

Section A - Application Format

Successful applications for this funding opportunity should include, as applicable, the following components:

1. Project Description
 - A short explanation of the project (4-6 sentences)
 - Highlights, major goals and activities
2. Intended Outcome(s):
 - Main purpose of the project
 - Desired end-state impact of the project
 - Logically linked to successful completion of Objectives (#3 below)
3. Objectives:
 - Highest results *for which the implementer can be held directly responsible*
 - Logically linked to achievement of related activities (#5 below)
4. Indicators:
 - Measures used to gauge progress toward intended outcomes and objectives
 - Must be specific and measurable
5. Activities:
 - Major actions that will lead to the realization of the associated objective
 - Person(s) responsible or how they will be selected
 - Activity location (City)
 - Duration of the activity; Anticipated timeline
 - Number of participants/targets or how they will be selected

Section B - Selection Criteria

To be eligible to receive funding under this RFA, applicants must submit all necessary information (as outlined in this RFA) by the indicated deadline. In addition, applicants must not be subject to any U.S. or foreign legal or regulatory conditions barring them from receiving funds from the United States Government.

The Apparently Successful Applicant will:

- Submit a proposal in which the goals and objectives closely match those described in this RFA;
- Demonstrate a solid track record of success in this program area, preferably including prior experience working in Tunisia or other Maghreb countries;
- Have prior experience implementing assistance programs, preferably including prior experience working under U.S. grants or cooperative agreements.

Section C - Program Description

The United States Embassy in Tunis, Tunisia, is seeking applications (proposals for funding) to support projects and activities aimed at improving the political reporting ability of the Tunisian media, as well as the general managerial skills of Tunisian news editors.

The selected recipient will be responsible for ensuring achievement of program objectives that **improve the overall quality of political reporting in the Tunisian media**, with an emphasis on fact-based reporting, thorough source checking, a separation of commentary from news, and routine engagement of political actors, civil society organizations, and other relevant stakeholders. Other workshops will focus on **the essentials of newsroom management** and the role of editors in establishing reporting priorities and ensuring quality control.

The selected recipient must have a **track record of success** in media training projects. The most competitive applicants will have prior experience in the Maghreb region and will possess knowledge of key Tunisian actors, institutions, and policies.

Subject to the availability of funds, US Embassy Tunis plans to provide up to \$100,000 in Public Affairs for one or more grants for a program not to exceed one year.

Section D - Certifications, Assurances, and Other Statements of Applicant/Recipient

Section E - Marking under Assistance Instruments

I. BRANDING STRATEGY

(a) Definitions

Branding Strategy means a strategy describe show the program, project, or activity is named and positioned, and how it is promoted and communicated to beneficiaries and host country citizens. It identifies all donors, including the US Embassy, Tunis, Tunisia, and explains how they will be acknowledged.

(b) Submission.

The Apparently Successful Applicant, upon request of the Agreement Officer, will submit and negotiate a Branding Strategy. The Branding Strategy will be included in and made a part of the resulting grant or cooperative agreement. The Branding Strategy will be negotiated within the time that the Agreement Officer specifies. Failure to submit and negotiate a Branding Strategy will make the applicant ineligible for award of a grant or cooperative agreement. The Apparently Successful Applicant must include all estimated costs associated with branding