

REQUEST FOR APPLICATIONS (RFA)

Strengthening Engagement of Regional Audiences in Poland and Hungary (SERAPH)

Hungary

Publication Date: 19/MAY/2023

1.0 Summary Data

1.1 Funder (Prime Funder): Internews

1.2 Funder Project Name: Strengthening Engagement of Regional Audiences in Poland and Hungary (SERAPH)

1.3 Announcement Type: Initial

1.4 RFA Number: 01

1.5 CFDA Number: 19.345

1.6 Application Submission Deadline: 04/JUN/2023, 23:59, time zone: CET

2.0 Program Overview

2.1 Project Goal:

Internews's Strengthening Engagement of Regional Audiences in Poland and Hungary (SERAPH) project aims to support local online media in Hungary and Poland to produce relevant and engaging content for their audiences and improve their outreach and engagement with their audiences and communities.

The activities of this project are funded by an award from the US Department of State (DOS).

2.2 Project Description:

Internews will select Partners from the local and regional online media through a competitive process, based on the quality of project ideas submitted by interested and eligible applicants. Based on Partner needs and project proposals, Internews will offer a blend of support to help Partners in Hungary and Poland to increase output, quality and reach of locally relevant content; improve engagement with audiences and local communities; and improve editorial practices to facilitate the former. This support will be delivered through disbursement of Editorial and Community Outreach Grants and milestone-based technical consulting designed for and with Partners. Internews will also nurture cross-border and in-country networking between Partners in Hungary and Poland.

2.3 Scope of Activities:

This Request for Applications (RfA) relates to the selection of SERAPH Partners in Hungary for the following activities:

Editorial development of Core Partners

Following selection, Internews will co-create an up to 16-month Editorial Development Plan with each Partner, in which Partners can define their editorial development goals and milestones. Partners can develop content and publication plans, expand the thematic scope of coverage via the production of a greater variety of human-centered stories, and develop, test, and run story formats for various distribution platforms to ensure incremental growth in audience reach across several platforms.

Tailored technical assistance

Throughout the lifespan of the project, based on needs and requests, Partners will be paired with local or regional consultants to help them achieve their development milestones as defined in the Editorial Development Plan. Internews' technical consultants will help Partners improve their skills and capabilities in content planning and production, as needed. Technical support may take the form of onsite or ongoing online mentorship or short-term trainings and seminars.

Partner Editorial Grants

Partner Editorial Grants will cover expenses needed to further the Partners' Editorial Development Plans and increase the output and quality of locally relevant content, and improve distribution, reach and audience engagement. Partner Editorial Grants may include hiring more newsroom or support staff, costs associated with the production of quality content (fees, software, travel expenses etc.), and costs associated with improved distribution.

3.0 Subaward Information**3.1 Subaward Amount:**

Under this RFA, Internews anticipates awarding four (4) cost-reimbursable subgrants, each up to \$20,000. Under no circumstances will Internews consider an application for an award exceeding \$25,000.

3.2 Subaward Duration:

Internews anticipates subgrants awarded under this RFA to have a performance period of up to 16 months. The anticipated starting date is June 2023.

3.3 Eligibility Information:

Applicants must meet the following criteria in order to be considered eligible for a sub-award resulting from this RFA:

1. The media outlet must be legally registered in Hungary, and the media outlet must have been active in the Hungarian online media market for more than 1 year.
2. The organization must have an editorial team that is based outside Budapest and Pest county, and must regularly publish media content that targets a local or regional audience.
3. The media outlet must follow an independent editorial policy and must have a proven dedication to professional journalistic standards and ethics.
4. The media outlet must have a demonstrated record of producing clear, unbiased, pluralistic content about issues of public interest.
5. The media outlet should self-identify as an independent organization and must not be owned or managed – directly or indirectly – by public authorities, local or national governments, political parties, by individuals holding public office or office in political organizations, or their close relatives.

3.4 Evaluation Criteria:

Applications will be reviewed and evaluated by a technical committee on a range of selection criteria. Each application will receive a score, with a maximum potential score of 100 points. Applications will be evaluated based on the quality of project ideas, cost effectiveness and feasibility, with the different elements of the project idea weighted as follows:

1. Executive summary: 5 points
2. Background and needs assessment: 10 points
3. Content and editorial development objectives: 30 points
4. Proposed activities and expected results: 25 points
5. Risk analysis and challenges: 10 points
6. Financial planning: 20 points

Subawards shall be made to the respondent whose application is responsive to the RFA and the project objectives, all factors considered.

3.5 Additional Considerations:

3.5.1 Indirect Costs

Selected sub-recipients will be eligible for reimbursement of indirect costs if they:

1. Have a Negotiated Indirect Cost Rate Agreement from their cognizant agency, or
2. Accept a *de minimis* indirect cost rate of 10% applied to Modified Total Direct Costs (MTDC). MTDC is defined as all direct salaries and wages, applicable fringe benefits, materials and supplies, services, employee and consultant travel, and up to the first \$25,000 of each subaward or subcontract (regardless of the period of performance of the subawards or subcontracts under the award). MTDC excludes equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, *participant support costs** and the portion of each subaward or subcontract in excess of \$25,000.

**Participant support costs* are direct costs for items such as stipends or subsistence allowances, travel allowances, and registration fees paid to or on behalf of participants or trainees (but not employees) in connection with conferences, or training projects.

3.5.2 Cost Principles:

Proposal budgets will be reviewed in accordance with, and selected subrecipients' costs will be subject to, the cost principles that apply to them to assure reasonableness, allocability, and allowability:

1. Not for Profit organizations:
 - [2CFR200](#) Subpart E, Cost Principles
2. For Profit organizations:
 - [48CFR31.2 Federal Acquisition Regulations](#) (FAR) and [48CFR731.2](#)

3.5.3 Subgrant Administration:

The following regulations and provisions, at minimum, will apply to subawards issued as a result of this RFA.

- [2CFR200](#) and [2CFR600](#) Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- [US Department of State Standard Terms and Conditions](#)

3.5.4 Reporting

Subgrants awarded as a result of this RFA will include programmatic and financial reporting requirements. Narrative and financial reports will be submitted, per Internews' judgement, on a quarterly basis.

Reporting requirements will be detailed to successful applicants and will receive support with it if needed.

4.0 Application Information

4.1 Application Content Requirements:

Application(s) must meet the following requirements:

1. Include a completed Subgrant Application Form, **Attachment 1** hereto.
2. Include a Budget Proposal, using the Subgrant Budget Template, **Attachment 2** hereto.

If you require technical support about the completion of the forms listed above, you can reach out for help to the email address HU-grants@internews.org. Internews intends to support those with limited experience in grant applications.

4.2 Application Submission Requirements:

Applications must be submitted by email to HU-grants@internews.org.

The subject line must include the words "Response to RFA SERAPH". The documents constituting the application must be included as pdf and xlsx attachments. The email must list and describe the documents to be included as parts of the application. If more than one message is required to transmit the application, each message must be identified as part of a multi-part submission. (E.g. "message 1 of 3")

Any portion of the application containing confidential or proprietary information should be clearly marked within the application itself either by highlighting or italics. The email must describe specifically how these sections are identified.

5.0 Award Notification and Responses:

All applications submitted will be acknowledged within two (2) working days and will note the documents submitted. The respondent is responsible for ensuring and confirming that the emails comprising the application are received by the Internews representatives indicated in the Summary above.

Successful respondent(s) will be notified of selection within thirty (30) working days following the deadline for submission of applications.

The successful respondent(s) must confirm the application and acceptance of the selection within five (5) working days of selection notification or the selection will be withdrawn due to non-responsive respondent and offered to the next most qualified respondent.

Internews does not provide detailed reasoning to unsuccessful applicants.

NOTICE OF SELECTION OF THE APPLICATION IS NOT TO BE CONSTRUED AS A CONTRACT OR SUBGRANT AWARD. Once the selection is confirmed, a final subgrant agreement will be negotiated and signed with the successful respondent, subject to the successful vetting of eligibility.

6.0 Inquiries:

All questions regarding this RFA should be directed via email to HU-grants@internews.org.

7.0 Attachments:

1. Subgrant Application Form
2. Subgrant Budget Template

End of RFA