

**U.S Embassy Media Training on Economic Reporting
Request for Proposals
May 2013**

Background

The U.S. Embassy works with various organizations to provide journalism and media trainings. As a part of this effort to enhance the skills of Nepalis in various fields, the U.S. Embassy works to train journalists, social entrepreneurs, and other professionals. The training varies from basic writing skills to rigorous reporting techniques to travel writing to business reporting. For example, in recent months the Embassy has conducted journalism training programs in remote districts that have benefited young journalists who had not previously had any formal training and done a travel writing training where the reporters weaved stories as they traveled.

Program Description and Requirements

The U.S. Embassy seeks to offer a business reporting training in the near future. The proposed three, two-day trainings will focus on identifying and understanding economic issues, finding a story, writing it in simple language for a larger audience. The training should include:

- How to identify a good business story
- Where to look for stories
- Examples of a good economic reporting (TV/Radio/Internet/News paper reports etc)
- Finding a positive economic story
- Potential story ideas
- Scrutinizing the economic system
- Cultivating sources

Successful proposals should include the following elements:

- An outline of the training sessions
- A list of potential experts and speakers
- A plan for inviting participants, including the total number of participants
- Suggested venues – two in Nepal
- Proposed budget breakdown

Funding

The U.S. Embassy will provide funding for trainings in three destinations of Nepal. The cost for one training should not exceed \$3,000.

Application Procedure and Deadline

For proposals to be considered, they must include the following information on the organization's letterhead:

- Organization contact information
- DUNS number
- Background of organization and leaders
- Project narrative
- Budget

Proposals should be submitted via email no later than June 21, 2013 to KathmanduMedia@state.gov with the subject, "Proposal for Media Training on Economic Reporting."

Selection Process

The U.S. Embassy will review all proposals submitted by the deadline. If additional information is required, the U.S. Embassy may contact organizations after the deadline. The U.S. Embassy will inform the selected organization no later than July 1.

Eligibility

Any non-governmental organization may submit a proposal. Cost-sharing or matching is encouraged but not required.

In order to receive funding from the U.S. Embassy, an organization must have a Data Universal Numbering System (DUNS) number. Detailed instruction on how to obtain a DUNS number at no cost is available at <http://fedgov.dnb.com/webform>.

Reporting Requirements

The selected organization will be expected to provide status updates as requested and will be required to submit a final report at the conclusion of the project. Additionally, the organization must submit all financial records to the U.S. Embassy at the close out of the project.