



Dec. 19, 2008

Dear ,

On Oct. 1, 2008, USAID extended Internews Network's U-Media Project. Our overall mission is to help consolidate democratic governance in Ukraine by developing a more professional media to better perform its oversight and public service role. Over the next three years, U-Media aims to continue building the technical and organizational capacity of Ukrainian media support organizations and use the increasing skills and resources of these organizations to assist the further development of independent media. Through grants to these organizations, the U-Media program is committed to addressing the most acute challenges to media development, with a core set of guiding principles to maximize effectiveness and sustainability and a highly competent technical support and managerial team. We are pleased to present the Internews Network U-Media team:

In Kyiv:

Sue Folger – Regional Manager WNIS; Chief of Party: suefolger@internews.org

Ann Olson – Deputy Chief of Party; Senior Journalism Advisor: aolson@internews.org

Andrey Skipalskyi – Program Officer, Capacity Building: askipalskyi@internews.org

Irina Negreyeva – Program Officer, Communications, M&E: inegreyeva@internews.org

Katerina Marushchak – Grants Manager: katerina@internews.org

Oleg Khomenok – Print Media Advisor: oleg.khomenok@internews.org

Natasha Yurchenko – Financial Manager: natasha@internews.org

Valentina Neberidze – Chief Accountant: valentina@internews.ua

Vitaliy Todosienko – Office Manager; Assistant Grants Manager: vitaliy@internews.org

Off-site:

Nicolas Ebnother – Regional Technical Advisor: nebnother@internews.org

Mary Mycio – Legal Advisor: myciomary@yahoo.com

U-Media's granting mechanism will use this subgrant approach for the following three objectives: 1) Media fulfill public service oversight role and provide useful, reliable and objective news and information; 2) Media laws approach European standards and; 3) Robust media-sector NGOs function in the professional interests of independent media. Program resources will be allocated approximately at 60% and 10% and 30% respectively.

Attached are an Annual Program Statement (APS) and the final U-Media program description. Please become familiar with the program goals and objectives before you write and submit any concept paper. If submitting a concept paper in English is a problem for your organization and would deter you from applying, please contact us.

Internews Network will accept written questions for a period of two weeks, until Jan. 2, 2009. Concept papers are due Jan. 19, 2009. Please send questions and the final concept paper to Sue Folger: suefolger@internews.org and Ann Olson: aolson@internews.org.

We look forward to working with you!



Annual Program Statement

Internews Network U-Media Program

Strengthening Independent Media in Ukraine



Dec. 19, 2008

Internews Network solicits concept papers to meet the key objective of its three-year U-Media program: to help consolidate democratic governance in Ukraine by developing a more professional media to better perform its oversight and public service role.

This program statement addresses two strategic priorities:

- 1) Media fulfill public service oversight role and provide useful, reliable and objective news and information; and
- 2) Media laws approach European standards.

Internews will work with partners to undertake specific projects to meet these objectives, which are more specifically described in the attached program description. In addition, the project will support capacity and sustainability needs for partners who undertake projects. Because the current financial crisis is likely to affect partners' ability to address the comprehensive activities that the program describes, partners should also assess internal needs for future discussion.

In brief concept papers, partners should propose projects and outline technical approaches, budgets and how to measure impact. Partners may address different aspects of a component with separate concepts. Partners may also react to immediate situations, such as snap elections or the financial crisis, or propose specific projects to address needs in regions like Crimea.

Funding requests may range from a minimum of \$25,000 to a maximum of \$600,000 to cover a period of time less than or up to three years, with average annual awards expected to be \$30,000 to \$100,000. Maximum funding for a single organization will not exceed \$200,000 a year. Awards for projects of more than one year will be obligated on an annual basis and reviewed annually. All awards are subject to available funding and USAID approval.

Applicants may submit questions on this program statement until Friday, Jan. 2, 2009. Deadline for concept papers is Monday, Jan. 19, 2009.

Partners with the strongest ideas will be asked to expand them into full technical and budget proposals - including their internal needs - with the aid of U-Media staff. Applicants invited to submit full technical proposals will then receive guidelines.

All further announcements and information will be distributed by email to partners and other organizations.

Concept Papers: Each paper shall be a maximum of 3.5 pages, including:

- A cover page (not a letter) that includes the name of the organization, the names of the team of people responsible for the idea and the lead contact person and all appropriate contact information for that person.
- A 2-page technical description should be submitted in Ukrainian and English:
 - In 11 point type.
 - Formatted in a series of subheads or descriptive paragraphs and bullet points.
 - Specific about the core elements of any proposal: goals, objectives, activities, monitoring indicators, geographic focus, timeline, and partners, both public and private.
 - Clear and concise and focused on expected impact.
- A ½-page budget description in Ukrainian, in simple numbers, in a Word document, not Excel. It should describe major expense categories (no proprietary cost information such as indirect cost rates) that show clear cost effectiveness and realism and how the concept will leverage money from other programs and partners

Concept papers should be sent electronically to Sue Folger: suefolger@internews.org, and Ann Olson: aolson@internews.org by Jan. 19, 2009. Review of concept papers will take no more than four weeks from the due date, after which Internews may invite partners for further discussions on full proposals.

Evaluation Criteria: Concept papers will be reviewed by independent experts who will submit individual recommendations to Internews Network professional staff in Kyiv and Washington D.C. All grant proposals are subject to USAID approval. Evaluation criteria include:

1. Quality of proposed idea, including:
 - Is the proposed idea responsive to the program statement?
 - Does the idea build partnerships with media NGOs, media of any kind or with civil society organizations? Does the project build partnerships with organizations outside of Kyiv?
 - Does the idea have sufficient audience reach or components of education or citizen participation?
 - Does the proposed idea strengthen ethics and improve quality of available information?
 - If focused on Objective 1, does the proposed idea include journalism components, especially investigative, in-depth, special reporting, with emphasis on development, public policy, corruption?
 - If focused on Objective 2, does the proposed idea show clear strategy and tactics, to improve the legal environment?
 - Is the proposed idea innovative and seeks new ways to reach audiences, engage citizens and explore new platforms?
 - Does the proposal include coordination with other donor projects?

2. Impact measurement:
 - Are clear measures of impact suggested?
3. Applicant capacity:
 - Does the applicant have a record of successful project management and implementation?
 - Does the applicant demonstrate sufficient technical skill and experience for the activities proposed?
4. Cost effectiveness:
 - Is the budget reasonable and cost effective?
 - Cost sharing and public-private partnerships are strongly encouraged.