

**Campesino de California Outreach Grant – Radio Media**

**Solicitation for Proposals Program Year 2024-25**

**Questions and Answers**

1. What is the grant period of performance?

The grant period of performance is 12-months. The anticipated start date is July 1, 2024, and the end date is June 30, 2025. For additional information, see Section 1.B. of the SFP, Availability.

Please note that the project start date is an estimated date pending exhibit and subcontract approval.

# Are organizations required to establish a contract with a radio station prior to applying, or can they produce a podcast and distribute it on various social media platforms, such as YouTube, podcast platforms, and so on? Is it mandatory for it to be broadcast on a radio station?

The awardee must be able to procure and contract with the appropriate broadcasting companies and repeater stations. In addition to the radio talk show, awardees must create complementing media posts on their website and use social media outlets to publicize the radio talk show videos. For additional information, see Section 2.B. of the Solicitation for Proposals (SFP), Goals and Objectives.

# What would meet the “Community of Practice” requirement mentioned on page 3 of the SFP?

Program awardees will collaborate with the Employment Development Department (EDD) to develop connections between farmworker-serving programs and other Technical Assistance providers to coordinate a broader Joint Farmworker Services Communities of Practice (CoP). The Joint Farmworker Services CoP will bring together state-funded projects and programs serving farmworkers to (1) align goals and activities, (2) streamline outreach efforts to reduce duplication of efforts, and (3) provide opportunities for other unique collaborations between programs (including referral, co-enrollment, and co-case management strategies).

# Is the Project Narrative (Exhibit A) limited to a total of 10 pages (as referenced on page 3 of the SFP) or 15 pages as noted in the instructions for completing this exhibit?

There is a 15-page limit for Exhibit A. Anything beyond the 15-page limit will not be considered. The other required exhibits and attachments do not count towards this page limit. Refer to page 22 of the SFP for instructions for completing the Project Narrative (Exhibit A).

# On page 16, the SFP notes “The awardee must submit one monthly expenditure invoice that details all expenses related to operating the Radio Media Program, along with reports, including subcontractors “Supplemental Budget” (Contractual Services), and “Partner Roles and Responsibilities” sheets. What specific detail would be reported for subcontractors, contractual services, and partner roles/responsibilities sheets?

Upon award, a template for quarterly reports and invoices will be provided. With regard to the additional reports, the Supplemental Budget (Exhibit G) is only required to be submitted if the applicant is planning on a purchase of more than five thousand dollars per unit and a useful life of longer than one year, and the Partner Roles and Responsibilities sheet (Exhibit J) should detail what each partner will be responsible for, what services they will provide, and any cash or in-kind contribution if applicable. This information should be documented in the respective Exhibit G and Exhibit J.

1. **Can radio shows be in Spanish and Indigenous languages, like Mixteco?**

The purpose of the program is to create and broadcast 24 semi-monthly, 30-minute hosted radio talk show programs in Spanish and recorded in video format media. The intent of the radio shows is to reach the maximum amount of MSFWs statewide and provide adequate content. The requirement is to create the radio shows in Spanish. However, the awardee may translate communications into a language they deem appropriate while adhering to the grant’s goals and objective, strategies, and funding requirements.

1. **What is considered “peak listening times”?**

The awardee will secure a broadcasting schedule for the radio programs to air at the peak of the Migrant and Seasonal Farmworker (MSFW) population listening times, which should be backed by data to support the suggested schedule. For additional information, see Section 2.B. of the SFP, Schedule*.*

1. **Does the agency/grantee have to own a radio station, or can this be broadcast via social media/YouTube?**

Although the awardee does not have to own the radio station, they must be able to procure and contract with the appropriate broadcasting companies and repeater stations. For additional information, see Section 2.B. of the SFP, Radio Talk Show.

1. **Can funding be used for other marketing materials and initiatives to help promote the show?**

It is the intent of this SFP to fund an outreach radio media project that can leverage other resources (web, online, and other social media) to maximize the impact of the project, earn the maximum return on investment, and foster project sustainability. All costs for the project listed in the proposal’s Budget Summary (Exhibit F) must be accompanied by an explanation of how proposed costs are necessary and reasonable in terms of benefits to participants in the Budget Narrative (Exhibit F2). Funds may not be used to do any of the following:

* Replace funding used for already established activities and services.
* Finance activities that are outside the scope of the focused method of service.
* Acquire equipment which is not necessary for the operation of the grant.
* To purchase real property or to construct buildings.
* Reimburse project-related costs incurred prior to the effective date of the award.

For additional information, see Section 4.C. Allowable Uses of Funds, and Section 7.D. Constraints, of the SFP.

1. **Is the page limit single-spaced or double-spaced?**

The Project Narrative (Exhibit A) must be submitted as a Microsoft Word document, single-spaced, in Calibri 12-point font, and adhere to a 15-page limit. For additional information, see Appendix A. of the SFP, Proposal Package Instructions.

1. **Will the Department accept a formal contract or MOU with a partner instead of a letter of partnership/commitment?**

To demonstrate the required capacity to leverage other resources applicants must describe proposed and existent partnerships including any in-kind or funding attained to benefit this grant. Additionally, applicants must attach a signed Partnership Agreement Letter with a description of each proposed or existing partner’s parameters and level of commitment. A Partnership Agreement Letter must be submitted for each proposed partner. Applicants must submit letters of agreement from all partners. Each partnership agreement letter must do the following:

* Describe in detail the specific roles and responsibilities of each of the partners.
* Describe how the services will differ from what already exists locally.
* Identify an agency contact person and telephone number.
* Be signed by an authorized signatory representative of the partner agency.
* Describe the extent of the partnership and its anticipated outcomes.
* Be dated within the grant competition period, between April 3, 2024 and May 24, 2024.

A contract or MOU may be accepted as supporting documentation for the partnership agreement, but the letter of partnership commitment will be required.

1. **Is proposal scoring only based on reviewing and scoring the project narrative?**

Ranked scores will serve as the primary basis for making recommendations for funding in addition to other factors such as geographic distribution of funds, uniqueness, and innovative aspects of the proposal. For additional information, see Section 6.A. of the SFP, Proposal Review, Scoring, and Evaluation.

1. **What other “performance goals” can an applicant include in their proposal besides producing the requested 24 radio shows?**

Each proposal must describe specific program and performance goals to enable the EDD to measure the contractor’s performance. Performance goals included in the proposal must be measurable, achievable, and relevant to the grant.

1. **Is there a scoring rubric?**

Yes, the scoring rubric can be found in the SFP’s Appendix A from pages 22-24.

1. **How many awardees are expected?**

One awardee will be awarded up to $100,000 in total funding.

1. **Can a radio station apply?**

Yes, proposals will be accepted from non-profit public or private agencies, community and faith-based organizations, tribal governments, and educational institutions. For additional information, see Section 1.C. of the SFP, Eligible Applicants.