



U.S. Embassy
and Consulates
in Brazil

Podcast Training for Quilombolas “These Brazilian Lives”

U.S. DEPARTMENT OF STATE WHA / U.S. Embassy Brasília, Brazil Notice of Funding Opportunity

Funding Opportunity Title: *Podcast Training for Quilombolas – “These Brazilian Lives”*

Funding Opportunity Number: *Brazil-Press-0001*

Deadline for Applications: *September 19, 2022*

Assistance Listing Number: *19.040*

Total Amount Available: *\$60,000*

A. PROGRAM DESCRIPTION

The U.S. Embassy Brasília, Brazil announces an open competition for organizations to submit applications to carry out a program to teach 30 representatives of Quilombola communities from different parts of Brazil on the creation, production, monetization, and dissemination of podcasts to spread their voices to communications platforms in other parts of Brazil and the world.

Priority Region: *WHA/Brazil*

Program Objectives:

Experts already consider the podcast one of the most powerful media tools available. A podcast is a collection or series of digital audio files made available for downloading or streaming. Podcasts are typically hosted by an individual or individuals who lead a conversation, share stories, or report the news. Podcasts are already one of the largest and fastest growing tools used by Brazilians to keep themselves informed.

Beginning with the bicentennial of the Independence of Brazil, celebrated on September 7, 2022, the U.S. Embassy and Consulates in Brazil is supporting the development of a new series that gives voice to the Quilombolas in the country, giving them the opportunity to tell their stories, collective memory, and cultural heritage with the project “These Brazilian Lives”.

In Brazil, according to the Palmares Cultural Foundation, there are 3,447 Quilombola communities distributed throughout all regions of the country. The Quilombolas are a racial-ethnic group formed by descendants of runaway slaves during slavery and other groups that lived in the Quilombos. The Quilombolas have their own identity, which forms the basis of their historically built social and cultural organizations. In many ways, these communities are distinct from the rest of Brazilian society.

For years the Quilombolas suffered from discrimination and the non-recognition of their right to ownership of their land. Today, the ethnic identity of these communities is legally recognized and protected, although many are still under-represented.

The podcast training is a skill-building opportunity and aims to teach 30 representatives of Quilombola communities from different parts of Brazil on the creation, production, monetization, and dissemination of podcasts to spread their voices to other parts of Brazil and the



U.S. Embassy
and Consulates
in Brazil

Podcast Training for Quilombolas “These Brazilian Lives”

world. The scarcity of information about their communities in Brazil and elsewhere can be alleviated by encouraging the creation of high-quality storytelling podcasts, giving voice to often ignored communities and advancing equity.

The project is aligned with Biden-Harris administration priorities, in particular the advancement of racial equity and support of underserved communities, outlined by the Executive Order 13985 signed on January 20, 2021. The program will be conducted mostly online and with a duration of at least 3 months, by an educational or journalism training group. The training will focus on (1) the theory, practice and exchange of experiences that includes Brazilian and U.S. podcast producers, and (2) a 3-day in-person event, during which the participants will be able to finalize, edit and present their first podcasts, which would be incorporated into a nationwide database made available to media outlets and individual users across the country.

This funding opportunity will allow the implementing organization to help U.S. Embassy and Consulates in Brazil:

- Develop and implement comprehensive, online training so that participants can have the required skills and background knowledge to start and maintain their own podcast series;
- Select the best online platform to deliver the training;
- Build technical capacity for participants to create diverse podcasts and programs that are informative, financially viable, and sustainable;
- Identify better ways to promote the podcasts;
- Design graphics and necessary material for promotional purposes;
- Screen and pre-select candidates;
- Contact and arrange for Brazilian and U.S. podcast producers/presenters to give workshops and exchange experiences during the training;
- Contract simultaneous interpretation services, as needed, and technical support for the online training;
- Design, organize and implement the in-person event in Brasilia. The location of the event can be identified and proposed by the implementing partner;
- Coordinate and purchase participants' in-country travel, make hotel and venue arrangements, select and hire catering service, include travel insurance during the in-person event;
- Include a COVID-19 mitigation plan and specific measures;
- Enable interaction among Quilombola communities from different regions of the country;
- Provide advice/support for the participants as they work to implement the podcasts developed during the program;
- Develop criteria to select the best 5 podcasts to win high quality mobile phones and studio quality microphone to encourage continuity of the podcasts.

Participants and Audiences:

This funding opportunity aims at supporting the development and implementation of a podcast training for up to 30 Quilombola representatives from different parts of Brazil.



U.S. Embassy
and Consulates
in Brazil

Podcast Training for Quilombolas “These Brazilian Lives”

B. FEDERAL AWARD INFORMATION

Length of performance period: *10 months (including development, implementation, and follow-on support for participants)*

Number of awards anticipated: *One award*

Award amounts: award may range from a minimum of \$40,000 to a maximum of \$60,000

Total available funding: \$60,000

Type of Funding: *FY22 Smith Mundt Public Diplomacy Funds*

Anticipated program start date: *September 30, 2022 (Planning Phase)*

This notice is subject to availability of funding.

Funding Instrument Type: Grant or cooperative agreement.

Program Performance Period: Proposed programs should be completed in 10 months or less.

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

Applicants who are eligible to apply are U.S. and overseas-based Non-Governmental Organizations (NGOs), Educational Institutions and other qualified organizations or individuals who can respond to the NOFO and be able to mobilize in a short period of time.

2. Cost Sharing or Matching

Cost sharing possibilities when it helps increase community and stakeholder engagement in the project are welcome, however, it will not be considered a deciding factor.

3. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) number issued via www.SAM.gov as well as a valid registration on www.SAM.gov. Please see Section D.3 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

Application forms required below are available at grants.gov webpage.



2. Content and Form of Application Submission

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Content of Application

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required**:

1. Mandatory application forms

- **SF-424** (*Application for Federal Assistance – organizations*) or **SF-424-I** (*Application for Federal Assistance --individuals*) at www.grants.gov
- **SF-424A** (*Budget Information for Non-Construction programs*) at www.grants.gov
- **SF-424B** (*Assurances for Non-Construction programs*) at www.grants.gov (*note: the SF-424B is only required for individuals*)

2. Summary Page: Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

3. Proposal (10 pages maximum): The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Program Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.



Podcast Training for Quilombolas “These Brazilian Lives”

- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

4. Budget Justification Narrative: After filling out the SF-424A Budget (above), use a separate sheet of paper to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments :

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- If your organization has a Negotiated Indirect Cost Rate Agreement (NICRA) and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file.
- Official permission letters, if required for program activities

3. Unique Entity Identifier and System for Award Management (SAM.gov)

Required Registrations:

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- www.SAM.gov registration which will generate a UEI
- NCAGE/CAGE code

Any applicant with an exclusion in the System for Award Management (SAM) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), “Debarment and Suspension.”

The Unique Entity Identifier (UEI) is one of the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards. SAM.gov is the Federal government's primary database for complying with FFATA reporting requirements. OMB designated SAM.gov as the central repository to facilitate



U.S. Embassy
and Consulates
in Brazil

Podcast Training for Quilombolas “These Brazilian Lives”

applicant and recipient use of a single public website that consolidates data on all federal financial assistance. Under the law, it is mandatory to register in SAM.gov.

Starting April 2022, the UEI will be assigned when an organization registers or renews its registration in SAM.gov at www.SAM.gov. To access SAM.gov an organization is required to have a Login.gov account. Organization can create an account at <https://login.gov/>. As a reminder, organizations need to renew its sam.gov registration annually.

US-based organizations: A CAGE code will be automatically assigned when the U.S. organizations registers in www.sam.gov. CAGE must be renewed every 5 years. Site for CAGE: <https://cage.dla.mil/Home/UsageAgree>. Grantees may be asked for more information to finalized and must comply.

Foreign-based organizations: Must apply for a NCAGE code before registering in SAM.gov. Go to: <https://eportal.nspa.nato.int/AC135Public/CageTool/home> to apply for a NCAGE code. NCAGE codes must be renewed every 5 years.

It is in the organization's best interest to check if their CAGE/or NCAGE codes are active. Organizations are required to register/or renew their CAGE or NCAGE codes **prior** to registering or renewing www.sam.gov. Both registration and renewals for both CAGE and NCAGE can take up to 10 days. Organization's legal address in NCAGE/CAGE must mirror www.sam.gov.

www.sam.gov requires all entities to renew their registration once a year in order to maintain an active registration status in SAM.gov. It is the responsibility of the applicant to ensure it has an active registration in SAM.gov.

If an organization plans to issue a sub-contract or sub-award, those sub-awardees must also have a unique entity identifier (UEI number). Those entities can register for a UEI only at SAM.gov.

If an organization does not have an active registration in SAM.gov prior to submitting an application, the application will be deemed **ineligible**. All organizations applying for grants (except individuals) must obtain these registrations, the latter are free of charge.

Note: As of April 2022, a DUNS number is no longer required.

4. Submission Dates and Times

Applications are due no later than *September 19, 2022*

5. Funding Restrictions

The Embassy does not pay for the following:

- Publication of materials for distribution within the U.S.
- Administration of a project that will make a profit



Podcast Training for Quilombolas “These Brazilian Lives”

- Expenses incurred before or after the specified dates of award period of performance (unless prior written approval received)
- Projects designed to advocate policy views or positions of foreign governments or views of a particular political faction
- Alcoholic beverages
- Costs of entertainment, including amusement, diversion, and social activities and any associated costs are unallowable, except where specific costs that might otherwise be considered entertainment have a programmatic purpose and are authorized either in the approved budget for the Federal award or with prior written approval of the Federal awarding agency
- Land
- Construction.

The Embassy may make conditions and recommendations on proposals to enhance proposed programs. Conditions and recommendations are to be addressed by the applicant before approval of the award. To ensure effective use of U.S. Embassy Brasília-Brazil funds, conditions or recommendations may include requests to increase, decrease, clarify and/or justify costs.

6. Other Submission Requirements

All application materials must be submitted by email to *brazilgrants@state.gov*

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below.

Each application will be evaluated and rated based on the evaluation criteria outlined below. The technical applications will be evaluated in accordance with the Technical Evaluation Criteria set forth below. Applicants shall organize the narrative sections of their technical applications in the same order as the selection criteria. Technical evaluation of applications will be based on the extent and appropriateness of proposed approaches and feasibility of achieving the strategic objectives, in accordance with the following criteria.

If award is not made on the initial applications, U.S. Embassy Brasília-Brazil may request clarification and supplemental materials from applicants whose applications have a reasonable chance of being selected for award. The entry into discussion is to be viewed as part of the evaluation process and shall not be deemed by the U.S. Embassy Brasília-Brazil or the applicants as indicative of a decision or commitment upon the part of the U.S. Embassy Brasília-Brazil to make an award to the applicants with whom discussions are being held.



U.S. Embassy
and Consulates
in Brazil

Podcast Training for Quilombolas “These Brazilian Lives”

Quality and Feasibility of the Program Idea – 20 points: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Organizational/Individual Capacity and Record on Previous Grants – 20 points: The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

Program Planning/Ability to Achieve Objectives – 15 points: Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

Budget – 10 points: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

Monitoring and evaluation plan – 15 points: Applicant demonstrates it is able to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators, and shows how and when those will be measured.

Sustainability – 10 points: Program activities will continue to have positive impact after the end of the program.

Support of Equity and Underserved Communities – 10 points: Proposals should clearly demonstrate how the program will support and advance equity and engage underserved communities in program administration, design, and implementation.

2. Review and Selection Process

A review committee will evaluate all eligible applications.

3. Federal Awardee Performance & Integrity Information System (FAPIIS)

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:

i. That the Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313);



Podcast Training for Quilombolas “These Brazilian Lives”

- ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;
- iii. That the Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.206 Federal awarding agency review of risk posed by applicants.

4. Anticipated Announcement and Federal Award Dates *September 20, 2022*

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

2. Administrative and National Policy Requirements

Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply.

These include:

- [2 CFR 25 - UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT](#)



Podcast Training for Quilombolas “These Brazilian Lives”

- [2 CFR 170 - REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION](#)
- [2 CFR 175 - AWARD TERM FOR TRAFFICKING IN PERSONS](#)
- [2 CFR 182 - GOVERNMENTWIDE REQUIREMENTS FOR DRUG-FREE WORKPLACE \(FINANCIAL ASSISTANCE\)](#)
- [2 CFR 183 - NEVER CONTRACT WITH THE ENEMY](#)
- [2 CFR 600 – DEPARTMENT OF STATE REQUIREMENTS](#)
- [U.S. DEPARTMENT OF STATE STANDARD TERMS AND CONDITIONS](#)

In accordance with the Office of Management and Budget’s guidance located at 2 CFR part 200, all applicable Federal laws, and relevant Executive guidance, the Department of State will review and consider applications for funding, as applicable to specific programs, pursuant to this notice of funding opportunity in accordance with the following: NOTE:

- [Guidance for Grants and Agreements in Title 2 of the Code of Federal Regulations](#) (2 CFR), as updated in the Federal Register’s 85 FR 49506 on August 13, 2020, particularly on:
 - Selecting recipients most likely to be successful in delivering results based on the program objectives through an objective process of evaluating Federal award applications (2 CFR part 200.205),
 - Prohibiting the purchase of certain telecommunication and video surveillance services or equipment in alignment with section 889 of the National Defense Authorization Act of 2019 (Pub. L. No. 115—232) (2 CFR part 200.216),
 - Promoting the freedom of speech and religious liberty in alignment with *Promoting Free Speech and Religious Liberty* (E.O. 13798) and *Improving Free Inquiry, Transparency, and Accountability at Colleges and Universities* (E.O. 13864) (§§ 200.300, 200.303, 200.339, and 200.341),
 - Providing a preference, to the extent permitted by law, to maximize use of goods, products, and materials produced in the United States (2 CFR part 200.322), and
 - Terminating agreements in whole or in part to the greatest extent authorized by law, if an award no longer effectuates the program goals or agency priorities (2 CFR part 200.340).

In accordance with the [Executive Order on Advancing Racial Equity and Underserved Communities](#), proposals should demonstrate how the program advances equity with respect to race, ethnicity, religion, income, geography, gender identity, sexual orientation, and disability. The proposal should also demonstrate how the program will further engagement in underserved communities and with individuals from underserved communities. Proposals should demonstrate how addressing racial equity and underserved communities will enhance the program’s goals and objectives, as well as the experience of participants.



U.S. Embassy
and Consulates
in Brazil

Podcast Training for Quilombolas “These Brazilian Lives”

The support of underserved communities will be part of the review criteria for this opportunity. Therefore, proposals should clearly demonstrate how the program will support and advance equity and engage underserved communities in program administration, design, and implementation.

3. Reporting

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

The awarded organization is required to submit mid-term and final performance progress and financial reports. All reports must be signed and certified by an authorized representative of the Recipient organization. All performance progress reports must indicate the Federal Award Identifying Number (FAIN), period of performance, reporting period end date, reporting frequency (quarterly, interim, semi-annual, annual, final) and include a detailed description of program progress.

Program reports must communicate, when applicable, progress toward achieving program objectives as included in section 3 of this award in a measurable way, referencing specific objectives, indicators, and activities. Reports should share lessons learned, information on improving program outcomes, and how to foster the adoption of promising practices. **A final program and financial report is due 120 calendar days after the period of performance end date.** Failure to comply with these reporting requirements may jeopardize the Recipient's eligibility for future awards and/or delays in payments.

Applicants should be aware of the post award reporting requirements reflected in [2 CFR 200 Appendix XII—Award Term and Condition for Recipient Integrity and Performance Matters](#).

Foreign Assistance Data Review: As required by Congress, the Department of State must make progress in its efforts to improve tracking and reporting of foreign assistance data through the Foreign Assistance Data Review (FADR). The FADR requires tracking of foreign assistance activity data from budgeting, planning, and allocation through obligation and disbursement. Successful applicants will be required to report and draw down federal funding based on the appropriate FADR Data Elements, indicated within their award documentation. In cases of more than one FADR Data Element, typically program or sector and/or regions or country, the successful applicant will be required to maintain separate accounting records.

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact: brazilgrants@state.gov

H. OTHER INFORMATION

Guidelines for Budget Justification



U.S. Embassy
and Consulates
in Brazil

Podcast Training for Quilombolas “These Brazilian Lives”

Personnel and Fringe Benefits: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

Travel: Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.