



# USAID | UKRAINE

FROM THE AMERICAN PEOPLE

**Issuance Date:** April 22, 2011  
**Deadline for Questions:** May 10, 2011, 08:00 AM Kyiv, Ukraine local time  
**Closing Date and Time:** May 31, 2011, 05:00 PM Kyiv, Ukraine local time

**Subject:** Request for Applications RFA-121-11-000001  
**Title:** UKRAINE MEDIA PROJECT

The United States Agency for International Development (USAID), is seeking applications (proposals for funding) from U.S. or non-U.S. non-profit or for-profit nongovernmental organizations (NGOs), and other qualified non-USG organizations to implement the Media Project for Ukraine. Please refer to the Program Description (RFA section C) for a complete statement of goals and expected results. The authority for this RFA is found in the Foreign Assistance Act of 1961, as amended.

Subject to the availability of funds, USAID plans to provide a maximum of \$14,000,000 to be allocated over a five-year period. USAID intends to award a single cooperative agreement as a result of this solicitation. Cost sharing is not required.

Pursuant to 22 CFR 226.81, it is USAID policy not to award profit under assistance instruments. However, all reasonable, allocable, and allowable expenses, both direct and indirect, which are related to the program and are in accordance with applicable cost standards (22 CFR 226, plus OMB Circular A-122 for non-profit organizations, OMB Circular A-21 for universities, and the Federal Acquisition Regulation Part 31 for for-profit organizations), may be paid under the award. USAID/Ukraine reserves the right to fund any or none of the applications submitted.

For the purposes of this program, this RFA is being issued and consists of this cover letter and the following:

1. Section A - Application Format;
2. Section B - Selection Criteria;
3. Section C - Program Description;
4. Section D - Certifications, Assurances, and Other Statements of Applicant/Recipient; and
5. Section E - Annexes

To be eligible for award, the applicant must provide all required information in its application, including the requirements found in any attachments to this [www.grants.gov](http://www.grants.gov) opportunity. Any future amendments to this RFA can be downloaded from [www.grants.gov](http://www.grants.gov). It is the responsibility of the recipient of the application document to ensure that it has been received from [www.grants.gov](http://www.grants.gov) in its entirety.

If you decide to submit an application, it must be received by the closing date and time indicated at the top of this cover letter at the place designated for receipt of applications. See RFA Section A.I.b regarding late applications. Applicants should take account of the expected delivery time required by the application transmission methods, and are responsible to ensure that proposals are received at USAID in Kyiv by the due date and time specified above.

Applicants shall confirm with the undersigned that their submissions were successfully received by the required due date and time. Applicants are requested to submit the technical and cost portions of their applications in separate volumes so that they may be reviewed separately. Applicants should retain for their records one copy of all enclosures which accompany their application.

Award will be made to that responsible applicant(s) whose application(s) best meets the requirements of this RFA and the selection criteria contained herein. Issuance of this RFA does not constitute an award commitment on the part of USAID, nor does it commit USAID to pay for costs incurred in the preparation and submission of an application. Further, USAID reserves the right to reject any or all applications received. In addition, final award of any resultant cooperative agreement cannot be made until funds have been fully appropriated, allocated, and committed through internal USAID procedures. While it is anticipated that these procedures will be successfully completed, potential applicants are hereby notified of these requirements and conditions for award. Applications are submitted at the risk of the applicant, and all preparation and submission costs are at the applicant's expense.

In the event of any inconsistency between the sections comprising this RFA, it shall be resolved by the following order of precedence:

- (a) Section B - Selection Criteria;
- (b) Section A - Application Format;
- (c) Section C - The Program Description; and
- (d) This Cover Letter.

Applicants shall upload applications to [www.grants.gov](http://www.grants.gov) and shall also submit hard copies.

**1. Hard copy submission:** Applications and modifications thereof shall be submitted in envelopes with the name and address of the applicant and the RFA number (referenced above) inscribed thereon, to:

U.S. Agency for International Development  
Marina Orlova, Acquisition and Assistance Specialist  
19 Nizhny Val Street  
04071 Kyiv  
Ukraine

Complete Application packages must be received no later than the closing date and time, May 31, 2011, 05:00 PM Kyiv, Ukraine local time.

**2. Electronic submission through [www.grants.gov](http://www.grants.gov):** Complete Application packages shall be submitted electronically through [grants.gov](http://grants.gov), and must be received no later than the closing date and time, May 31, 2011, 05:00 PM Kyiv, Ukraine local time.

Applications shall be submitted in two separate parts: (a) technical and (b) cost or business application. Both the technical and cost portions of the application shall have a cover page which includes the point of contact for the organization, including name, title, address, phone and fax numbers and e-mail address. Applications (hard copy and electronic copy) must be in **MS Word** format in Times New Roman Font size 11 with 1" margins on top, bottom, left and right. Budget spreadsheets **must** be in **Excel** format, signed pages in Word or PDF format.

**Faxed applications** are not acceptable.

Any questions concerning this RFA should be submitted in writing to the Acquisition and Assistance Specialists Marina Orlova, via email at [morlova@usaid.gov](mailto:morlova@usaid.gov) and Oleg Polozov at [opolozov@usaid.gov](mailto:opolozov@usaid.gov). The deadline for submitting questions is May 10, 2011, 08:00 AM Kyiv, Ukraine local time.

Thank you for your interest in USAID programs.

Sincerely,



Karin Kolstrom  
Regional Agreement Officer  
USAID Regional Mission for Ukraine,  
Moldova and Belarus

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## SECTION A - APPLICATION FORMAT

### I. PREPARATION AND SUBMISSION GUIDELINES

a. All applications (both hard and electronic copy) received by the deadline (May 31, 2011, 05:00 PM Kyiv, Ukraine local time) will be reviewed for responsiveness and programmatic merit in accordance with the guidelines herein. Section B addresses the evaluation procedures for the applications. Applications shall be submitted in two separate parts: (a) technical, and (b) cost or business application. In addition to electronic submission via [www.grants.gov](http://www.grants.gov), an original and four (4) hard copies of the technical application and an original and two (2) hard copies of the cost application shall be submitted as described in the cover letter of this RFA. Both the technical and cost portions of the application shall have a cover page which includes the point of contact for the organization, including name, title, address, phone and fax numbers and e-mail address.

b. Applications which are received late or are incomplete run the risk of not being considered in the review process. Such late or incomplete applications will be considered in USAID's sole discretion depending on the status of USAID's application review process as of the time of receipt and/or the quality of other applications received.

c. Applications should be prepared according to the structural format set forth below. Technical applications should be specific, complete and presented concisely. A lengthy application does not in and of itself constitute a well thought out proposal. Applications shall demonstrate the applicant's capabilities and expertise with respect to achieving the goals of this program. Applications should take into account the evaluation criteria found in Section B.

d. To facilitate the competitive review of the applications, applications should conform to the format prescribed below.

#### e. Preparation of Applications

1. Applicants are expected to review, understand, and comply with all aspects of this RFA. Failure to do so will be at the applicant's risk. Applications (hard copy and electronic copy) **must** be in **MS Word** format in Times New Roman Font size 11 with 1" margins on top, bottom, left and right. Budget spreadsheets **must** be in **Excel** format, signed pages in Word or PDF format.
2. Each applicant shall furnish the information required by this RFA. On the hard copies of applications, the applicant shall sign the application and certifications and print or type its name on the cover page of the technical and cost applications. Erasures or other changes must be initialed by the person signing the application. Applications signed by an agent shall be accompanied by evidence of that agent's authority, unless that evidence has been previously furnished to the issuing office.

3. Applicants which include data that they do not want disclosed to the public for any purpose or used by the U.S. Government except for evaluation purposes should:

- (i) Mark the title page with the following legend:

"This application includes data that shall not be disclosed outside the U.S. Government and shall not be duplicated, used, or disclosed - in whole or in part - for any purpose other than to evaluate this application. If, however, a grant is awarded to this applicant as a result of - or in connection with - the submission of this data, the U.S. Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting grant. This restriction does not limit the U.S. Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in pages\_\_\_."; and

- (ii) Mark each sheet of data it wishes to restrict with the following legend:

"Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this application."

Applicants shall acknowledge receipt of any amendment to this RFA by signing and returning the amendment. The Government must receive the acknowledgement by the time specified for receipt of applications.

#### Explanation to Prospective Applicants

Any prospective applicant desiring an explanation or interpretation of this RFA must request it in writing not later than May 10, 2011, 08:00 AM Kyiv, Ukraine local time to allow a reply to reach all prospective applicants before the submission of their applications. Oral explanations or instructions given before award of an Agreement will not be binding. Any information given to a prospective applicant concerning this RFA will be furnished promptly to all other prospective applicants as an amendment of this RFA, if that information is necessary in submitting applications or if the lack of it would be prejudicial to any other prospective applicants.

## **II. TECHNICAL APPLICATION FORMAT**

The technical application will be the most important item of consideration in selection for award of the proposed cooperative agreement. Therefore, it should be specific, complete and concise. The technical application should be divided into nine sections as presented below and separated by tabs. The aggregate length of sections a. through h. should not exceed 40 pages; section i. is not subject to the page limitation.

- a. Technical Approach
- b. Implementation Plan
- c. Staffing Plan
- d. Performance Monitoring and Evaluation Plan (PMEP)
- e. Institutional Capability
- f. Past Performance References
- g. Branding Strategy and Marking Plan
- h. Environmental Compliance
- i. Annex (not included in 40 pages)

Elaborate art work, expensive paper and bindings, and expensive visual and other presentation aids are neither necessary nor wanted.

a. Technical Approach

The technical approach must set forth in detail the conceptual approach, methodology and techniques for the accomplishment of the stated objectives, taking into consideration the special considerations stated in this RFA. The rationale for the appropriateness of the suggested approach in Ukraine should be provided. The technical approach must clearly demonstrate the application of innovative tools and lessons learned from other programs. It must also clearly demonstrate plans to build Ukrainian capacity, i.e. local Ukrainian organizations and their capacities to implement the proposed activities.

It is important to note that USAID is committed to gender equality. The application should outline the most significant gender issues related to this media project in Ukraine by reflecting on the following questions: (a) how will gender relations affect the achievement of sustainable results? (b) How will proposed results affect the relative status of men and women?

The applicant shall place considerable focus on the integration of gender considerations throughout the entire project implementation, ensuring that men and women are equally supported through USAID-funded activities and that gender awareness and gender dynamics are taken into consideration in all project activities. The program shall ensure that 1) women and men have the same opportunities and are treated identically and without discrimination; 2) resources are fairly distributed, taking into account the different needs of women and men; 3) the wide-ranging societal, political and economic effects of differences in gender roles are taken into account. The applicant shall determine an appropriate percentage for participation of women and men at all project levels. The applicant should demonstrate its gender expertise and capacity through proposing meaningful approaches to address gender issues identified in the Program Description.

b. Implementation Plan

Applicants shall submit a draft implementation plan for the entire period of performance which should clearly outline links between the proposed results, conceptual approach, performance milestones, and a realistic timeline for achieving the semi-annual, annual, and end-of-program results. The implementation plan serves several purposes including a guide to program implementation, a demonstration of links between activities, strategic objectives and intended results, a basis for budget estimates and the foundation for the monitoring and evaluation plan.

The implementation plan, at a minimum, shall include:

- Brief situation analysis in the context of what other donors and implementing partners and host-country governments are contributing;
- Life-of-program results;
- Milestones (or benchmarks) toward achieving those results over the duration of the program;
- Partner involvement and contributions to achieving the results;
- Timeline.

c. Staffing Plan

Applicants must submit a detailed Staffing Plan for USAID's review. Staffing Plans must, as a minimum, address the following:

- Placement of the program team within the larger organization(s); Program organizational charts with linkages to the key staff's parent organization are recommended.
- Identification of key personnel and long-term staff positions, including their technical and managerial roles and responsibilities and qualifications and abilities of proposed key personnel relevant to successful implementation of the proposed technical approach. Note: only the Chief of Party and Deputy Chief of Party will be designated as Key Personnel under the resulting award.
- A clear chain of authority on the project/program team, including subawardee staff, if applicable (subawardee/subcontractor excludes local CSOs receiving support under this project)
- A clear line of communication and reporting which allows for early identification and proposed resolution of problems by the prime awardee and provision of related information to USAID.
- A clear, regular, and concrete means of communication between program staff in the field and their backstop officers in the headquarters office that functions without creating unnecessary overlap.
- A clear, regular, and concrete means of communication between the prime recipient and its subawardees (including Ukrainian CSOs) which ensures a cohesive working relationship and achievement of results;
- A use of both international and Ukrainian expertise, with attention to gender balance, and the development of indigenous Ukrainian capacity.
- A regular means of informal communication with the Agreement Officer's Technical Representative (AOTR), in addition to the required programmatic and financial reporting.

d. Performance Monitoring and Evaluation Plan (PMEP)

The application shall contain an illustrative Performance Monitoring and Evaluation Plan (PMEP) for the indicators proposed in Section C, IV, C. Expected Results, Illustrative Indicators and Activities of the Program Description (several indicators are listed). Applicants are encouraged to propose other indicators which will assist in managing project performance. The PMEP shall contain project objectives and results, performance indicators, data sources and collection methods, baseline information or a timeline for collecting it and targets.

Performance indicators should comply with the following criteria: direct, objective, practical, adequate, and useful in managing for results. PMEP data should be based on fiscal year calendar.

The PMEP will have the following suggested structure:

- List of key project objectives, expected results and project outputs (output is a count of services delivered or items produced) as well as brief description of the linkages between the project outputs and its expected results.
- Definition and detailed description of the performance indicators to be tracked including: unit of measure and disaggregation by gender, as appropriate and feasible; justification/management utility; annual baselines/targets; schedule for data collection; individual responsibility for data collection and availability of data at USAID; and, detailed plans for data analysis, review and reporting.

e. Institutional Capability

Applicants must provide evidence of their technical and managerial resources and expertise (or their ability to obtain such) in program management, grants management and training, as well as their experience in managing similar programs in the past. Information in this section should include (but is not limited to) the following:

- Brief description of organizational history/expertise;
- Past experience and examples of accomplishments in developing and implementing similar programs;
- Relevant experience with proposed approaches;
- Institutional strength as represented by breadth and depth of corporate experience in project relevant disciplines/areas;
- Sub-awardee or subcontractor capabilities and expertise (excluding local partners receiving support under this project); and
- Financial controls.

f. Past Performance References

Applicants must list all contracts, grants and cooperative agreements which the organization, both the primary applicant as well as any substantive sub-grantees, has implemented involving similar or related programs over the past three years. Please include the following: name and address of the organization for which the work was performed; current telephone number and e-mail address of responsible representative of the organization for which the work was performed; contract/grant name and number (if any), and beginning and ending dates; brief description of the project/assistance activity.

g. Branding Strategy and Marking Plan

USAID's framework legislation, the Foreign Assistance Act of 1961, as amended, section 641, requires that all programs under the Foreign Assistance Act be identified appropriately overseas as "American Aid." Applicants are required to submit a branding strategy and marking plan. Agency branding and marking guidance can be found at <http://www.usaid.gov/branding/> and at <http://www.usaid.gov/policy/ads/300/320.pdf>

h. Environmental Compliance

1) The Foreign Assistance Act of 1961, as amended, Section 117 requires that the impact of USAID's activities on the environment be considered and that USAID include environmental sustainability as a central consideration in designing and carrying out its development programs. This mandate is codified in Federal Regulations (22 CFR 216) and in USAID's Automated Directives System (ADS) Parts 201.5.10g and 204 (<http://www.usaid.gov/policy/ADS/200/>), which, in part, require that the potential environmental impacts of USAID-financed activities are identified prior to a final decision to proceed and that appropriate environmental safeguards are adopted for all activities. Applicant's environmental compliance obligations under these regulations and procedures are specified in the following paragraphs of this RFA.

2) In addition, the recipient must comply with host country environmental regulations unless otherwise directed in writing by USAID. In case of conflict between host country and USAID regulations, the latter shall govern.

3) No activity funded under this award will be implemented unless an environmental threshold determination, as defined by 22 CFR 216, has been reached for that activity, as documented in a Request for Categorical Exclusion (RCE), Initial Environmental Examination (IEE), or Environmental Assessment (EA) duly signed by the Bureau Environmental Officer (BEO). (Hereinafter, such documents are described as "approved Regulation 216 environmental documentation.")

4) In 2011 the award will be covered by the following IEE: 2010-UKR-010 (Attached, Section E, Annex D). USAID has determined that a **Negative Determination with conditions** applies to one or more of the proposed activities. This indicates that if these activities are implemented subject to the specified conditions, they are expected to have no significant adverse effect on the environment. The Recipient shall be responsible for implementing all IEE conditions pertaining to activities to be funded under this award. The Negative Determination with conditions is as follows: the procurement, storage, transportation, and use of any office equipment shall be done in an environmentally sound manner. The implementer will provide USAID with evidence that the recipient organization(s) followed all applicable environmental laws.

In the subsequent years the award will be covered by a new IEE.

5) As part of its initial Implementation Plan, and all Annual Implementation Plans thereafter, the Recipient, in collaboration with the USAID Cognizant Technical Officer and Mission Environmental Officer or Bureau Environmental Officer, as appropriate, shall review all ongoing and planned activities under this award to determine if they are within the scope of the approved Regulation 216 environmental documentation.

6) If the Recipient plans any new activities outside the scope of the approved Regulation 216 environmental documentation, it shall prepare an amendment to the documentation for USAID review and approval. No such new activities shall be undertaken prior to receiving written USAID approval of environmental documentation amendments.

7) Any ongoing activities found to be outside the scope of the approved Regulation 216 environmental documentation shall be halted until an amendment to the documentation is submitted and written approval is received from USAID.

i. Annex

In the annex the applicant shall include resumes for all key personnel candidates. Resumes may not exceed three pages in length and shall be in chronological order starting with most recent experience. Each resume shall be accompanied by a SIGNED letter of commitment from each candidate indicating his/her: (a) availability to serve in the stated position, in terms of days after award; (b) intention to serve for a stated term of the service; and (c) agreement to the compensation levels which correspond to the levels set forth in the cost application. As references may be checked for all proposed long-term personnel, a minimum of four references for each proposed long-term person is required. Applicants should provide current phone, fax and email address for each reference contact. Applicants shall also include signed letters of commitment for sub awardees and any partners that will have significant role in the implementation of the proposed project (excluding Ukrainian CSOs receiving assistance under this project).

### III. COST APPLICATION FORMAT

The cost or business application is to be submitted under separate volume from the technical application. Certain documents are required to be submitted by an applicant in order for an Agreement Officer to make a determination of responsibility. However, it is USAID policy not to burden applicants with undue reporting requirements if that information is readily available through other sources. While there is no page limit for this portion, applicants are encouraged to be as concise as possible while providing the necessary detail for USAID to make an informed decision. The following sections describe the documentation that applicants for assistance awards must submit to USAID prior to award.

a. Budget

The budget should include an accompanying budget narrative which provides in detail the total costs for implementation of the program your organization is proposing. The budget should be submitted using Standard Forms 424, 424A and 424B which can be downloaded from the USAID web site at: [http://www.grants.gov/agencies/aapproved\\_standard\\_forms.jsp#1](http://www.grants.gov/agencies/aapproved_standard_forms.jsp#1), and accompanied by a spreadsheet showing the components of each element of cost, and a narrative providing support for the proposed costs. At a minimum the budget and supporting documentation should include:

- The breakdown of all costs according to each partner organization, if any (major sub-awardees excluding local partners) involved in the program, in the format described herein.
- The costs associated with home office, expatriate, and local in-country labor, i.e. identification of positions, daily or hourly compensation, hours/days to be worked, fringe benefits, etc.
- A breakdown of all other direct costs to include cost elements (communications, office supplies, equipment, vehicles, office rent, subcontracting, etc.), unit of measure (monthly estimate, cost per unit), number of units, basis of the estimate and programmatic need for the expenditure. [Note: the authorized geographic code for procurement of goods and services under this award will be 000 and 110 – see Section A.VI. Title of property shall vest in the recipient.]

- Details of travel, per diem and other transportation expenses to include number of international trips, expected itineraries, cost of travel, number of per diem days and per diem rates.
- Indication of the amount of funds to be set aside for grants to Ukrainian organizations. At least 55% of total resources or \$7.7 million over the project period shall be used to fund local subawards with Ukrainian media organizations who will participate as equal partners in the implementation of all program components. Also, \$1,000,000 of subgrant resources will be used for grants in/for Crimea and \$700,000 of grant funds shall be reserved for election related activities. \$150,000 of grant funds shall be set aside for capacity building assistance from the NGO Marketplace to emerging media CSOs.
- Support for any indirect costs and fringe benefits charged by the prime and all sub partners.

b. Other Required Documents

In addition to the requirements for the budget described above, the business or cost application submission should also include the following:

- A current Negotiated Indirect Cost Rate Agreement (NICRA).
- Any required certifications and representations (as attached and as stated in the Section D).
- Certificate of Compliance: Please submit a copy of your Certificate of Compliance if your organization's systems have been certified by USAID/Washington's Office of Acquisition and Assistance.

Applicants who have never received a grant, cooperative agreement or contract from the U.S. Government shall also submit the following information:

- Copies of the applicant's financial reports for the previous 3-year period, which have been audited by a certified public accountant or other auditor satisfactory to USAID;
- A projected annual budget, annual cash flow projection and organizational chart;
- A copy of the organization's accounting manual.

Applicants should also submit any additional evidence of responsibility deemed necessary for the Agreement Officer to make a determination of responsibility. The information submitted should substantiate that the Applicant:

- Has adequate financial resources or the ability to obtain such resources as required during the performance of the award;
- Has the ability to comply with the award conditions, taking into account all existing and currently prospective commitments of the applicant, nongovernmental and governmental;
- Has a satisfactory record of performance. Past relevant unsatisfactory performance is ordinarily sufficient to justify a finding of non-responsibility, unless there is clear evidence of subsequent satisfactory performance;
- Has a satisfactory record of integrity and business ethics; and
- Is otherwise qualified and eligible to receive a grant under applicable laws and regulations (e.g., EEO).

#### **IV. COOPERATIVE AGREEMENT AWARD**

The Agreement Officer may conduct negotiations with one or more applicants but reserves the right to make an award without discussions. USAID's objective is to award a cooperative agreement to the organization or consortium whose application is in USAID's sole discretion the most likely to achieve USAID's goals as described in the RFA. The awardee will be the applicant whose application is determined by the Agreement Officer to be the most advantageous to the United States Government.

Negotiations or discussions conducted after receipt of an application do not constitute a rejection or counteroffer by the Government. Neither financial data submitted with an application nor representations concerning facilities or financing, will form a part of the resulting cooperative agreement unless explicitly stated otherwise in the agreement.

To be eligible for award of a cooperative agreement, in addition to other conditions of this RFA, organizations must have a politically neutral humanitarian mandate, a commitment to non-discrimination with respect to beneficiaries and adherence to equal opportunity employment practices. Non-discrimination includes equal treatment without regard to race, religion, ethnicity, gender, age, and political affiliation.

Applicants are reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the recipient to ensure compliance with these Executive Orders and laws. This provision must be included in all subcontracts/subawards issued under this contract/agreement.

#### **V. AUTHORITY TO OBLIGATE THE GOVERNMENT**

The Agreement Officer is the only individual who may legally commit the Government to the expenditure of public funds. No costs chargeable to the proposed agreement may be incurred before receipt of either a fully executed Agreement or a specific written authorization from the Agreement Officer.

#### **VI. ADDITIONAL CONSIDERATIONS**

In responding to this RFA, potential applicants should bear in mind the following considerations:

- a. Authorized Geographic Code

The authorized Geographic Codes for procurement of goods and services under the proposed award are 000 (United States) and 110 (NIS) except for the following:

Origin of commodities procured in Ukraine:

Pursuant to a blanket waiver signed on November 24, 2010 by the Administrator, code 935 origin is authorized for up to \$5,000,000 worth of commodities procured in the cooperating country with the exception of restricted commodities set forth in 22 CFR 228 and ADS 312 (e.g., motor vehicles, pharmaceuticals, and agricultural commodities).

b. Third Country Participant Training

Third-country training must **not** take place in countries that are

- Considered unfriendly by the U.S. Department of State and to which travel by U.S. citizens is prohibited; or
- Identified as terrorist countries by the Department of State.

c. Prohibition on Support to Organizations Associated With Terrorism

The Recipient is reminded that U.S. Executive Orders and U.S. law prohibit transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Recipient to ensure compliance with these Executive Orders and laws. This provision must be included in all subcontracts/subawards issued under this agreement.

The names of individuals and entities designated as being associated with terrorism can be found at the web site of the Office of Foreign Assets Control within the Department of Treasury at: <http://treasury.gov/ofac>.

## VII. APPLICABLE REGULATIONS & REFERENCES

Mandatory Standard Provisions for U.S., Nongovernmental Recipients

<http://www.usaid.gov/pubs/ads/300/303maa.pdf>

Mandatory Standard Provisions for Non-U.S., Nongovernmental Recipients

<http://www.usaid.gov/pubs/ads/300/303mab.pdf>

22 CFR 226

[http://www.access.gpo.gov/nara/cfr/waisidx\\_02/22cfr226\\_02.html](http://www.access.gpo.gov/nara/cfr/waisidx_02/22cfr226_02.html)

AAPD 11-01

[http://www.usaid.gov/business/business\\_opportunities/cib/pdf/aapd11\\_01.pdf](http://www.usaid.gov/business/business_opportunities/cib/pdf/aapd11_01.pdf)

OMB Circular A-122

[http://www.whitehouse.gov/omb/circulars\\_a122\\_2004](http://www.whitehouse.gov/omb/circulars_a122_2004)

OMB Circular A-21

[http://www.whitehouse.gov/omb/circulars\\_a021\\_2004](http://www.whitehouse.gov/omb/circulars_a021_2004)

Federal Grants and Cooperative Agreement Act, 31 U.S.C. 6306  
<http://uscode.house.gov/download/pls/31C63.txt>

ADS Series 300 Acquisition and Assistance  
<http://www.usaid.gov/pubs/ads/>

Federal Acquisition Regulations (FAR)  
<https://www.acquisition.gov/far>

## SECTION B - SELECTION CRITERIA

The criteria presented below have been tailored to the requirements of this RFA. The Applicant should note that these criteria serve to identify the significant issues that Applicants should address in their applications, and to set standards against which all applications will be evaluated.

Applications will be evaluated in accordance with the evaluation criteria set forth below:

- Technical merits of the applications;
- Cost effectiveness and cost realism of the application;
- Past performance of the applicant.

### I. TECHNICAL EVALUATION CRITERIA

#### Technical Approach

**(50 points)**

- A. Extent to which the proposed approach is well-conceived, clear, detailed, technically sound and ambitious, yet feasible in achieving all the objectives and special considerations identified in this RFA, demonstrating the applicant's understanding of the objectives and the democratization issues facing Ukraine. (15 points)
- B. Extent to which the applicant demonstrates knowledge and understanding of the issues and problems faced by Ukrainian media and the appropriateness of the suggested approach(es) to the Ukrainian context in accomplishing program objectives. (15 points)
- C. Extent to which innovative approaches towards improving organizational capacity of Ukrainian media CSOs (civil society organizations) are identified, including grooming three leader CSOs, and effectively included in the proposed plan. (10 points)
- D. Extent to which the applicant addresses gender issues. USAID will assess the appropriateness of the proposed design, activities, staff and budget with regard to gender integration. Specifically, the application selection criteria will include applicant's ability to develop innovative approaches to implement the project including gender. (5 points)
- E. Extent of clarity, appropriateness and soundness of an illustrative Performance Monitoring and Evaluation Plan (PMEP) for identification of expected intermediate and final results of the program, including suggested indicators of program impact and a plan for collecting base-line and follow-on actual data. (5 points)

**Project Team****(30 points)**

- A. Qualifications of the key personnel. (20 points)
- B. Appropriateness of the composition and organizational structure of the project team (including home office support). That is, the extent to which the proposal provides a clear, sound and appropriate staffing pattern with responsibilities among different staff positions adequately delineated. (10 points)

**Institutional Capacity and Past Performance****(20 points)**

- A. Demonstrated organizational capability of the applicant (including possible consortium members or other major sub partners who are not Ukrainian CSOs, if any) in implementing similar complex media programs. (8 points)
- B. Demonstrated organizational capability of the applicant/project team in managing grant making programs of a similar size and complexity. Experience of the applicant/project team in successfully grooming indigenous organizations to receive direct awards from USAID or other large international donors, receive successful audits, or otherwise function with minimal support from USAID or other donor. (7 points )
- C. Past performance of the applicant and major subawardees (defined as receiving more than 15% of the total award, without pass through funding for CSOs). (5 points)

USAID reserves the right to obtain past performance information from other sources beyond those named in the application

**Total (Technical Evaluation Criteria)****100 Points****II. COST EVALUATION**

Cost has not been assigned a score but will be evaluated for cost reasonableness, allocability, allowability, cost effectiveness and realism, adequacy of budget detail and financial feasibility and cost sharing. Cost sharing is not required for this award.

The technical merit of applications under this RFA is substantially more important than costs. However, cost effectiveness may become a determining factor in the final award(s) decision, especially between closely ranked applicants. The percentage of funds spent on programming versus administrative costs will be taken into consideration, i.e. the cost of staff salaries, equipment, and facilities vs. costs of field activities and interventions that directly impact the target beneficiaries.

An analysis of the proposed cost will be conducted to determine the validity and the extent to which it reflects performance addressed in the technical application. An assessment will be made of the applicant's capability to accomplish the objectives within the estimated cost proposed. The cost application will be used as an aid to determine the applicant's understanding of the technical requirements.

To facilitate review of Cost Applications, please use the Budget Format provided in the Annex C of this RFA. While it is not required, the Government requests that you use it when submitting the Cost Application required by this RFA.

## SECTION C – PROGRAM DESCRIPTION

### I. Executive Summary

USAID/Ukraine will provide up to \$14 million, subject to availability of funds, for the five-year Ukraine Media Project.

At least 55% of total resources or \$7.7 million over the project period shall be used to fund local subawards with Ukrainian media organizations who will participate as equal partners in the implementation of all program components. Also, \$1,000,000 of subgrant resources will be used for grants in/for Crimea and \$700,000 of grant funds shall be reserved for election related activities, contributing to results achieved under Objective Two: Increase the variety of news sources and improve news quality. The recipient will strengthen partner media organizations to sustain and consolidate democratic gains. A catalog of organizations that were supported by the predecessor project can be found as Annex A, as well as past levels of financial support from USAID. The recipient is encouraged to provide the similar levels of support to partners, as well as develop relationships with new Ukrainian media organizations to achieve project goals.

Freedom of speech is a fundamental human right and an essential component of any democracy. Vibrant and independent media play a vital role in any country's economic, social and democratic development, providing citizens, governments, and businesspeople with information to make informed decisions. Free media is able to investigate and expose corruption, waste and abuse, acting in effect as a check on a government's authority. In the past five years, Ukrainians have come to expect the media to present a range of opinions, provide a platform for debate on key policies and issues, report on cases of corruption and abuses, and provide information pertinent to the interests of the general public. It is disturbing that this hallmark of a democratic society appears to be currently at risk in Ukraine.

Activities under the proposed program will work to protect freedom of speech and promote the dissemination of professional and reliable information to the public via a wide variety of sources. The program will also support efforts to improve the enabling environment for media and freedom of speech in accordance with international norms.

### II. Link to USAID's Strategic Framework

Program Objective: 2.0 Governing Justly and Democratically (GJD)  
Program Area: 2.4 Civil Society  
Program Element: 2.4.2 Media Freedom and Freedom of Information

A key United States Government (USG) foreign assistance priority in Ukraine is to consolidate Ukraine's democratic advances and help the country meet Euro-Atlantic standards of good governance, rule of law and civil society participation. A vibrant and socially responsible media sector will support Ukraine's reform efforts by promoting government transparency and bolstering public debate on the country's major issues, developments and prospects. This program will promote freedom of speech and media independence, including helping professional media better perform oversight and public service roles, and will increase the availability and quality of news and information.

### III. Development Context

#### Media Sector Analytical Summary

After several years of impressive gains in press freedom, the media situation in Ukraine took a significant turn for the worse in 2010. According to the international media watchdog organization Reporters Without Borders, Ukraine's press freedom score improved dramatically from 2005 to 2009, and its global ranking rose from 138<sup>th</sup> to 89<sup>th</sup>. By late 2010, however, the country's score had again fallen back nearly to its 2004 level in the 131<sup>st</sup> place.<sup>1</sup> Even by late 2009 in the lead up to the January 2010 presidential elections, the 2010 IREX Media Sustainability Index (MSI) noted that the most influential media outlets routinely entered into paid agreements with politicians seeking favorable coverage. The MSI quoted the deputy editor-in-chief of a media watchdog organization, in reference to the media environment in late 2009, as saying, "most principled journalists are squeezed out of the profession."

In Ukraine today, the most worrisome developments are in the television industry, which has become almost uniformly pro-governmental. TV is the main source of news for most Ukrainians (approximately 80% to 90% of citizens get their news through TV according to various sources). Journalists and media companies have been increasingly reporting incidences of harassment, censorship, or pressure to self-censor. Out of the seven major Ukrainian television channels that have national coverage, one is a state-run channel (UT-I) and the rest belong to businessmen who have ties or positions in the current government. The traditional media are mostly in the hands of oligarchs whose principal business interests lie outside the media sector and who, in many cases, are inclined to go along with government preferences in order to safeguard those interests. Although formally government censorship does not exist, allegations of self-censorship among media outlets are increasing. Owners of television stations and newspapers are taking an increased interest in editorial decision-making and pressuring staff to not cover stories that are critical of the government. Government pressure on the media has grown recently, while increased control exercised by oligarch owners, and the corruption of many journalists and editors, have complicated the picture for some time. The situation may intensify prior to the 2012 Parliamentary and 2015 Presidential Elections.

The practice of *jeansa*, or paying for favorable media coverage, is widespread and was a serious problem even before the 2010 Elections. "TV packages of news and whole programs are sold; articles and covers are also sold," said one journalist quoted in a research report for Ukraine. "It is really harmful for journalists as this practice does not allow them to realize their professional duties... and even honest journalists are often accused in bribery."<sup>2</sup> Journalists' codes of conduct are often violated and existing legislation is not up to European standards. The mechanisms for ensuring media accountability and integrity are far from being perfect.<sup>3</sup> Media ownership is not transparent, and in some situations government officials, who own media interests, are in positions to influence decisions that undermine their competition. This conflict of interest impedes media freedom.

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<sup>1</sup> Reporters Without Borders, 2010 World Press Freedom Index, October 2010. <http://en.rsf.org/press-freedom-index-2010,1034.html>

<sup>2</sup> "An Exploratory Study of the Media Transparency in Ukraine" *Public Relations Journal*, New York, Vol.3, No.2, Spring 2009 referenced in CIMA/NED Report "Cash for Coverage: Bribery of Journalists Around the World," September 2010

<sup>3</sup> "National Integrity System in Ukraine: Assessments Results," 2010 Report by Transparency International, Creative Union "TORO" and Laboratory for Legislative Initiatives

The government still owns a vast network of regional and municipal broadcast and print media which hampers competition among media and needs to be reformed. While the national level media and advertising market is fairly well developed, most local media struggle to be financially sustainable. Other media sector challenges include a difficult transition of state television to public television and scheduled digitalization of analog broadcast stations by 2015. As for internet and other forms of alternative media, they are becoming more accessible and popular, although they have yet to have a large impact outside of the major cities.

**A key development problem** in Ukraine, therefore, is that the ability of media to perform its role of government watchdog and provider of vital and pluralistic information to citizens is becoming constrained. These developments also hamper the media sector's progress towards harmonization with international, and particularly European, standards. In order to address these problems, the proposed project will focus on four major objectives: 1) support and promote freedom of speech and media independence; 2) increase the variety of news sources and improve news quality; 3) improve the enabling environment for media and freedom of speech; and, 4) improve organizational capacity of Ukrainian media CSOs (Civil Society Organizations).

### **Media Assistance Efforts**

USAID/Ukraine has actively funded efforts to improve the media environment in Ukraine since 1993 through substantial awards to Internews Network and IREX that specifically focused on the media sector. The current Strengthening Independent Media in Ukraine Program (U-Media), implemented by Internews Network, is scheduled to end on September 30, 2011. USAID/Ukraine has also indirectly provided additional support to media through separately funded programs, such as study tours in the US, training for journalists under other democracy, economic, social and health projects, as well as through large public education programs.

In addition to USAID, a number of other donors also fund media projects. The European Union (EU) and Council of Europe (CE) fund the second largest media assistance project in Ukraine, focusing mainly on the legal enabling environment. Other media assistance donors provide primarily small grant support and include the Public Affairs Section of the U.S. Embassy, International Renaissance Foundation (IRF), Article 19, International Media Support (IMS), Embassy of Netherlands, Embassy of Germany, Konrad Adenauer Foundation, and the Organization for Security and cooperation in Europe (OSCE). Other donor funding is expected to remain constant or decrease in 2011. USAID has actively collaborated with all media donors and this process should continue.

As noted above, Ukraine's press freedom score and global ranking from Reporters Without Borders dropped precipitously in 2010 after five years of steady gains. The backsliding is alarming but does not exclude the possibility of successful media assistance programs. Not only are the objectives of this media program consistent with the government of Ukraine's stated aims of preserving press freedom and media independence, but the domestic environment is quite conducive for this work. There are very competent and sophisticated Ukrainian counterparts, including mature media organizations and professional journalists and editors who are eager to engage with donors. Public demand for quality news and information is growing. Media watchdog and civil liberties groups are active and have protested with some success against violations of press freedom. For example, the "Stop Censorship" movement engaged 600 media and civic representatives and was able to draw attention to pressure on

journalists. Donor assistance can fill important voids with targeted expertise, training, technical advice, and grants.

The Ukraine Media Project will complement other USAID and donor supported media activities. These activities include programs implemented by USAID-funded technical assistance programs in the area of rule of law, good governance, cross-border investigative journalism, economic growth and health, as well as international donors (the European Union, Council of Europe, International Renaissance Foundation, etc.), and the Public Affairs Section of the U.S. Embassy.

This project should seek out and take advantage of linkages with other USAID programs and sectors (full list can be found at <http://ukraine.usaid.gov/link.shtml#u>), as follows:

- with civil society programs, including the Pact UNITER program, to better coordinate capacity building assistance and training to CSOs;
- with access to justice and legal empowerment project, to facilitate journalists' access to justice in the areas of employment, health law and property rights;
- with the parliamentary development project, to address media-related legislation and policies, and to collaborate with appropriate parliamentary committees;
- with economic growth and health programs, to ensure quality niche reporting when covering specific kinds of issues, including key areas of interest to the USG;
- with anti-corruption initiatives mainstreamed in other USAID-funded programs.

#### **IV. Program Description**

##### **A. Project Purpose:**

The primary goal of the Ukraine Media Project will be to promote the development of a free, vibrant and professional media sector that provides a wide range of useful news and information, serves as a watchdog in the public interest, and defends freedom of speech.

##### **B. Program Objectives:**

The proposed project will focus on the following major objectives:

**Objective 1: Support and promote freedom of speech and media independence (30%)**

**Objective 2: Increase the variety of news sources and improve news quality (40%)**

**Objective 3: Improve the enabling environment for media and freedom of speech (10%)**

**Objective 4: Improve organizational capacity of Ukrainian media CSOs (20%)**

##### **C. Expected Results, Illustrative Indicators and Activities:**

USAID seeks to implement a comprehensive set of activities, including but not limited to those described below, to achieve results. Given changing dynamics and factors in the media sector, the applicant will be required to develop a meaningful and robust project monitoring plan, which can be used to guide decisions on adjustments to program activities over the life of the project. In addition, USAID plans to conduct an external, mid-term evaluation of the activity.

Applicants may suggest additional activities and approaches to achieving the overall objectives and expected results of this program. It is expected that the proposed activities will be mutually reinforcing and will be implemented by Ukrainian partner organizations via sub awards.

### **Objective 1: Support and promote freedom of speech and media independence.**

The central aim of this component is to preserve the current level of freedom of speech, prevent further backsliding in this sector, discourage censorship and others means of curtailing press freedom, and promote a diversity of views and sources of news. Activities under this component will focus on media monitoring, media literacy, advocacy and legal aid.

#### **Expected results:**

- Media companies and CSOs (civil society organizations) use credible data and methodologies to effectively monitor the media sector.
- Ukrainian media consumers and domestic and international watchdogs have reliable information pertaining to media professionalism, independence, censorship, and any violations of laws protecting journalists and freedom of speech.
- Feedback mechanisms established within media CSOs and media outlets for journalists and citizens to report on ethical violations.
- Media monitoring CSOs regularly document and publish information on journalists receiving payment for news.
- Transparency of media ownership allows consumers to judge the objectivity of news.
- Media and CSOs successfully advocate for press freedom, professional standards, protection of journalists' rights and respect for laws ensuring freedom of speech.
- Journalists, editors, media owners and others have access to up-to-date legal information, competent legal advice and protection.

#### ***Illustrative Indicators:***

- *Stabilization and improvement of IREX MSI score for Freedom of Speech from 2.0 in 2010 to 2.4 in 2016.*
- *Number of citations of Ukrainian CSOs' media monitoring data in Ukrainian and Western press.*
- *Number of legal consultations provided.*

**Activities under Objective 1** will include, but not be limited to:

- ***Media monitoring.*** Grants and technical assistance to Ukrainian organizations to credibly and effectively monitor media for signs of misinformation, payment for news, censorship, harassment, undue pressure, and conflicts of interest. Monitoring data should meet strict methodological standards to ensure objectivity and accuracy. Assistance will include methodological expert advice and support for packaging data and making it available to domestic and international actors in a timely manner and user-friendly format. Target audience will include media industry itself, government and civic leaders, international watchdog organizations, foreign governments and general public.

- **Advocacy.** Grants and technical support to Ukrainian media and human rights organizations to lobby on behalf of journalists or individuals to promote adherence to the law, protect rights, and advocate for freedom of expression and freedom of press.
- **Media Literacy Education** or public awareness initiatives implemented by grantees that stimulate demand for better journalism in the general public and within the profession, including establishing complaint mechanisms for media professionals and general public to report ethical violations. Given increased control exercised by owners and the state, the extent to which the media sector improves in the next few years will be significantly influenced by public demand and peer pressure.
- **Media ownership transparency.** Support to organizations that watch transparency of media ownership and its implications for Ukraine's media independence.
- **Legal awareness and advice.** Support for organizations that provide training, information campaigns, hotlines or other mechanisms to inform media professionals about their rights and limitations under the law so as to avoid incarceration, libel suits, tax investigations, etc.
- **Legal defense.** Support for mechanisms to provide legal counsel in cases where rights have been clearly violated or laws have been clearly broken.

## **Objective 2: Increase the variety of news sources and improve news quality**

Activities under this component will promote efforts to ensure that the public has access to a wide range of news and information from both traditional and new media. Activities will also help ensure that the media is promoting government transparency and bolstering public debate on critical issues.

### **Expected Results:**

- Increased use of new media for obtaining local and national news and information.
- Increased convergence of new media with “old” media and with civil society organizations.
- Improved TV, radio, print or online content produced by Ukrainian journalists.
- Increased content sharing and improved cross-regional news coverage.
- Increased quantity and improved quality of election campaigns coverage to provide balanced information about the electoral process, and candidates' programs; and to focus on policy issues of critical importance to Ukraine's future.
- Expanded Crimea residents' access to diverse sources of professional, objective information, including substantial local content.

### **Illustrative Indicators:**

- *Improvement of IREX MSI score for Professional Journalism from 1.96 in 2010 to 2.6 in 2016.*
- *Improvement of IREX MSI score for Plurality of News Sources 1.89 in 2010 to 2.5 in 2016.*
- *Increased percentage of citizens and in national polls saying they use targeted new media for obtaining local/national news.*
- *Number of segments and/or hours per week of quality news and information programming on targeted broadcast outlets.*
- *Percentage of articles per publication by targeted print and internet outlets that meet quality standards.*
- *Increase in quantity of cross-regional news programming by targeted news outlets.*

- *Number of journalists trained with USG assistance (Indicator from the US Foreign Assistance Framework - FAF).*
- *Number of non-state news outlets assisted by USG (FAF indicator).*

**Activities under Objective 2** shall include, but not be limited to:

- ***New media.*** Promote and support the growth of new media content, technologies, convergence and access. This might include consultations provided by Ukrainian or international new media experts to local media and CSOs on technical matters, best practices, social marketing and networking, Web 2.0 capabilities, interactivity, multiple platforms, etc. It might also include commodities support or small grants to help select media, CSOs, journalists, bloggers, and citizen journalists improve their use of new media. Collaboration with ongoing efforts, such as the Gates Foundation project to make Internet available in public libraries (BIBLIOMIST - Ukraine Global Libraries Program <http://www.bibliomist.org/>), would be highly encouraged.
- ***Content production.*** To fill gaps resulting from increased government influence over the media, support production of news content for various formats (TV, radio, Internet, print, social networks). Content will include thematic programs on economic, social and democratic issues that promote government transparency and public participation in addressing key challenges.
- ***Journalist training and professionalism.*** Many new journalists begin work each year with little or no professional training, and more seasoned journalists have few opportunities for continuing education. Furthermore, journalistic ethics and professional codes of conduct are ignored or poorly understood. Activities shall include fundamental professional training for new reporters, ethics training with specific focus on why and how to avoid taking cash for news coverage, substantive training and continuing education on pressing public policy issues to ensure professional theme/niche reporting, journalism competitions (e.g. for best story on key topics), and other efforts.
- ***Investigative journalism.*** More and better investigative journalism will be an essential part of this program for the purpose of fulfilling media watchdog role, exposing corruption and holding government accountable. Grants, training and networking opportunities (including international) for investigative reporters as well as innovative investigative journalism projects shall be supported.
- ***Regional media and cross-regional linkages.*** Activities to strengthen local media and CSOs to produce local news, and also efforts to promote cross-regional information sharing, for example through journalist exchanges or content sharing arrangements.
- ***Elections coverage.*** Media will play an important role covering the Parliamentary and Presidential Elections scheduled for 2012 and 2015 respectively. Activities shall include grants for election programming and monitoring as well as specialized training in how to cover elections, hotlines and training on the election law particularly as it relates to journalists' rights, how to use public opinion and exit polling data, assistance for organizing candidate debates and issues discussion fora and other efforts. As previously stated, at least \$700,000 of project funds shall be reserved for election related activities.
- ***Crimea.*** In addition to efforts focused on local and cross-regional media, special attention should be paid to media in Crimea building on the increased USAID focus on Crimea in 2009 – 2010 and recent successes in expanding Crimean residents' access to diverse sources of information. Crimea's autonomous status, its heavy reliance on Russian media, the large Tatar minority population and, at the same time, recently emerged impressive media counterparts all present special challenges and opportunities for the media sector.

Activities shall include grants and technical assistance for Crimean media and CSOs for the following efforts: 1) local media content production to address critical Crimean issues (TV and radio programming, print and internet publications, web sites, internet portals, new media); 2) investigative reporting; 3) public awareness activities on critical Crimean issues, including environment, energy, health, business, tourism, land, financial sector, investment promotion, administrative reform and others; 4) media monitoring and advocacy efforts that promote journalism standards and ethics; 5) independent institutions that organize public discussions, expert roundtables, press conferences and thus catalyze moves for reforms (such as “Media Centers”); 6) legal aid (legal monitoring, consulting, education, protection); 7) resource centers for media and CSOs that provide informational, consultative and training services; 8) media literacy education; 9) media mechanisms enhancing citizen participation, including new media and talk shows engaging civic leaders; 10) initiatives for Crimean young journalists (e.g. Young Journalists’ Contest, School of Young Journalists, school newspapers, web sites etc.); 11) Exchanges, TV Bridges, study tours, internships for Crimean media outlets and CSOs within Ukraine and neighboring countries and return exchanges/visits to Crimea to increase the flow of balanced information to and from Crimea; 12) networking events and partnerships/joint projects of Crimean organizations with their counterparts in other parts of Ukraine or in neighboring countries; 13) partnerships between Crimean media, civil society, government and business as well as international donors to examine and address local priorities.

### **Objective 3: Improve the enabling environment for media and freedom of speech.**

Activities under this component will support major reforms in the overall media environment and will address key challenges for this sector, including legislation, institutional arrangements, transformation from state to public broadcasting, digitalization, and de-statization. The ultimate scale of some activities, such as support for the transformation of UT-1 to public television, will depend on an assessment of the government’s commitment to developing public television in accordance with European norms. Also, some topics, such as digitalization and de-statization, are likely to require vast resources, so assistance, if any, in these areas would likely be limited to providing expert consultations, sharing best practices and experience from other countries, co-sponsoring meetings or workshops, or translating relevant international documents into Ukrainian language. Finally, since the majority of legislative drafting and expertise will be supported through the EU/CE media project, USAID’s project may complement legislative initiatives with advocacy efforts and awareness campaigns.

#### **Expected results:**

- Media and human rights organizations and associations efficiently engage with the new government and provide input on new or amended legislation pertaining to media and freedom of speech.
- Media and human rights organizations and associations successfully advocate for changes to draft legislation for the purpose of improving the media environment and preventing laws or policies that would curtail press and speech freedoms.
- Major reforms in the media sector, including legislation, transformation to public broadcasting, digitalization, or de-statization, are implemented in accordance with international and particularly European standards.

***Illustrative Indicators:***

- *Number of positive modifications to enabling legislation/regulations for media drafted with USG assistance (FAF indicator).*
- *Number of laws, amendments or policies adopted with input from partner media CSOs.*

**Activities under Objective 3** will include, but not be limited to:

- ***Adoption, amendment, enforcement and implementation of media-related laws and policies.*** This will involve, for example, support for media CSOs and media experts to review new legislation or amendments, and participation in official legislative working groups or advisory bodies. It will also involve support to domestic actors monitoring relevant draft or newly adopted legislation and advocating on behalf of their interests/constituencies for the purpose of properly implementing the new laws and improving the overall enabling environment.
- ***Public television.*** Support to media organizations and working groups addressing plans for and implementation of the transformation of UT-1 to public broadcasting. Activities to ensure the protection of private media interests during the transformation. Upon approval from USAID, possible support to UT-1 or Public TV management to assist with the transformation.
- ***De-statization.*** Some of the main national TV and radio channels are still state owned, and at least 25% of regional media is owned by local governments. Not only is this an economic issue because of its drain on state budgets, it undermines improvements in the media sector because private media struggle to compete with subsidized outlets. Furthermore, state-owned media may be less likely to rigorously investigate and scrutinize governmental institutions. “De-statization” means the privatization, transformation to public, or closing down of state-owned media. This program should support media CSOs addressing plans for and implementation of the transformation of state-owned media. Expert advice to GOU officials responsible for reforming state-owned broadcast and print media, advice to managers and staff of state-owned media on the transformation process and functioning of private media may be supported as well.
- ***Digitalization.*** Analog broadcast stations are scheduled to digitalize by 2015 which is an ambitious goal and a real challenge for Ukraine. The program may provide expert advice and support to media CSOs addressing plans for and implementation of the digitalization.
- ***State institutions.*** Several government institutions play key roles in the media sector, including the National Council for Television and Radio, the State Committee of Ukraine on TV and Radio Broadcasting, and the Ministry of Transportation and Communication. Whereas the overarching focus of this project is on non-governmental media, it is possible that activities could include limited expert advice, training or other technical assistance to state institutions.

**Objective 4: Improve organizational capacity of Ukrainian media CSOs**

USAID has made it a priority to increase its support to local organizations. This activity is expected to result in the development of local organizations which have the technical and organizational capacity to implement USAID assistance. Therefore, applicants must propose a strategy that adequately develops local capacity in major program directions so that by the end of year three of the project, no less than three Ukrainian organizations are qualified to assume a leadership role in the continuation of media

developments efforts in key areas of importance for the sector. The strategy will include clear benchmarks and criteria for determining support for eligible local organizations.

**Background:**

USAID/Ukraine has been supporting around 50 Ukraine media organizations under predecessor projects for the last decade. Indigenizing media development efforts and strengthening Ukraine's leading media support organizations has been one of the major focuses of USAID's current media program (U-Media) for the past two years. The capacity of local media organizations has not yet reached a sufficient level – neither in institutional development, nor in the level of expertise – to either consolidate democratic gains or guard against current risks. Ukraine has a number of vibrant media organizations, but they are divided by competition and narrow niches. None appears capable of serving as a unifying leader. The sector boasts an impressive array of committed actors, but they are utilizing a somewhat narrow set of tactics and speaking to a fairly limited circle of like-minded peers. Ukraine's media actors display a solid grasp of the fundamentals which should now be taken to a higher level in strengthening advocacy skills, widening allies and audiences, and exploring alternatives in both developing and distributing news and information.

Recent donor studies of development programs (by USAID, SIDA, CIMA/NED, FRIDE and others) state that meaningful changes take time and that support to local organizations needs to be long term to give them a chance to concentrate on achieving their major organizational goals. In Ukraine, many CSOs are not driven by their missions but rather forced to compete for short term project funding. The constant competition for funds, together with some legal restrictions for operations/economic activities, significantly hampers CSOs' own organizational development. Some studies recommend for the donors to move towards institutional or core funding (e.g. salaries, rents, office equipment etc.) and for capacity building within those organizations to take priority. The Millennium Challenge Corporation (MCC)-funded civil society anti-corruption activity (ACTION) has confirmed the need for more training and technical assistance on basic institutional development, especially at the local level, since the organizational capacity of CSOs in regions outside Kyiv and other major urban centers remains weak. USAID's intensive organizational development activities under the Ukraine Citizen Action Project (UCAN) implemented by the Institute for Sustainable Communities (ISC) from 2002 to 2008 in the past and now under the Ukraine National Initiatives to Enhance Reforms (UNITER) project implemented by Pact Inc. from 2008 to 2013 prove the need for more time, resources and targeted efforts in order to strengthen local capacity to improve aid effectiveness and sustainability. Guidelines for support to Ukrainian CSOs provided by the Swedish International Development Agency (SIDA) suggest that CSOs should be supported on the basis of their own missions and long-term plans rather than short-term donor projects.

Under the Ukraine Media Project, support to all media partners will consist of project-specific as well as capacity-building assistance. Sub-grants for specific projects will be complemented by training and technical assistance for building long-term institutional development, as needed. It is expected that several strong Ukrainian media organizations which are considered strategic for the sector will receive substantial institutional or core support grants.

**Expected results:**

- Media supporting institutions efficiently function in the professional interests of independent media.
- By the end of the project, all Ukrainian CSOs funded by this project demonstrate improved capability in the key institutional development areas described below.
- By the end of Year 3 of the project, no less than three Ukrainian organizations are qualified to assume a leadership role in the continuation of media developments efforts in key areas of importance for the sector.
- Strong linkages and networks established between Ukrainian national and regional media, CSOs and other allies to more effectively address issues of common concern, build a freer media climate (legislative, editorial, ethical), create stronger public support and pressure for reforms.

***Illustrative Indicators:***

- *Improvement of IREX MSI score for Supporting Institutions from 2.28 in 2010 to 2.9 in 2016.*
- *Number of Media CSOs and/or Support Institutions assisted by USG (FAF indicator).*
- *Number of Media CSOs that are “international audit ready”*
- *Number of media CSOs with well-designed business plans*
- *Number of media CSOs with diversified sources of funding*

**Activities under Objective 4** shall include, but not be limited to:

- 1. Provide funding to 30-50 media organizations in Ukraine (under all objectives) and play a leading role in implementation***

The prime recipient is expected to serve as a pass-through entity and provide financial support (grants) to Ukrainian media CSOs, assist in implementation, and monitor the performance of the CSO subgrantees. Grant mechanisms will vary depending on the program needs, nature of activities and other factors and will include competitive and non-competitive grants, innovative “open door” grants providing funds to worthy projects on a rolling basis, seed grants to emerging organizations as well as operational support to mature media CSOs whose missions meet the project goals. USAID reserves the right to approve all sub grants to Ukrainian organizations.

The recipient shall take an active part in helping Ukrainian media partners to shape their proposals in accordance with media context and challenges, improve products and services, strengthen advocacy skills, widen allies and audiences, explore alternatives in developing and distributing news and information, and monitor their results. The recipient is also expected to provide examples, models, best practices and expertise from the region and around the world.

As previously stated, the catalog of Ukrainian CSOs receiving support from predecessor projects is included as Annex A. It is expected that such support be continued throughout this project at similar levels as in the past. In the event any of the partners are not performing, either technically or organizationally, the recipient may suspend or terminate assistance in consultation with the Agreement Officer’s Technical Representative (AOTR) at USAID.

## ***2. Strengthen organizational capacity of Ukrainian media partners***

A “partner CSO” is a CSO which receives longer-term support from this project (versus short-term grants, like “open door” grants or election related grants, for example). The recipient shall grow the Ukrainian partner CSOs toward eventual sustainability, i.e. the ability to more effectively achieve programmatic impact and results, as well as the ability to continually solicit and receive funding from other donors, both domestic and international.

The recipient shall provide technical assistance and trainings to media CSOs, trade unions and professional associations to improve their organizational, watchdog, analytical and advocacy capacity. This may include basic support and training on proposal writing, strategic/business development, fundraising and similar topics, as well as advanced support for more mature organizations, including core funding grants. Although at different levels, all organizational strengthening efforts should provide capacity building in financial management and reporting, grant and report writing. Training on lobbying techniques and working with diverse audiences, including opponents, will be of particular importance under capacity building.

The recipient will assess and prioritize institutional capacity strengthening needs of both more developed and nascent media groups. Applicants may use capacity-assessment tools presented in USAID’s paper entitled “*Recent Practices in Monitoring and Evaluation Tip. Measuring Institutional Capacity*,” which can be found at the following URL: [http://dec.usaid.gov/index.cfm?p=search.getSqlResults&CFID=89906&CFTOKEN=56710520&p\\_searchtype=detailed&q\\_titleSx=Recent%20practices%20in%20monitoring%20and%20evaluation%20TIPS](http://dec.usaid.gov/index.cfm?p=search.getSqlResults&CFID=89906&CFTOKEN=56710520&p_searchtype=detailed&q_titleSx=Recent%20practices%20in%20monitoring%20and%20evaluation%20TIPS)

### **2a. Assistance to emerging media CSOs**

Approximately 20 of the partner CSOs can be classified as emerging media CSOs, which are fairly new and less mature, and therefore require basic capacity development.

The recipient shall set aside approximately \$150,000 of grant funds in order to cooperate with a new initiative called the “NGO Marketplace,” which was developed by Pact under the UNITER project, and is in the process of being transferred to a local CSO ([www.ngomarket.org.ua](http://www.ngomarket.org.ua)). The Marketplace is an innovative tool providing the direct connections between capacity builders and CSOs seeking capacity development services. At present, a “voucher system” is being used for CSOs to purchase various services, and the intent is for as many USAID partners as possible to tap into this indigenous resource.

### **2b. Assistance to core media partners**

Within 60 days of award, the recipient shall identify a core group of 10-15 Ukrainian leading media organizations and will devise and provide targeted advanced technical assistance and training on organizational development so that by the end of the program they demonstrate improved capability in several key institutional areas mentioned below. The recipient shall provide evidence that these media CSOs have a demonstrated record of professionalism, effectiveness and contributions to democratic development, particularly related to the role of free media in a democracy. The selected organizations should be able to conduct media development activities in key areas of importance for the sector, such as media monitoring, watchdog, advocacy, investigative journalism, education, training, media law

development, legal defense and other functions. Taken as a whole, the proposed organizations should provide comprehensive country-wide sectoral support.

Within 60 days of award, shall provide USAID with baseline data for each core partner on their capability in the following organizational development areas, and throughout the life of this project, shall work to strengthen the CSOs' capacity in each area:

- Democratic management structures and practices;
- Institutionalized strategic planning and program development;
- Financial and program accountability, including compliance with international audit requirements;
- Capacity to fundraise, including mobilizing public and private resources;
- Developed membership base with membership services, where appropriate;
- Enhanced cooperation with the media industry and systematic communication with target beneficiaries (media outlets);
- Capacity to serve as a mentor/leader to other CSOs working in the same area;
- Ability to lead cooperation among CSOs working in the same area;
- Capacity to provide services and administer grants to other local organizations, as appropriate;
- Effective public relations skills; and
- Capacity to influence media policy through effective advocacy and lobbying techniques.
- Sustainability/Business Plan which will include:
  - Identified market niche for future services (non-profit or profit, as appropriate);
  - Plan for attracting potential clients;
  - Plan for diversification of funding sources; and
  - Strategic plan for long-term organizational development.

When appropriate, for the purpose of maximizing the use of local expertise and advancing the USAID/Ukraine strategy of enhanced localization in assistance delivery, the recipient will provide organizational strengthening efforts through Ukrainian trainers and organizations. At the same time, outside experts may also be of value for their international experience and expertise.

### ***3. Nurture national leaders***

In Ukraine, at the national level, a relatively small number of CSOs continue to be leaders in affecting public policy. Unfortunately, many of these CSOs rely almost entirely on the work of one or two key staff members and are lacking in terms of strategic planning, public outreach and public image, fundraising, and staff development.

During the first three years of the project, the recipient shall select at least three mature indigenous organizations and develop them to assume a leadership role in the continuation of media developments efforts in key areas of importance for the sector and prepare them organizationally to receive direct awards from USAID. By the end of year three of the project, at least three selected organizations shall be ready to receive direct awards from USAID.

#### **4. Foster coalitions**

A complement to capacity-building is pooling of resources and talents in coalitions to achieve mutually beneficial goals. The most effective coalitions, however, are those that are formed organically rather than at the urging of donors. The recipient will conduct seminars or meetings to demonstrate the benefits and best practices of coalitions (including international), and will implement activities to foster an environment in which organizations build coalitions as a means to improve their efficacy. Networking and partnerships with similar international organizations will be an important element.

#### **D. Mandatory Factors**

**Gender:** USAID's commitment to advance gender equality and pursue gender as a key development issue should be fully reflected in this program.

The program shall place considerable focus on the integration of gender considerations throughout the entire project implementation, ensuring that men and women are equally supported through USAID-funded activities and that gender awareness and gender dynamics are taken into consideration in all project activities. The program shall ensure that 1) women and men have the same opportunities and are treated identically and without discrimination; 2) resources are fairly distributed, taking into account the different needs of women and men; 3) the wide-ranging societal, political and economic effects of differences in gender roles are taken into account. The partner shall determine an appropriate percentage for participation of women and men at all project levels. As appropriate and feasible, impact and indicator data should be disaggregated by sex.

The journalism practitioners are often women, but they generally have lower status positions and are not assigned to key roles as editors or other decision-making managerial roles. The program implementer should identify barriers to equal participation in the program and describe how the program will be designed to address these barriers.

**Anti-Corruption:** USAID's Anti-Corruption Strategy, dated June 2005, charges Missions with incorporating anti-corruption goals into all programs. Consequently, the project should identify and incorporate appropriate anti-corruption elements in its programming, including enhanced investigative journalism activities and efforts on raising awareness about corruption in society. The project will describe and implement a process by which the results of media monitoring and other activities aimed at identifying unethical and/or corrupt behavior will inform decision making on partner, sub-grant selection.

**Public-Private Partnerships:** The project has the potential to leverage results through public private partnerships (PPP), especially under Objective 2. For example, Western computer and technology firms such as Google and Microsoft may have similar and overlapping objectives in Ukraine and could provide or receive in-kind or financial resources to advance USAID objectives. Applicants will be encouraged to include specific PPPs in their applications, or at least describe plans to pursue potential PPPs under the project.

**Contingencies:** Due to the unpredictable nature of politics and political reforms in Ukraine, it is difficult to anticipate how the operating environment will look in the next five years and how to subsequently prioritize media assistance strategies in the future. For this reason, the program will be flexible enough

to be able to adapt to changing circumstances and respond with different approaches, as appropriate. The complexities of the current environment do indicate the need for vigilance in the event of further backsliding. A contingency plan that includes greater concentration on areas such as journalist protections and circumvention techniques would help ensure the ability to respond as needed.

## V. PROGRAM REPORTING

The Recipient will provide the following reports to USAID Agreement Officer's Technical Representative (AOTR) and the Agreement Officer, as specified below, in accordance with 22 CFR 226.51 and 226.52 and Substantial Involvement Provisions.

### a. Initial Implementation Plan

Within 60 days of the signing of Cooperative Agreement, the Recipient will present an annual implementation plan to the USAID/Kyiv AOTR for review and approval (two hard copies and an electronic copy). The AOTR must provide written comments on the draft plan within 30 days after receipt of the draft and when the plan is finalized, the AOTR will provide written approval.

The implementation plan should include a list of the tasks to be completed during the year, grouped under the objective that they seek to support. For each task, the awardee should

1) explain in brief its connection to the objective; 2) define the necessary steps to complete the tasks; 3) assign responsibilities for completing those steps; 4) provide any quantitative or qualitative targets (e.g. number of grants to be awarded, number of CSOs or journalists to be trained); and 5) a timeline for the implementation of the task. The plan should indicate the legal/regulatory issues that the awardee will target for that year.

The initial implementation plan must include the recipient's proposed **Performance Monitoring and Evaluation Plan (PMEP)**, which must establish specific impact indicators, targets, progress benchmarks for the life of the award, and the date by which all baseline data will be established. All people-level indicators must be dis-aggregated by sex.

60 days after the award is made, the recipient will submit the Final PMEP to USAID together with the Annual Work Plan. The recipient and USAID will agree upon the final choice of performance indicators useful for timely management decisions and credibly reflecting the actual performance of the project. Recipient should explain how the PMEP will be implemented. PMEP data should meet reasonable quality criteria of validity, reliability, timeliness, precision and integrity, and disaggregated by sex whenever possible. In designing the PMEP, the recipient should also weigh human and financial resources necessary to implement it.

The PMEP is subject to final approval by USAID and is separate from the regular financial and other reports required by the standard contract provisions.

USAID reserves the right to propose the recipient to integrate into the PMEP a number of indicators to help USAID measure the immediate program results. PMEP should include standard indicators from the Foreign Assistance Framework (FAF), Objective Governing Justly and Democratically (GJD – 2), Program Area Civil Society (2.4), Program Element Media Freedom and Freedom of Information

(2.4.2). The recipient shall set up annual targets, collect actual data and report on the following FAF standard indicators based on fiscal year calendar:

- Number of journalists trained with USG assistance;
- Number of media CSOs and/or support institutions assisted by USG;
- Number of non-state news outlets assisted by USG
- Number of positive modifications to enabling legislation/regulations for media drafted with USG assistance.

All information collected for the PMP shall be compiled and submitted to USAID with the project annual and final reports. Annual reports shall be due by the end of the fiscal year – by September 30 of each year. Additionally, the progress in meeting the expected program results will be monitored through semi-annual reports and work plans.

At the mid-point of this activity, USAID will organize and carry out an independent evaluation of this project. The evaluation may be formative, summative, or impact-based. It is expected that the implementing partner(s) will cooperate fully with USAID and the evaluation team to ensure that the evaluation accurately reflects program processes, results, outcomes, and/or impacts.

**b. Annual Implementation Plans**

Annual implementation plans for subsequent years are due to the AOTR 60 days before the end of the preceding award year (two hard copies and an electronic copy). Annual implementation plans should include all the sections as the initial implementation plan discussed above. In addition, the subsequent annual work plans shall review the activities of the year that is ending, the activities that were implemented, the results achieved, and problems that existed and how they were resolved. These subsequent annual plans shall propose program adjustments to reflect any lessons learned. As with the first annual plan, the AOTR will review the plan and provide comments and recommendations for changes no later than 30 days after receipt of the draft. The recipient shall incorporate AOTR comments and recommendations into the final version of Implementation Plan and submit two hard copies and one diskette copy for AOTR written approval within 15 days. In addition, all substantial changes in work plan require prior written approval of the AOTR.

**c. Monthly Activity Schedule**

USAID also expects the awardee to submit (electronically) to the AOTR by the 25<sup>th</sup> calendar day of each month, a calendar of planned events for the upcoming month. USAID will post events on the Mission's website, as appropriate, and use the monthly calendar to plan site visits in a timely manner.

**d. Quarterly Financial Reports**

Pursuant to 22 CFR 226.52, USAID intends to require quarterly financial reporting [unless the conditions described in 22 CFR 226.52(iv) exist]. The financial reporting forms to be used by the recipient will be specified in the award.

In addition, fifteen days prior to the end of each quarter, the Recipient shall submit accruals information to the AOTR, in accordance with 22 CFR 226.52(a)(1)(ii). Accruals information shall consist of current

status of the expenditures and accrued amounts from the inception of the award through the end of the upcoming Quarter or the award end date and shall be submitted in the following format:

Name of Recipient: \_\_\_\_\_

Award Number: \_\_\_\_\_

Total Obligated Amount: \_\_\_\_\_

Total Estimated Cost of the Award: \_\_\_\_\_

A. Total Cumulative Amount Disbursed by USAID to date: \_\_\_\_\_

B. Total Estimated Expenses as of end of the Quarter: \_\_\_\_\_

#### **e. Semi-annual Performance Reports**

Pursuant to 22 CFR 226.51, the Recipient shall submit semi-annual performance reports (two hard copies and an electronic copy) to the AOTR. These reports must summarize the outcomes of the Recipient's activities during the particular reporting period, document any program accomplishments or progress towards results during the reporting period, compare those results to the planned tasks in the Implementation Plan and Performance Monitoring and Evaluation Plan, and discuss any potential constraints that might prevent the Recipient from meeting agreed upon targets and benchmarks. Reports should also contain, as an attachment, a list of all subgrants issued under the award during the reporting period. The list should contain the name and contact information for each subgrantee, the title and duration of the project, the amount of the award, and a brief description of the project.

The second semi-annual report of each award year will provide USAID *annual* data on the agreed upon performance indicators as well as any additional qualitative results information the awardee would like to include to demonstrate the results achieved vis-à-vis the project's objectives during that particular reporting period. The second semi-annual reports shall be due by the end of the fiscal year – by September 30 of each year.

#### **f. Final Report**

Pursuant to 22 CFR 226.51(b), a final performance report (two hard copies and one electronic) will be required under this award. USAID will review and comment within 30 days of receipt. The final performance report will:

- Contain an overall description of the activities under the Program during the period of this Cooperative Agreement, and the significance of these activities;
- Describe the methods of assistance used and the pros and cons of these methods;
- Present life-of-project results towards achieving the project objectives and the performance indicators, as well as an analysis of how the indicators illustrate the project's impact on the development of civil society in Ukraine;
- Summarize the program's accomplishments related to the strengthening the development of civil society in Ukraine, as well as any unmet targets and the reasons for them;
- Elaborate the issues and problems that emerged during program implementation and the lessons learned in dealing with them; and

- Provide comments and recommendations regarding unfinished work and/or future needs and directions for further strengthen independent media in Ukraine as well as recommendations for what issues no longer require donor assistance.

## **VI. KEY PERSONNEL**

Key personnel are those considered to be essential to the work being performed under this cooperative agreement. Key personnel and changes to key personnel are subject to approval by the USAID AOTR prior to their employment under this award. USAID has determined that key personnel positions under this award will include:

### Chief of Party (COP)

The COP must have a track record of successful project management and experience in media development to include: 8-10 years of progressively responsible experience working in media development or related fields, particularly in an international context; overseas media experience preferably in Eastern Europe and/or former Soviet Union; substantial experience working as a COP or equivalent leadership position for large and complex media projects; a successful track record in supervising, designing, managing, and implementing donor-funded technical assistance projects for media development, with preference for USG funded donor experience; experience in managing subgrants and successfully grooming indigenous organizations is strongly desired; demonstrated understanding of the political and economic situation in Ukraine and of the current media environment; excellent interpersonal skills and the ability to lead and work on a multi-national and multi-partner team; ability to establish strong working relationships with senior officials in government, with media and civic leaders, businesspeople and international donors; outstanding English communication skills – both written and oral; fluency in Russian is required, working knowledge of Ukrainian is preferred; Master's degree in in Media Development, International Development or other relevant fields.

### Deputy Chief of Party (DCOP)

The DCOP must be a Ukrainian professional with at least five years of relevant experience in media development or related fields, as well as donor project management experience, preferably with USG funded projects. Professional experience in managing and implementing projects of similar scale and complexity, including grant-making and managing subawards, is strongly desired. Like the COP, the DCOP must have a thorough knowledge and understanding of the Ukrainian context and of media and civil society development issues in Ukraine; strong interpersonal skills to maintain good relations with relevant partners and counterparts, including government, media, civil society, donors and other partners. The DCOP should have substantial, and complementary, technical knowledge and experience in one or more program areas (objectives) of this project. Candidates must be well organized, able to work independently, skilled at handling multiple tasks, diplomatic, and able to adhere to deadlines. Professional level fluency in Ukrainian, Russian and English is required. Master's degree in Journalism, International Studies, or other relevant field preferred.

## **VII. SUBSTANTIAL INVOLVEMENT**

USAID/Ukraine considers collaboration with the awardee crucial for the successful implementation of this program. Substantial involvement under the proposed award shall include the following:

- Review, approval, as well as extension on submission of the Recipient's Initial Implementation Plan, Annual Implementation Plans (Work Plans), including the Performance Monitoring and Evaluation Plan (PMEP). Any significant changes to the approved Implementation plan or the PMEP will require additional approval of the AOTR.
- Review and approval of key personnel and any changes by the AOTR; and
- Subawards: Approval of all sub grants including extensions prior to award and participation in preparation of solicitation documents including the topics, program descriptions, selection criteria and funding levels for applications by the AOTR.

**SECTION D - CERTIFICATIONS, ASSURANCES OF APPLICANTS**

## U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

## CERTIFICATIONS, ASSURANCES, AND OTHER STATEMENTS OF APPLICANTS [1][2]

[To be submitted as part of an Applicant's cost proposal. To be signed by an authorized agent of the applicant at the end of this Section D.]

**PART I - CERTIFICATIONS AND ASSURANCES****1. ASSURANCE OF COMPLIANCE WITH LAWS AND REGULATIONS GOVERNING NON-DISCRIMINATION IN FEDERALLY ASSISTED PROGRAMS**

(a) The recipient hereby assures that no person in the United States shall, on the bases set forth below, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under, any program or activity receiving financial assistance from USAID, and that with respect to the grant for which application is being made, it will comply with the requirements of:

(1) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352, 42 U.S.C. 2000-d), which prohibits discrimination on the basis of race, color or national origin, in programs and activities receiving Federal financial assistance;

(2) Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), which prohibits discrimination on the basis of handicap in programs and activities receiving Federal financial assistance;

(3) The Age Discrimination Act of 1975, as amended (Pub. L. 95-478), which prohibits discrimination based on age in the delivery of services and benefits supported with Federal funds;

(4) Title IX of the Education Amendments of 1972 (20 U.S.C. 1681, et seq.), which prohibits discrimination on the basis of sex in education programs and activities receiving Federal financial assistance (whether or not the programs or activities are offered or sponsored by an educational institution); and

(5) USAID regulations implementing the above nondiscrimination laws, set forth in Chapter II of Title 22 of the Code of Federal Regulations.

(b) If the recipient is an institution of higher education, the Assurances given herein extend to admission practices and to all other practices relating to the treatment of students or clients of the institution, or relating to the opportunity to participate in the provision of services or other benefits to such individuals, and shall be applicable to the entire institution unless the recipient establishes to the satisfaction of the USAID Administrator that the institution's practices in designated parts or

programs of the institution will in no way affect its practices in the program of the institution for which financial assistance is sought, or the beneficiaries of, or participants in, such programs.

(c) This assurance is given in consideration of and for the purpose of obtaining any and all Federal grants, loans, contracts, property, discounts, or other Federal financial assistance extended after the date hereof to the recipient by the Agency, including installment payments after such date on account of applications for Federal financial assistance which were approved before such date. The recipient recognizes and agrees that such Federal financial assistance will be extended in reliance on the representations and agreements made in this Assurance, and that the United States shall have the right to seek judicial enforcement of this Assurance. This Assurance is binding on the recipient, its successors, transferees, and assignees, and the person or persons whose signatures appear below are authorized to sign this Assurance on behalf of the recipient.

## **2. CERTIFICATION REGARDING LOBBYING**

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, United States Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that: If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee

of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

### **3. KEY INDIVIDUAL CERTIFICATION NARCOTICS OFFENSES AND DRUG TRAFFICKING**

I hereby certify that within the last ten years:

1. I have not been convicted of a violation of, or a conspiracy to violate, any law or regulation of the United States or any other country concerning narcotic or psychotropic drugs or other controlled substances.
2. I am not and have not been an illicit trafficker in any such drug or controlled substance.
3. I am not and have not been a knowing assistor, abettor, conspirator, or colluder with others in the illicit trafficking in any such drug or substance.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

NOTICE:

1. You are required to sign this Certification under the provisions of 22 CFR Part 140, Prohibition on Assistance to Drug Traffickers. These regulations were issued by the Department of State and require that certain key individuals of organizations must sign this Certification.

2. If you make a false Certification you are subject to U.S. criminal prosecution under 18 U.S.C. 1001.

#### 4. CERTIFICATION REGARDING TERRORIST FINANCING

By signing and submitting this application, the prospective recipient provides the certification set out below:

1. The Recipient, to the best of its current knowledge, did not provide, within the previous ten years, and will take all reasonable steps to ensure that it does not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated, or participated in terrorist acts, as that term is defined in paragraph 3.

2. The following steps may enable the Recipient to comply with its obligations under paragraph 1:

a. Before providing any material support or resources to an individual or entity, the Recipient will verify that the individual or entity does not (i) appear on the master list of Specially Designated Nationals and Blocked Persons, which list is maintained by the U.S. Treasury's Office of Foreign Assets Control (OFAC) and is available online at OFAC's website: <http://www.treas.gov/offices/eotffc/ofac/sdn/t11sdn.pdf>, or (ii) is not included in any supplementary information concerning prohibited individuals or entities that may be provided by USAID to the Recipient.

b. Before providing any material support or resources to an individual or entity, the Recipient also will verify that the individual or entity has not been designated by the United Nations Security (UNSC) sanctions committee established under UNSC Resolution 1267 (1999) (the "1267 Committee") [individuals and entities linked to the Taliban, Usama bin Laden, or the Al Qaida Organization]. To determine whether there has been a published designation of an individual or entity by the 1267 Committee, the Recipient should refer to the consolidated list available online at the Committee's website: <http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>.

c. Before providing any material support or resources to an individual or entity, the Recipient will consider all information about that individual or entity of which it is aware and all public information that is reasonably available to it or of which it should be aware.

d. The Recipient also will implement reasonable monitoring and oversight procedures to safeguard against assistance being diverted to support terrorist activity.

3. For purposes of this Certification-

a. "Material support and resources" means currency or monetary instruments or financial securities, financial services, lodging, training, expert advice or assistance, safehouses, false documentation or identification, communications equipment, facilities, weapons, lethal substances, explosives, personnel, transportation, and other physical assets, except medicine or religious materials."

b. "Terrorist act" means-

(i) an act prohibited pursuant to one of the 12 United Nations Conventions and Protocols related to terrorism (see UN terrorism conventions Internet site: <http://untreaty.un.org/English/Terrorism.asp>); or

(ii) an act of premeditated, politically motivated violence perpetrated against noncombatant targets by subnational groups or clandestine agents; or

(iii) any other act intended to cause death or serious bodily injury to a civilian, or to any other person not taking an active part in hostilities in a situation of armed conflict, when the purpose of such act, by its nature or context, is to intimidate a population, or to compel a government or an international organization to do or to abstain from doing any act.

c. "Entity" means a partnership, association, corporation, or other organization, group or subgroup.

d. References in this Certification to the provision of material support and resources shall not be deemed to include the furnishing of USAID funds or USAID-financed commodities to the ultimate beneficiaries of USAID assistance, such as recipients of food, medical care, micro-enterprise loans, shelter, etc., unless the Recipient has reason to believe that one or more of these beneficiaries commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated or participated in terrorist acts.

e. The Recipient's obligations under paragraph 1 are not applicable to the procurement of goods and/or services by the Recipient that are acquired in the ordinary course of business through contract or purchase, e.g., utilities, rents, office supplies, gasoline, etc., unless the Recipient has reason to believe that a vendor or supplier of such goods and services commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated or participated in terrorist acts.

This Certification is an express term and condition of any agreement issued as a result of this application, and any violation of it shall be grounds for unilateral termination of the agreement by USAID prior to the end of its term.

Signed: \_\_\_\_\_

Name and Title: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Date: \_\_\_\_\_

## 5. SURVEY ON ENSURING EQUAL OPPORTUNITY FOR APPLICANTS

<http://www.usaid.gov/forms/surveyeo.doc> contains a survey on ensuring equal opportunity for applicants. The applicant's completion of the survey is voluntary. The absence of a completed survey in an application may not be a basis upon which the application is determined incomplete or non-responsive. Applicants who volunteer to complete and submit the survey under a competitive or non-competitive action are instructed within the text of the survey to submit it as part of the application process; applicants who chose to submit the survey shall include it in the technical application in the "annexes" section.

**PART II - OTHER STATEMENTS OF RECIPIENT****1. AUTHORIZED INDIVIDUALS**

The recipient represents that the following persons are authorized to negotiate on its behalf with the Government and to bind the recipient in connection with this application or grant:

Name	Title	Telephone No.	Facsimile No.	Email Address
<hr/>				
<hr/>				
<hr/>				

**2. TAXPAYER IDENTIFICATION NUMBER (TIN)**

If the recipient is a U.S. organization, or a foreign organization which has income effectively connected with the conduct of activities in the U.S. or has an office or a place of business or a fiscal paying agent in the U.S., please indicate the recipient's TIN:

TIN: \_\_\_\_\_

**3. CONTRACTOR IDENTIFICATION NUMBER - DATA UNIVERSAL NUMBERING SYSTEM (DUNS) NUMBER**

(a) In the space provided at the end of this provision, the recipient should supply the Data Universal Numbering System (DUNS) number applicable to that name and address. Recipients should take care to report the the number that identifies the recipient's name and address exactly as stated in the proposal.

(b) The DUNS is a 9-digit number assigned by Dun and Bradstreet Information Services. If the recipient does not have a DUNS number, the recipient should call Dun and Bradstreet directly at 1-800-333-0505. A DUNS number will be provided immediately by telephone at no charge to the recipient. The recipient should be prepared to provide the following information:

- (1) Recipient's name.
- (2) Recipient's address.
- (3) Recipient's telephone number.
- (4) Line of business.
- (5) Chief executive officer/key manager.
- (6) Date the organization was started.
- (7) Number of people employed by the recipient.
- (8) Company affiliation.

(c) Recipients located outside the United States may obtain the location and phone number of the local Dun and Bradstreet Information Services office from the Internet Home Page at <http://www.dbisna.com/dbis/customer/custlist.htm>. If an offeror is unable to locate a local service center, it may send an e-mail to Dun and Bradstreet at [globalinfo@dbisma.com](mailto:globalinfo@dbisma.com).

The DUNS system is distinct from the Federal Taxpayer Identification Number (TIN) system.

DUNS: \_\_\_\_\_

#### 4. LETTER OF CREDIT (LOC) NUMBER

If the recipient has an existing Letter of Credit (LOC) with USAID or another US federal agency, please indicate the LOC number:

LOC: \_\_\_\_\_

#### 5. PROCUREMENT INFORMATION

(a) **Applicability.** This applies to the procurement of goods and services planned by the recipient (i.e., contracts, purchase orders, etc.) from a supplier of goods or services for the direct use or benefit of the recipient in conducting the program supported by the grant, and not to assistance provided by the recipient (i.e., a subgrant or subagreement) to a subgrantee's sub Recipient or subrecipient in support of the subgrantee's sub Recipient's or subrecipient's program. Provision by the recipient of the requested information does not, in and of itself, constitute USAID approval.

(b) **Amount of Procurement.** Please indicate the total estimated dollar amount of goods and services which the recipient plans to purchase under the grant

\$ \_\_\_\_\_

(c) **Nonexpendable Property.** If the recipient plans to purchase nonexpendable equipment which would require the approval of the Agreement Officer, please indicate below (using a continuation page, as necessary) the types, quantities of each, and estimated unit costs. [Note that the authorized geographic code under the resulting award will be 000:]

Nonexpendable equipment for which the Agreement Officer's approval to purchase is required is any article of nonexpendable tangible personal property charged directly to the grant, having a useful life of more than one year and an acquisition cost of \$5,000 or more per unit.

TYPE/DESCRIPTION(Generic)	QUANTITY	ESTIMATED UNIT COST
---------------------------	----------	---------------------

#### 6. TYPE OF ORGANIZATION

The recipient, by checking the applicable box, represents that -

(a) If the recipient is a U.S. entity, it operates as  a corporation incorporated under the laws of the State of \_\_\_\_\_,  an individual,  a partnership,  a nongovernmental nonprofit organization,  a state or local governmental organization,  a private college or university,  a public college or university,  an international organization, or  a joint venture; or

- a. If the recipient is a non-U.S. entity, it operates as  a corporation organized under the laws of \_\_\_\_\_ (country),  an individual,  a partnership,  a nongovernmental nonprofit organization,  a nongovernmental educational institution,  a governmental organization,  an international organization, or  a joint venture.

7. CERTIFICATION OF RECIPIENT

The recipient certifies that it has reviewed and is familiar with the proposed cooperative agreement format (included in section E as attachment 2) and the regulations applicable thereto, and that it agrees to comply with all such regulations.

Solicitation (RFA) No. \_\_\_\_\_

Application/Proposal No. \_\_\_\_\_

Date of Application/Proposal \_\_\_\_\_

Name of Recipient \_\_\_\_\_

Typed Name and Title \_\_\_\_\_

\_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

## SECTION E – ANNEXES

### ANNEX A

**List of Ukrainian media organizations receiving USAID assistance  
under the current phase of U-Media project (2008-2011)  
implemented by Internews Network  
(in alphabetical order within sub/category)**

#### **I. CORE PARTNERS**

**2008-2011 Total Funding Levels for One Organization: \$280,000 - \$530,000**

##### **1. Crimean Information and Press Center (IPC)**

IPC in Crimea conducts journalism trainings, provides legal support, internet access, and a reference library to local media. It hosts press-conferences for journalists from eight regions in Southern and Eastern Ukraine. IPC has developed a series of investigative reporting portal and TV segments on Crimea-related issues, founded five media centers that serve as a media platform for local civic initiatives. IPC conducts media monitoring and provides legal support to journalists.

**Website:** <http://www.ipc.crimea.ua/>

##### **2. Independent Association of Broadcasters (IAB)**

IAB is the largest professional association of electronic mass media in Ukraine and provides its 103 regional broadcasting company members with legal, educational and informational support. Founded in 2000, IAB maintains legal, information, and training centers to support the Ukrainian electronic media sector. IAB defends the rights of Ukrainian broadcast outlets and their journalists, provides legal consultations, and participates in the development of legislation and professional standards that correspond to European broadcasting standards.

**Website:** <http://www.nam.org.ua>

##### **3. Institute of Mass Information (IMI)**

IMI was established in 1995 by a group of Ukrainian journalists to defend freedom of speech and educate journalists by monitoring adherence to laws on journalists' rights and providing training and legal support to journalists-- including representing journalists in courts. IMI publishes textbooks and reference materials, measures and tracks public opinion, and conducts public discussions in regions on practical issues related to media sector development. Since 2001, IMI has served as exclusive correspondent to "Reporters without Borders." It also cooperates closely and advises Ukrainian governmental organizations devoted to protecting freedom of speech such as the Parliamentary Committee on Freedom of Speech and Information and the Public Council on Freedom of Speech and Information. **Website:** <http://imi.org.ua>

#### **4. Internews Ukraine (IUA)**

Since being founded in 1992, this Ukrainian media support NGO and affiliate of Internews Network conducts professional broadcast, financial viability, and new media training for national and regional media outlets and journalists. IUA has significant experience implementing USAID, EU, OSCE and other international donor-funded projects. **Website:** [www.internews.ua](http://www.internews.ua)

#### **5. Regional Press Development Institute (RPDI)**

RPDI provides training and education for print media professionals; promotes partnerships and exchange of information and experience between media outlets of Ukraine and other countries; conducts media research; and develops and maintains information resources.

**Website:** [www.irrp.org.ua](http://www.irrp.org.ua)

#### **6. Telekritika (TK)**

TK is a web-based media watchdog, providing critical assessments and in-depth analysis of Ukrainian TV and radio program content and current Ukrainian media trends. Founded as a NGO in 2004, TK has been a consistent and strong advocate for independent media – for editorial standards, fair legislation, ethics, and public service broadcasting. TK's website is a well-respected, trusted and increasingly important and popular resource for information, critical analysis and discussion of the sector. TK is consistently recognized by media professionals, specialists, lawyers, government officials and the international community for its media monitoring and analyses of the media market. The organization engages in a variety of other activities, such as internet chat conferences, monthly themed discussions, and the print publication - *Telekritika* magazine. **Website:** <http://telekritika.ua/>

**2008-2011 Total Funding Levels for One Organization: \$20,000 - \$160,000**

#### **7. Academy of Ukrainian Press (AUP)**

AUP is a media NGO dedicated to the principles of freedom of speech, impartial, high quality journalism, and democracy building in Ukraine. Since 2001, AUP has delivered over 100 media trainings and seminars and published numerous manuals and books for journalists and journalism students. In 2008 AUP established a School of Social Journalism dedicated to improving journalist capacity to cover and report on public health and social issues. Jointly with Institute of Sociology of National Academy of Sciences of Ukraine, AUP conducts monitoring and content analysis of 7 national prime-time news programs, using qualitative methods to provide numeric criteria to track and evaluate quality of media coverage. AUP receives support from USAID, International Renaissance Foundation, German Embassy, Konrad Adenauer Foundation, Hanns Seidel Foundation, the European Commission, and European Academy, Berlin. **Website:** [www.aup.com.ua](http://www.aup.com.ua)

#### **8. Association of Independent Regional Publishers of Ukraine (AIRPU)**

AIRPU was founded in 2006 by several regional publishing companies with the goal of protecting and promoting the economic interests of its members. Its membership consists of more than 20 publishing houses and nearly 100 individual companies. AIRPU regularly conducts training and networking

events, participates in legislative initiatives and conducts industry surveys and research to improve the quality and type of content generated by publishers. It also seeks to improve the professionalism of media managers and journalists and create the conditions for sustainable development and independence of the industry.

**Website:** [www.airpu.org](http://www.airpu.org)

### **9. Investigative Journalism Bureau *Svidomo***

Founded in 2008, *Svidomo* conducts investigative reports on social, educational, medical, environmental, communal and housing, and other pertinent issues affecting the general public. It currently syndicates or shares its investigative materials with the national magazine *Korrespondent* and more than 50 regional publishers. The organization cooperates with media outlets throughout Ukraine.

**Website:** <http://kiev.svidomo.org/journalists.html>

### **10. Kyiv Independent Media Trade Union (KIMTU)**

Founded in 2002 as a joint initiative of Kyiv and regional journalists, KIMTU provides legal support to its members, lobbying for and protecting their social and economic rights at the state and local level. KIMTU also represents members' interests in labor disputes. KIMTU provides informational support, covers cases in which journalists rights are violated, and conducts monitoring of compliance of labor conditions for journalists, helping with collective labor agreements. It also organizes public actions to attract mass media and government attention when journalists' rights have been violated.

**Website:** <http://media-profspilka.org>

### **11. Media Law Institute (MLI)**

MLI supports media-law development, freedom of speech, and access to information in Ukraine. MLI actively engages in discussing and developing solutions to the challenges facing independent media development, and undertakes legislative development work, research, and education for a variety of media-related and government counterparts.

**Website:** <http://www.medialaw.kiev.ua>

### **12. Media Lawyers Association (MLA)**

MLA unites professional media lawyers from different regions of Ukraine who provide legal support to media outlets and journalists, and inform journalists about their rights and opportunities. MLA assists in adopting Ukrainian legislation to European standards by participating in developing and evaluating Ukrainian media legislation and providing training for lawyers and judges. MLA conducts pre-publication expertise for print and broadcast media, provides consultations on media legislation and represents the interests of media and journalists in court proceedings. Since 1998, MLA has provided support in more than 1,000 court cases against media or journalists. **Website:** [www.mediapravo.com.ua](http://www.mediapravo.com.ua)

### 13. Ukrainian Association of Press Publishers (UAPP)

This voluntary non-governmental and non-profit organization of periodic press publishers (newspapers and magazines) was founded in 2001. Today it unites 90 members – publishers of magazines and newspapers from all over Ukraine. The weekly circulation of UAPP publications exceeds 10 million copies. UAPP represents interests of publishers and increases the competitiveness and investment attractiveness of its members by providing training and legal and information support to the print sector.

**Website:** <http://www.uapp.org>

## II. CRIMEA PARTNERS

**2009-2011 Total Funding Levels for One Organization: \$3,000 - \$46,000**

### 1. “Atlant –SV” TV and Radio Company

TV and Radio Company *Atlant-SV* (*Meydan* radio (FM 102.7) and *ATR TV*) is a national Crimean Tatar broadcaster in Crimea having 16 air hours for radio and seven air hours for TV per day. The station covers Simferopol, Saki, Evpatoria, Razdolnoe, Djankoy and Bakchisaray districts. *Atlant-SV* received support from the US Embassy Media Development Fund and Turkish International Development and Cooperation Agency.

**Website:** <http://www.crimeantatars.org>

### 2. “Borazan” Informational and Educational Center

Since 1995, Crimean rayon NGO *Borazan* provided over 6,000 legal consultations and distributed over 800 informational and educational products. In 2009, Borazan founded TV and radio company “TAV-DAIR” to increase the flow of unbiased and balanced information for 70,000 citizens in Belogorsk rayon of Crimea. “TAV-DAIR” received support from International Renaissance Foundation, International Organization for Migration and state programs of Crimea Parliament and Parliament of Ukraine) to focus on elections, illegal human traffic issues, development of tourism in Crimea and protecting rights of disabled people. **Website:** [www.borazan.narod.ru](http://www.borazan.narod.ru)

### 3. "BRIZ" TV/Radio Company

Founded in 2002, media company *Briz* has radio (107.6 FM in Kerch), print (*Briz Courier* weekly) and online media (<http://kerch.fm>). *Briz* media include local news, interviews, educational, social and entertainment components and cover Kerch and neighboring Leninskiy district. *Weekly circulation is 5,000 copies per week.*

**Website:** <http://kerch.fm>

### 4. Committee on monitoring of freedom of the press in Crimea

NGO *Press Freedom Monitoring Committee of Crimea* (PFMCC) unites representatives of mass media, policy analysts and civil society activists. PFMCC contributes to development of the open civil society through support of independent journalists and researchers. In period of 2001-2009, the organization delivered numerous projects to protect Crimean newspapers and journalists from pressure with support

from Transatlantic Program EU/US, IRF, Canadian Cooperation Fund, US Embassy, the Embassy of Netherlands (Matra Project), IMF, MFA of the Czech Republic.

**Website:** none

#### **5. "Commonwealth" Human Rights Center**

NGO Human Rights Centre *Commonwealth* was founded in 1997 to protect human rights, and identify and solve gender and trafficking issues in Crimea. Commonwealth implemented 16 projects with support of Eurasia Foundation, Winrock International, Department of Press and Culture of US Embassy, British Council and International Migration Organization. Activities included training and consultation on prevention of human trafficking and home violence, mobile public legal receptions and other events to raise public awareness on trafficking issues. In 2005-2006 Commonwealth organized talk-show «Legal channel» on local TV. **Website:** none

#### **6. "Context Krym" News Agency**

Since 2009, *Context Krym* news agency has provided professional and objective reporting on all events in the Crimea. Targeting media organizations, government bodies, civil society organizations, political parties and all interested citizens, is the only media outlet in the region that offers paid subscription for its information products. Before cooperation with U-Media, *Context Crimea* had no previous grant experience.

**Website:** <http://vastinfo.crimea.ua>, <http://context.crimea.ua>

#### **7. Crimea Development Institute**

Since 2009, NGO *Crimea Development Institute* (CDI) implements the online media project "FLEET 2017" ([www.flot2017.com](http://www.flot2017.com)) involving experts from Crimea and Sevastopol, Kyiv, Kharkiv, Odessa, Mykolaiv and Kherson. CDI conducted surveys and delivered media projects on strengthening local communities in Crimea with support of UNITER program and U-Media.

**Website:** [www.flot2017.com](http://www.flot2017.com), <http://vybor.sevastopol.ua>

#### **8. «Kafa» Newspaper**

The newspaper "Kafa" has been member of Crimean independent media since 1992 and covers the audience of eastern Crimea: Feodosia, Kerch, and Sudak. Kafa is published three times a week with weekly circulation over 28,000 copies. Since 2002, Kafa received U.S. Embassy and USAID grants for implementation of media projects concerning election coverage, creating a news portal and building its subscription network.

**Website:** <http://fresh.org.ua>

#### **9. Media Center "IPC Sevastopol"**

The Media Center IPC-Sevastopol was founded in June 2009 under the auspices of IPC Simferopol and U-Media project. Since 13 May 2010, it has been registered as an independent public organization. Its main goal is to enlarge the presence of civil society in the media space and to promote effective dialogue with authorities. The Center supports the development of independent mass media in Sevastopol by providing informational, consultative and legal support to journalists and civil society organizations. It

also provides logistical support and space for journalism trainings, organizes round tables, seminars and press events.

**Website:** <http://www.ipcsevastopol.org/>

#### **10. “Objektiv” Crimean Media Group**

Experienced Crimean journalists established the NGO *Crimean Media Group* in 2010 to contribute to civil society development with media support. *Objektiv* promotes professional journalism standards and enforces dialogue between mass media and citizens. Before U-Media, *Objektiv* had no grants.

**Website:** none

#### **11. “Pervaya Krymskaya” Newspaper**

Founded in 2003, *Pervaya Krymskaya* newspaper has the largest circulations in Crimea. Editor-in-Chief Lilya Budzhurova is the Chairperson of the Association of Free Journalists and winner of award of “The Best Journalist 2006”. In 2004, the newspaper received IRF grant for hotline aiming better communication of citizens with local governors.

**Website:** [www.1k.com.ua](http://www.1k.com.ua)

#### **12. “Rebirth of Crimea” Foundation**

Based in Bakhchisaray since 1994, the Rebirth of Crimea Foundation (RCF) supports civic initiatives, inter-ethnic relations and promotes development of self-governance in Crimea through strengthening networking, exchanging information, and transferring knowledge and skills among Crimean NGOs. Since 1994 RCF conducted dozens of trainings and seminars for NGOs leaders, youth, journalists and representatives of local authorities as well as numerous international internship programs. RCF closely cooperates with different donor and partner organizations in Ukraine, USA and Eastern Europe including National Endowment for Democracy, US Embassy, USAID, International Renaissance Foundation and UNDP.

**Website:** none

#### **13. "Sevastopol Newspaper" (*Sevastoposkaya Gazeta*)**

*Sevastoposkaya Gazeta* is an independent local weekly publication, founded in 1992 with a circulation of 18,600. Its mission is to inform, educate and empower citizens by giving them access to high-quality content, which includes news, analysis, general information and entertainment. The newspaper plays a key role in informing Sevastopol residents, providing essential, objective and diversified information. It has received many Ukrainian and international journalism awards. *Sevastoposkaya Gazeta* has received several grants from the Danish Association of Investigative Journalists, the East European Democratic Center and from the USAID anti-corruption project ACTION-MSI.

**Website:** <http://gazeta.sebastopol.ua/>

#### 14. “Svoboda Slova” NGO

The Lviv based NGO *Svoboda Slova* (Freedom of Speech) was founded in October 2009 to share best practices in social and media project implementation. Since 2010 Svoboda Slova executes US Embassy Media Development Fund grant for school of electronic journalism in Lviv in partnership with *ZAXID.NET* news agency ([www.zaxid.net](http://www.zaxid.net)) and Ukrainian Academy of Print (<http://www.uad.lviv.ua/>).  
**Website:** <http://crimea.vlaskor.net>

#### 15. Tavria Institute of Regional Development (TIRD)

NGO *Tavria Institute for Regional Development* (TIRD) was founded in 2005 to contribute to civil society and market economy development in Ukraine through implementation of projects for social and economic development of the region. TIRD activities include research, educational and ecological programs, improvement of the region’s investment climate, and improvement quality of social services in Crimea. TIRD received grants from Charles Stewart Mott Foundation for implementation of “Development of Analytical Regional Centers” project in cooperation with think tank *Razumkov Center*, Embassy of Netherlands and U-Media.

**Website:** [www.blackseanews.net](http://www.blackseanews.net), [www.bigyalta.com.ua](http://www.bigyalta.com.ua)

#### 16. “Ukrainskiy Dim” public organization, Bakhchisaray region

*Ukrainskiy Dom* (Ukrainian House) in cooperation with the Helsinki Foundation for Human Rights and *Chernomorskyia TV* implements U-Media program *Polish reforms: experience for Crimea*. The key program journalist Alexander Yankovskiy, the author of journalism program “Everything possible: European choice” is a prize-winner of the *Deutsche Welle* journalism contest named “Discover Ukraine” in 2008. Earlier in 2002, Alexander Yankovskiy executed *Internews Ukraine* grant to produce a youth-oriented program “Your choice.”

**Website:** <http://ukrdim.crimea.ua>

### III. “OPEN DOOR” GRANTEES INCLUDING ELECTION GRANTEES (Short-term grants)

#### 2008-2011 Total Funding Levels for One Organization: \$2,000 - \$30,000

##### 1. Association of Professional Journalists and Advertisers of Zhitomir Region

Association of Professional Journalists and Advertisers of Zhitomir Region was registered on Feb. 4, 1999, with the goal to increase qualification of media professionals, to promote democratic principles of the freedom of speech and to ensure the public right to know true and fair information. For more than 10 years the association implemented numerous educational projects in partnerships with non-profit organizations from other oblasts (Journalist Initiative, Charter 4) and conducted regular media-monitoring projects. It has successfully implemented grant from IRF, the U.S. Embassy and the Netherland’s MATRA program. **Website:** none

## 2. Association of Young Lawyers, Cherkassy Regional Youth Public Organization

Cherkassy Regional Youth Public Organization “Association of Young Lawyers” was created by student lawyers in February 2005. Overall mission is advocacy for citizens’ rights and interests, strengthening legal, social, cultural and other standards of public life in Ukraine. Activities include free legal consultancy to region’s population and raising legal awareness among citizens. It has managed eight short-term grants received from US Embassy, American Bar Association, IRF and Heinrich Böll Foundation from 2007-2009.

**Website:** none

## 3. Center UA

Established in October 2009, the United Action *Center UA* initiated a public movement (campaign) *New Citizen* which is currently widely known and recognized in Ukraine. Fifty NGOs of Ukraine are the campaign participants. During the first four months of the campaign 123 media outlets mentioned New Citizen in 204 materials.

More than 61,000 people supported the New Citizen initiative “Ask the Newly Elected President” <http://president2010.pravda.com.ua/>; 500 airings of PSAs were on 4 national and 10 regional TV channels. One of the biggest initiatives was held on March 19, 2010, at which 500 participants were took place <http://newcitizen.org.ua/public-forum>; on May 21, 2010 New Citizen organized a discussion “Media diagnosis 2010: censorship virus.” Along with U-Media grants, *Center UA* received support from UNITER, Heinrich Böll Foundation, IRF.

**Website:** [www.vladometr.org](http://www.vladometr.org)

## 4. Chernigov Media Club

Chernigov Media Club has 26 members, including editors of leading local media. Since 2000 it has actively addressed the questions of social and economic reform and promoting the development of free independent media. Chernigov Media Club conducts weekly meetings for journalists, ministers, deputies, economists and specialists in the issues of European integration. The club has implemented numerous projects supported by Eurasia Foundation, International Renaissance Foundation, TACIS Program of the Delegation of European Commission in Ukraine and others.

**Website:** None

## 5. Foundation of Local Initiatives of Donetsk region "FLID"

FLID was established in 2006 by three local organizations – Donetsk Committee of Voters, Youth Job Center and Eastern Ukrainian Brotherhood. The organization is experienced in solving local social and public issues: insuring safety of passers-by crossing Donetsk roads; information campaigns and hotlines; environmental and historic memory projects; analysis and recommendations on local public governance. FLID successfully managed four grants from the Ministry of Foreign Affairs of Poland and Polish Embassy aimed at local governance improvement in the period of 2007-2010 and a grant from Donetsk city administration in 2007-2008 of total amount of \$45,970.00.

**Website:** [www.ngo.donetsk.ua](http://www.ngo.donetsk.ua)

## 6. Institute of World Policy

Established in 2009, the Institute for World Policy (IWP) has a significant background in managing media and analytical projects aimed at better informing citizens about external and internal policies in Ukraine. IWP has a substantial experience in doing analytical and communication work as well as public discussions and media campaigns. IWP received support from USAID, Embassy of Georgia, IRF, and Embassy of Slovakia in Ukraine.

**Website:** [www.iwp.org.ua](http://www.iwp.org.ua)

## 7. Kharkiv Regional Branch of the All-Ukrainian Public Organization “Committee of Voters of Ukraine”

Since 1997, the Kharkiv Regional Branch of the All-Ukrainian Public Organization “Committee of Voters of Ukraine” contributes to citizens’ active participation in realizing their constitutional rights and helping guide government decisions. CVU Kharkiv was registered in 1997 and has considerable experience in implementation of donor-funded programs and projects, having received support from Stefan Batora Foundation, Poland; U.S. Embassy; National Endowment for Democracy (NED); Foundation for Democracy; and International Renaissance Foundation .

**Website:** <http://www.cvu.org.ua>

## 8. “Kremenchug Telegraph” (KT) Newspaper

KT is an independent information and analytical weekly newspaper established in 1998. KT is the highest rated and demanded newspaper in Kremenchug city, Poltava oblast with an average audience per issue - 52,900 people (according to TNS survey 2009). Daily audience of KT web-site [www.telegraf.in.ua](http://www.telegraf.in.ua) is 3500-4000 original visitors, the most popular web resource in Poltava oblast. KT published its special issue “*Political Telegraph*” during the Presidential election 2010, highly popular among citizens of Kremenchug. KT had election grants from International Renaissance Foundation (IRF) and US Embassy Media Development Fund in 2004, 2007 and 2009 for publishing supplements and special issues on elections.

**Website:** [www.telegraf.in.ua](http://www.telegraf.in.ua)

## 9. “Litsa” Newspaper/Private Enterprise “Avenue,” Dnipropetrovsk

Private Enterprise *Avenu* is a founder of Dnipropetrovsk independent newspaper *Litsa* (tr.: *Faces*) providing social and political news. *Litsa* implements unbiased and brave editorial policy and has high popularity among Dnipropetrovsk citizens. In 2006, *Litsa* newspaper got an Award for the best material about NATO by National Union of Journalists in competition (<http://www.the-persons.com.ua/news/analitik/2668>, <http://www.the-persons.com.ua/news/analitik/2669>). *Litsa* newspaper had four successful grants with the US Embassy Media Development Fund over the period of 2002-2009.

**Website:** [www.the-persons.com.ua](http://www.the-persons.com.ua)

### **10. Lvivskyi Press Club (LPC)**

Since 1994, Lviv regional NGO *Lviv Press Club* (LPC) executes its mission in improving quality and increasing quantity of media information and improves public access to information. LPC proved to have valuable experience in voters' education, and conducting information and awareness campaigns during the Presidential and Parliamentary elections. LPC serves as the platform for different political parties, local officials, NGOs, and civic leaders to discuss important issues of social and economic development of the region. LPC provides coverage of meetings, press conferences and roundtables in local mass media. With U-Media support, *Lviv press club* tested audio and video broadcast of political debates and press conferences through the internet during the presidential election-2010. The project was extremely successful and attracted much attention of local media community and civil society representatives. Former projects were supported by IRF, NED, and ACTION-MSI.

**Website:** <http://pressclub.lviv.ua>

### **11. “New Horizons” Association, Chernivtsi**

The association “New Horizons” is a society of public organizations registered on Nov. 30, 1998, that includes a women's crisis center, a center for business initiatives, a village development center and the newspaper New Horizons. It carries out informational campaigns for special youth groups, women, and the rural population of the regional and conducts trainings, press conferences, round tables and debates. Since its founding, it has undertaken 30 grant projects for organizations including the U.S. Embassy and Action MSI.

**Website:** none

### **12. “Our Children” NGO**

Odessa based NGO Our Children was created in 1990 by seven local families to care for and develop their children as an alternative to collapsing Soviet after-school work with kids. Now, the organization focuses on developing youth civic participation in Odessa. In 2007 “Our Children” received the Council of Europe award “Young Active Citizens” for the best model of youth participation among 47 European countries.

**Website:** <http://sites.google.com/site/ourchildren3000>

### **13. “Parity” Legal Association**

The Rivne regional non-governmental organization “Legal association “Parity” was founded in 2003 as a non-commercial human rights advocates' organization. The Association assists in developing Ukraine as a legal, democratic state and through the principle of rule of law. Among Parity's major goals: assisting in the process of building the legal state in Ukraine, increasing the level of legal culture and sense of justice of citizens, as well as the role of law in society, providing defense of legal rights, freedoms and interests of citizens and organizations. Parity has received charitable contributions and special purpose money from the regional budget.

**Website:** none

#### **14. “Poltava Media Initiatives” Association**

Poltava Media Initiatives was registered on July 11, 2006, with a mission of promoting democratic standards like freedom of press and speech and development of the civil society with mass media tools. It has six staff members of staff who work as volunteers and two local offices in Poltava oblasts. Today Kolo is a biggest region-wide independent newspaper; its motto is “the newspaper of objective news.” It has administered two grants from the U.S. Embassy Media Development Fund to monitor local media to print special sections.

**Website:** No

#### **15. "RAWA" Media House**

Media House RAWA was registered in 2003 and received status of a Television Company by decision of the National Council for TV and Radio Broadcasting. Among successful projects have been a series of documentaries “Unique Ukraine” that won first prize at TV festival “Open Ukraine” in 2007, documentaries “Striped planet” and “XX century: century of wars.” Media House RAWA received grants from the US Embassy (Media Development Fund and Democracy Grants Program), International Renaissance Foundation (IRF), and the Embassy of Switzerland for producing documentaries and PSAs.

**Website:** [www.rawa.kiev.ua](http://www.rawa.kiev.ua)

#### **16. Rivne Investigative Reporting Agency (RAIR)**

RAIR, jointly with Rivne Press Club, implemented an IRF funded project “*Fourth Power*” resulted in 13 TV investigations broadcast on local TV channel *Rivne I*. In 2009, RAIR’s series of investigations on corruption in high schools was recognized as the best material in corruption at Professional Contest organized by ACTION-MSI (<http://www.gazeta.rv.ua/articles/view/2009-12-03/15294.html>). With IRF grant, RAIR studies effectiveness of investigations through forwarding over 100 requests to government offices, regional Prosecutor’s Offices and other officials. In 2009-2010, with support of IRF, RAIR jointly with Rivne Press Club conducted ten multimedia investigations and placed them on a web-portal [www.4vlada.com](http://www.4vlada.com).

**Website:** <http://www.4vlada.com>

#### **17. Ternopil Press-Club (TPC)**

Founded in 2003, TPC increases the quality and quantity of media information and improves public access to information. TPC serves as a public platform for different political parties, local officials, NGOs, and civic leaders to discuss important issues of social and economic development of the region. TPC facilitates NGO networking and supports their media activities. With U-Media support, Ternopil Press Club established the local Journalism School and delivered journalism training on objective coverage of elections campaigns.

**Website:** <http://ternopil.cure.org.ua>

#### **18. Ukrprostir**

NGO “UkrProstir” was registered in March 2008 with the mission to strengthen civil society by improving the effectiveness of non-governmental organizations and promoting active cooperation in the third sector between NGOs, the authorities and the media. The organization’s members have over 10 years experience in media development, implementation of PR campaigns in social and commercial

areas, and work in the publishing sector. They have organized and conducted fora, press conferences, round tables, training for NGOs and journalists, and actively contribute to media in Zaporizhzhia. They have received grants from USAID-ROL, CIDA, U.S. Embassy, IRF, Matra and the Heinrich Boll Foundation, among other funders. **Website:** [www.ukrprostir.net](http://www.ukrprostir.net)

### **19. Youth Press Club**

The YouthPressClub (YPC) has been operating in the region since 2002 and was initially created on the base of teenagers' newspaper club Skrepka. YPC views its mission as socializing teenagers through educational programs, especially in journalism, professional orientation and youth employment. The first graduates and founders of YPC became journalists, lawyers, and teachers. They founded the web portal Horlovskiye Vedomosti, newspaper Zavtra, Auto Guide, Veчерok and printing house Likhtar. Most media products are unbiased and independent and distributed for free. Among YPC funders have been the World Bank, the Canadian International Development Agency, the local youth state department, ACTION-MSI and International Renaissance Foundation.

**Website:** None

## ANNEX B

### LIST OF ANALYTICAL RESOURCES

Links to the following documents are provided to prospective applicants as reference only. None of the information contained in these documents should be viewed as an official endorsement of a particular approach or strategy in responding to this RFA.

1. Strategic Plan: Fiscal Years 2007-2012. Transformational Diplomacy. U.S. Department of State. U.S. Agency for International Development  
[http://www.usaid.gov/policy/coordination/stratplan\\_fy07-12.html](http://www.usaid.gov/policy/coordination/stratplan_fy07-12.html)
2. USAID/Ukraine Country Strategic Plan for 2003-2007 <http://ukraine.usaid.gov/arc.shtml>
3. Foreign Assistance Standardized Program Structure and Definitions  
<http://ukraine.usaid.gov/arc.shtml>
4. Democracy and Governance Assessment <http://ukraine.usaid.gov/arc.shtml>
5. Threshold Country Plan (TCP) Component 1 (Promoting Active Citizen Engagement in Combating Corruption in Ukraine Project) Evaluation <http://ukraine.usaid.gov/arc.shtml>
6. National Integrity System in Ukraine: Assessments Results, 2010 Report by Transparency International, Creative Union “TORO” and Laboratory for Legislative Initiatives  
<http://www.toro.org.ua/en/projects/35.html>
7. 2010 Freedom House’s Nations in Transit Report  
<http://www.freedomhouse.eu/images/Reports/NIT-2010-Ukraine-final.pdf>
8. 2010 Media Sustainability Index Report  
<http://www.irex.org/project/media-sustainability-index-msi-europe-eurasia>
9. 2009 NGO Sustainability Index Report  
[http://www.usaid.gov/locations/europe\\_eurasia/dem\\_gov/ngoindex/2009/index.htm](http://www.usaid.gov/locations/europe_eurasia/dem_gov/ngoindex/2009/index.htm)
10. 2009 Human Rights Report for Ukraine [www.state.gov/g/drl/rls/hrrpt/2009/eur/136063.htm](http://www.state.gov/g/drl/rls/hrrpt/2009/eur/136063.htm)
11. New Media and International Media Development: A Resource Guide for Europe and Eurasia  
[http://www.usaid.gov/locations/europe\\_eurasia/dem\\_gov/programs.html](http://www.usaid.gov/locations/europe_eurasia/dem_gov/programs.html)
12. Reports and Publications provided by the Center for International Media Assistance (CIMA)  
<http://cima.ned.org/publications>
13. 2010 World Press Freedom Index, October 2010. Reporters Without Borders  
<http://en.rsf.org/press-freedom-index-2010,1034.html>
14. Press Freedom in Ukraine: Temptation to Control. Report by Jean-Francois Julliard and Elsa Vidal, August 2010 Reporters Without Borders  
[http://en.rsf.org/IMG/pdf/\\_rapport\\_ukraine\\_anglais.pdf](http://en.rsf.org/IMG/pdf/_rapport_ukraine_anglais.pdf)
15. European Parliament Resolution of 25 November 2010 on Ukraine.  
<http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//TEXT+TA+P7-TA-2010-0444+0+DOC+XML+V0//EN>
16. Principles for Swedish support to Ukrainian CSOs. Criteria for selection of CSOs. Good Donorship. [http://www.swedenabroad.com/Page\\_102879.aspx](http://www.swedenabroad.com/Page_102879.aspx)

17. Assessing Democracy Assistance: Ukraine. FRIDE's contribution to the World Movement for Democracy's project "Assessing Democracy Assistance"  
<http://www.fride.org/project/19/assessing-democracy-assistance>
18. European Neighborhood and Partnership Instrument. Country Strategy Paper for Ukraine 2007-2013 [http://ec.europa.eu/world/enp/pdf/country/enpi\\_csp\\_ukraine\\_en.pdf](http://ec.europa.eu/world/enp/pdf/country/enpi_csp_ukraine_en.pdf)
19. European Neighborhood and Partnership Instrument. National Indicative Programme for Ukraine 2011-2013 [http://ec.europa.eu/world/enp/pdf/country/2011\\_enpi\\_nip\\_ukraine\\_en.pdf](http://ec.europa.eu/world/enp/pdf/country/2011_enpi_nip_ukraine_en.pdf)
20. EU-Ukraine Action Plan [http://www.ieac.org.ua/pics/content/15/1109931048\\_ans.doc](http://www.ieac.org.ua/pics/content/15/1109931048_ans.doc)
21. Council of Europe Action Plan for Ukraine 2008 -2011  
<https://wcd.coe.int/wcd/ViewDoc.jsp?id=1317485&Site=CM>

## ANNEX C

**BUDGET FORMAT**

	<u>Yr.1</u>	<u>Yr.2</u>	<u>Yr.3</u>	<u>Yr.4</u>	<u>Yr.5</u>	<u>Total</u>
<u>LABOR</u>						
US						
CCNs/TCNs						
Consultants						
TOTAL LABOR:						
Fringe Benefits						
<u>TRAVEL</u>						
International						
In-Country						
TOTAL TRAVEL:						
<u>OTHER DIRECT COSTS</u>						
Program Related Costs (ex. Activities described in the PD including activities in Crimea and Election related activities, Capacity Building; Trainings; Project Workshops, etc.)						
Subawards to Ukrainian Media Organizations						
Office Expenses (including equipment)						
Other costs						
TOTAL OTHER DIRECT COST:						
Indirect Costs:						
TOTAL ESTIMATED COST:						

**ANNEX D**

**ENVIRONMENTAL COMPLIANCE FACESHEET – (ATTACHED)**

[End of Request for Applications]



**ENVIRONMENTAL COMPLIANCE FACESHEET  
& REQUEST FOR CATEGORICAL EXCLUSION**

**Program Objective:** (2) Governing Justly and Democratically  
**Program Area:** (2.4) Civil Society  
**Program Element:** (2.4.2) Media Freedom and Freedom of Information  
**Title of Activity:** Strengthening Independent Media in Ukraine Program  
**Country/Region:** Ukraine/E&E  
**Funding Period:** 6/22/2008 – 9/30/2013 **Life of Program:** 6/2003 – 9/2013  
**Resource Level:** \$ 1,500,000 **Life of Program Funding:** \$ 20,000,000  
**Statement Prepared by:** Victoria Marchenko, Program Management Specialist, ODG  
**Date:** June 15, 2010

**IEE Amendment?** Yes  No  **DCN of Original IEE:** DCN: 2002-UKR-001; 2004-UKR-004; 2005-UKR-022; 2008-UKR-002

**Environmental Media and/or Human Health Potentially Impacted** (check all that apply):  
Air  Water  Land  Biodiversity  Human health  Other  None

**Environmental Action(s) Recommended** (check all that apply):

- 1. *Categorical Exclusion(s)*
- 2. Initial Environmental Examination:
  - Negative Determination with conditions:* the procurement, storage, transportation, and use of any equipment shall be done in an environmentally sound manner. The USAID Agreement Officer will specify this condition in the USAID cooperative agreement. The implementer will provide USAID with evidence that the recipient organization followed all applicable environmental laws.

**1. Summary of Findings:**

The purpose of this IEE Amendment is to cover a cost modification of the Ukraine Strengthening Independent Media Program (the Program) to include additional activities in Crimea. These activities will help achieve USG assistance priorities in Ukraine, including enhanced U.S.-Ukraine cooperation in Crimea and support for a transparent and participatory reform process and dialogue regarding Ukraine’s European choice.

Additional programming will strengthen ties between Crimea and the rest of the country, helping Ukrainians to realize the mutual benefits of closer linkages and shared European perspectives. The major goal of additional media programming in Crimea is to empower citizens by expanding access to information and participation in local decision-making in order to help contribute to more informed, responsive public policies which deliver better services for people.

Proposed media development activities will help local media outlets and associations inform Crimean residents about the critical policy challenges facing Ukraine. Specifically, additional assistance will enhance the effectiveness of independent media and provide alternatives to media controlled from abroad.

Additional media activities will expand Crimean residents' access to diverse sources of professional and objective information, promote informed citizen engagement in local decision-making, strengthen ties between Crimea and the rest of the country, and help people in Crimea see the benefits of their status as Ukrainian citizens.

Activities presented in this IEE Amendment are similar in type, nature, and scope to the ones covered by the original IEE and all requirements of the original IEE will be in effect for activities covered by this IEE Amendment, in addition to conditions specified herein.

Technical assistance will be provided in the form of technical expertise, consultations, trainings and grants. Funds will be used to cover salaries of technical and administrative staff, costs of office equipment, costs of professional media equipment, travel expenses, and costs of producing and disseminating training materials. Grants will be given for Crimean media outlets and NGOs for the following activities: 1) local media content production (i.e. TV and radio programming, print and internet publications, web sites, internet portals), investigative journalism, public awareness on critical Crimean issues and engagement activities; and 2) media education, legal aid, advocacy, network development, and monitoring efforts which promote high journalism standards and ethics. Project funds will not be used to finance capital or other improvements that may have and adverse effect on the environment.

## **2. Justification for Categorical Exclusion and Negative Determination with Conditions:**

All proposed activities are entirely within the categories listed in paragraph (c) (2), "Categorical Exclusions", of Part 216.2, "Applicability of Procedures", of Title 22 of the CFR, "AID Environmental Procedures". Pursuant to 22 CFR 216.2(c)(3), the originator of the proposed actions has determined that the proposed action is fully within the following classes of actions:

- Education, technical assistance, or training programs except to the extent such programs include activities directly affecting the environment (such as construction of facilities, etc.) [22CFR216.2(c)(2)(i)];
- Analyses, studies, academic or research workshops and meetings [22CFR216.2(c)(2)(iii)]; and
- Document and information transfers [22CFR216.2(c)(2)(v)].

As per 22 CFR 216.2(c)(1), neither an initial environmental examination nor an environmental assessment is generally required for an action which is determined to fall within one or more of categories listed in 22 CFR 216.2(c)(2).

Pursuant to 22 CFR 216.3(a)(2)(iii), the originator of the proposed action recommends a negative determination with the following condition – the procurement, storage, transportation, and use of any equipment shall be done in an environmentally sound manner. The USAID Agreement Officer will specify this condition in the USAID cooperative agreement. The implementer will provide USAID with evidence that the recipient organization followed all applicable environmental laws.

## **3. Limitations of the IEE:**

This IEE does not cover activities involving:

- Assistance for the procurement (including payment in kind, donations, guarantees of credit or use including handling, transport, fuel for transport, storage, mixing, loading, application, clean up of spray equipment, and disposal) of pesticides or activities involving the procurement, transport, use, storage, or disposal of toxic materials. "Pesticides" cover all insecticides, fungicides, rodenticides, etc. covered under the Federal Insecticide, Fungicide, and Rodenticide Act.
- Construction, reconstruction, rehabilitation, or renovation work.
- Activities involving support to agro-processing, industrial enterprises, and regulatory permitting.
- The procurement or use of genetically modified organisms.
- DCA or GDA programs.

Any of these activities would require an amendment to the IEE approved by the E&E Bureau Environmental Officer (EE/BEO).

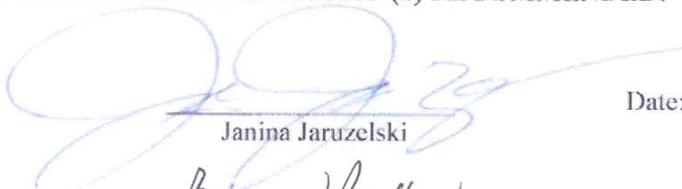
**4. Revisions:**

Pursuant to 22 CFR 216.3(a)(9), if new information becomes available that indicates that activities covered by the IEE might be considered "major" and their effect "significant," or if additional activities are proposed that might be considered "major" and their effect "significant," this recommendation for Categorical Exclusion and Negative Determination with Conditions will be reviewed and, if necessary, revised by the Mission Environmental Officer (MEO) with concurrence by the EE/BEO. It is the responsibility of the USAID AOTR to keep the MEO and EE/BEO informed of any new information or changes in the activity that might require revision of the IEE.

**USAID APPROVAL OF ENVIRONMENTAL ACTION(S) RECOMMENDED:**

**Clearance:**

Mission Director:

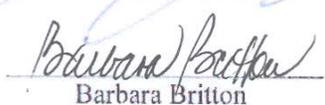


Janina Jaruzelski

Date: 8/27/2010

**Concurrence:**

Bureau Environmental Officer:



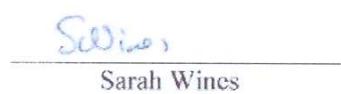
Barbara Britton

Date: 8/30/2010

Approved  Disapproved

**Additional clearances:**

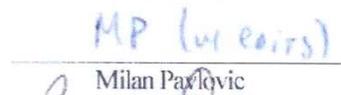
Deputy Mission Director



Sarah Wines

Date: 8/27/10

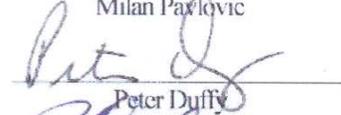
Regional Legal Advisor



Milan Pavlovic

Date: 8/23/10

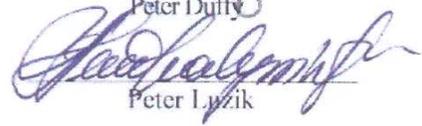
Supervisory Program Officer



Peter Duffy

Date: 8/18/10

Mission Environmental Officer



Peter L. Jirik

Date: 08/18/10