign participants should represent a full range of diverse backgrounds, including, but not limited to, race, color, national origin, age, religion, geographic location, socio-economic status, disability, sexual orientation, and gender identity. Applicants should refer to the Diversity, Freedom, and Democracy Guidelines in the renewal solicitation and ECA's Diversity Statement in the Proposal Submission Instructions (PSI) for additional information.

2. **Overseas Audiences:** U.S. Embassies will identify program audiences and local partner organizations. Overseas audiences should include, but are not limited to, emerging filmmakers, community leaders, youth, and underserved communities who have had little access to U.S. cultural programming.
3. **Tour Sites:** U.S. Embassies will work closely with local partners to identify sites for screenings, workshops, and program activities.
4. **Orientations:** In consultation with ECA, the award recipient will arrange an orientation and develop materials for AFS participants. Orientation materials/resources should contextualize AFS as a U.S. Department of State initiative, articulating the goals and expectations of the program.
5. **Insurance:** Enroll participants in a health insurance plan for the period of the exchange. Participants can be enrolled in ECA's Accident and Sickness Program for Exchanges (ASPE) with no charge to the cooperative agreement. Alternatively, you may use your own plan as long as it offers the same or better

coverage- and costs no more than \$50 per person per month; premiums may be included in the agreement request. Please see <https://www.sevencorners.com/gov/usdos> for more information on coverage. Please refer to the PSI for allowable costs and complete budget guidelines for formatting instructions.

6. **Budget:** ECA anticipates issuing an award for \$2,000,000. ECA intends to award one cooperative agreement to carry out AFS activities.

The Bureau reminds applicant organizations that all proposed costs must be reasonable, applicable and allocable.

The Bureau reserves the right to reduce, revise, or increase budgets and participant numbers based on the needs of the program and the availability of U.S. Government funding.

Cost Sharing is strongly encouraged.

Applicants should include a **Summary Budget** on a separate page before the **Detailed Budget**. The Summary Budget should clearly indicate the number of program participants and provide an overall unit cost per participant, as well as a unit cost breakdown by program and administrative costs. Following the Detailed Budget, please include a **Budget Narrative** that concisely explains how costs were calculated and the rationale for including them in the budget.

Please note: The Public Affairs Sections of the participating U.S. Missions are responsible for film envoy accommodation, per diem abroad, and in-country travel overseas. All AFS staff member travel and costs will be absorbed by the award recipient, not the Embassies. The award recipient will be responsible for all foreign participant travel, visa costs for U.S. participants, per diem, and accommodation.

Proposed budgets should include, but are not limited to, the following **allowable expenses**:

1. Participant travel (domestic and international travel for AFS Envoys, per the Fly America Act).
2. International travel for program implementation and/or evaluation purposes.
3. AFS staff travel.
4. Excess and overweight baggage fees.
5. Visas and immunizations.
6. Airport taxes and applicable country entrance fees.
7. Honoraria, stipends, or allowances.
8. Translation and subtitling for up to two films per AFS country.
9. Film slate duplication and mailing.
10. Packing, crating, and shipping of equipment and supplies.
11. Cultural and outreach activities.
12. Food and lodging for AFS orientations.
13. Industry engagement activities and receptions.
14. Outreach, educational, presentation and website materials (press kits and promotional materials).
15. Trip itinerary booklets.

16. Follow-on activities.
17. Subcontracts.
18. Other justifiable expenses directly related to supporting activities.
19. Administrative costs—while there is no rigid ratio of administrative costs to program costs, ECA urges applicants to keep administrative costs as low and reasonable as possible. Proposals should show strong administrative cost sharing contributions. Costs necessary for the effective administration of the program may include salaries for grantee organization employees, benefits, and other direct and indirect costs per detailed instructions in the PSI. Maximum limits on cooperative agreement funding are as follows: books and educational materials allowance-\$100 per film envoy; conference room rental costs-\$250 per day per room; film Envoy consultant interpreters/group coordinators/escorts fees, and honoraria-\$200/day; cultural allowance-\$150 per participant; honoraria for foreign content creators-\$200/day; per diem-standard government rates; evaluation costs up to five percent of the cooperative agreement. Organizations are encouraged to cost share any rates that exceeds these amounts.

Other Notes: The recipient organization is responsible for all components of the program outlined in the NOFO and the POGI. The organization must also inform the ECA program officer, in a timely fashion, of its progress at each stage of the project's implementation. All materials and correspondence related to the program will acknowledge this as a program of the Bureau of Educational and Cultural Affairs of the U.S. Department of State. ECA retains copyright use of and be allowed to distribute materials related to this program as it sees fit.

PROPOSAL CONTENTS

Applicants should submit a thorough proposal describing the program in a 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.

Proposals should succinctly address the elements described below, following 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)
Prior to submitting applications through Grants.gov, please ensure you meet all Grants.gov system and software requirements, including Adobe software compatibility. You can verify if your version of Adobe software is compatible with Grants.gov, by visiting <https://www.grants.gov/web/grants/applicants/adobe-software-compatibility.html>.
- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items, which 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,” if applicable.

See applicability guidance below:

- If the applicant organization registered or renewed its registration in SAM.gov after February 2, 2019: no SF-424B required (the organization certified as part of its SAM.gov registration).
 - If the applicant organization has an active registration in SAM.gov that was either created or renewed before February 2, 2019: SF-424B required.
- Include other attachments, if applicable, such as indirect agreements, Internal Revenue Service 990 (“Return of Organization Exempt From Income Tax”), SF-LLL Disclosure of Lobbying Activities, etc.

Program Narrative

Executive Summary (One page)

In one double-spaced page, provide the following information about the project:

1. Name of organization/participating institutions
2. Beginning and ending dates of the program
3. Proposed theme
4. Nature of activity
5. Funding level requested from ECA, total program cost, total cost-sharing from applicant, and other sources
6. Scope and Goals
 - a. Number and description of participants
 - b. Wider audiences benefiting from the program (overall impact)
 - c. Geographic diversity of program, both U.S. and overseas
 - d. Fields covered
 - e. Anticipated results (short and long-term)

Narrative

In **10-20** double-spaced, single-sided pages, provide a detailed description of the project addressing the areas listed below.

1. Vision (statement of need, objectives, goals, benefits)
2. Participating organizations
3. Program activities (advertisement, recruitment, orientation, academic component, cultural program, participant monitoring)
4. Program evaluation

5. Follow-on programming
6. Project management
7. Work plan/time frame

Additional Information to be Submitted

- Detailed Budget
- 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.
- Calendar of activities/itinerary, if applicable
- Letters of endorsement
- Resumes and CVs (resumes of all new staff should be included in the submission; no resume should exceed two pages.)
- First Time Applicant Attachments, if applicable.

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:

- 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.
- Those who do not file IRS Form 990 must submit information above in the format of their choice.

As part of 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.

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

APPLICATION SUBMISSION

The NOFO indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program or the competition, call CATHERINE COLLINS at (202) 632-9301, ECA/PE/C/CU; Fax: (202) 632-9355; email: collinscs@state.gov.