

**U.S Embassy New Media Training
Request for Proposals
May 2012**

Background

The U.S. Embassy works with various organizations to provide journalism and media training. As a part of this effort to enhance the skills of Nepalis in these 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. 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.

Program Description and Requirements

The U.S. Embassy seeks to offer an intermediate training session on new media. The one-day seminar will target journalists, bloggers, grassroots advocates, and other professionals who have an interest in learning about new media tools to extend their public messaging and outreach. The training should include:

- Examples of successful usage of new media tools in Nepal (blogs, Twitter, Facebook, SMS, etc)
- An examination of how to monitor new media tools (social media dashboards)
- How to publicize new media tools to maximize the audience
- Trends in new media usage in Nepal

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
- A suggested venue
- Proposed budget breakdown

Funding

The U.S. Embassy will provide funding not to exceed \$2,000 USD.

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 8, 2012 to KathmanduMedia@state.gov with the subject, "Proposal for New Media Training."

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 June 22.

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.