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Overhead and direct administrative costs to USIA should be kept as low as possible. All other items proposed for USIA funding should be necessary and appropriate to achieve the program's objectives.

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Proposals should provide a plan for continued exchange activity (without USIA support) which ensures that USIA-supported programs are not isolated events.

12. Project Evaluation

Proposals should include a plan to evaluate the activity's success, both as the activities unfold and at the end of the program. USIA recommends that the proposal include a draft survey questionnaire or other technique plus description of a methodology to use to link outcomes to original project objectives. Grantees will be expected to submit intermediate reports after each project component is concluded or quarterly, whichever is less frequent.

Notice

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Notification

All applicants will be notified of the results of the review process on or about June 16, 1995. Awards made will be subject to periodic reporting and evaluation requirements.

Dated: January 11, 1995.

Dell Pendergrast,

Deputy Associate Director, Educational and Cultural Affairs.

[FR Doc. 95-1181 Filed 1-18-95; 8:45 am]

BILLING CODE 8230-01-M

Regulation of Broadcast Radio Frequencies (South Africa)

ACTION: Notice—Request for proposals.

SUMMARY: The Office of Citizen Exchanges of the United States Information Agency's Bureau of Education and Cultural Affairs announces an open competition for an assistance award. Public or private non-profit organizations meeting the provisions described in IRS regulation 501(c)(3) may apply to develop a two-way exchange project to assist South Africa's Independent Broadcasting Authority (IBA) to enhance its institutional capacity. The project should provide U.S.-based activities for approximately 6-8 IBA commissioners and senior staff to demonstrate U.S. policies and practices involved in the regulation of broadcasting. The project also should provide in-country consultancies to assist the IBA implement strategies aimed at enhancing its organizational structure and policy-making procedures. The program should begin in summer/fall 1995. Consultation with U.S. Information Service (USIS) posts in South Africa in the development of the project proposal is encouraged.

Overall grant making authority for this program is contained in the Mutual Educational and Cultural Exchange Act of 1961, Public Law 87-256, as amended, also known as the Fulbright-Hays Act. The purpose of the Act is "to enable the Government of the United States to increase mutual understanding between the people of the United States and the people of other countries * * *; to strengthen the ties which unite us with other nations by demonstrating the educational and cultural interests, developments, and achievements of the people of the United States and other nations * * * and thus to assist in the development of friendly, sympathetic and peaceful relations between the United States and the other countries of the world."

Programs and projects must conform with Agency requirements and guidelines outlined in the Solicitation Package. USIA projects and programs are subject to the availability of funds.

Announcement name and number: All communications with USIA concerning this announcement should

refer to the above title and reference number E/P-95-38.

DATES: Deadline for proposals: All copies must be received at the U.S. Information Agency by 5 p.m. Washington, D.C. time on Friday, March 17, 1995. Faxed documents will not be accepted, nor will documents postmarked on March 17, 1995, but received at a later date. It is the responsibility of each applicant to ensure that proposals are received by the above deadline.

FOR FURTHER INFORMATION CONTACT: The Africa/Near East/South Asia Division of the Office of Citizen Exchanges, U.S. Information Agency, 301 4th Street, S.W., Room 220, Washington, D.C. 20547, tel. 202-619-5319, fax 202-619-4350, Internet address STAYLOR@USIA.GOV, to request a Solicitation Package, which includes more detailed award criteria; all application forms; and guidelines for preparing proposals, including specific criteria for preparation of the proposal budget. Please specify USIA Program Officer Stephen Taylor on all inquiries and correspondences. Interested applicants should read the complete Federal Register announcement before addressing inquiries to the Office of Citizen Exchanges or submitting their proposals. Once the RFP deadline has passed, the Office of Citizen Exchanges may not discuss this competition in any way with applicants until the Bureau proposal review process has been completed.

ADDRESSES: Applicants must follow all instructions provided in the Solicitation Package and send fully completed applications. Send the original and 14 copies to: U.S. Information Agency, Ref.: E/P-95-38, Office of Grants Management, E/XE, Room 336, 301 4th Street, SW., Washington, DC 20547.

SUPPLEMENTARY INFORMATION: Pursuant to the Bureau's authorizing legislation, programs must maintain a nonpolitical character and should be balanced and representative of the diversity of American political, social, and cultural life. "Diversity" should be interpreted in the broadest sense and encompass differences including but not limited to race, gender, religion, geographic location, socioeconomic status, and physical challenges. Applicants are strongly encouraged to adhere to the advancement of this principle.

Overview

Background

Prior to 1994, the only legal, unencoded broadcaster in the Republic of South Africa was the South African

Broadcasting Corporation (SABC), a state-owned national broadcaster with both commercial and public service responsibilities. Rather than provide a forum for the free and open discussion of national issues, the SABC came to serve as an advocate of government Apartheid policy.

Until recently, SABC was managing some 23 national, regional and local radio services and three television services. The SABC budget was approved by Parliament and supervised by the Ministry of Home Affairs, which, together with the Postmaster General, managed the airwaves.

Legislation adopted in 1993 created the Independent Broadcasting Authority (IBA), loosely modeled on the U.S. Federal Communications Commission (FCC), to publicly manage the radio frequency spectrum and institutionalize freedom of speech protections by shielding the broadcast media from direct political controls. The IBA consists of six commissioners and two co-chairpersons appointed in April 1994.

Program Overview

The Office of Citizen Exchanges (E/P) proposes development of a two-way exchange project designed to enhance the institutional capabilities of South Africa's Independent Broadcasting Authority. The project should assist the Authority to develop a plan to assure citizens' access to the airwaves in a manner consistent with democratic practices in public resource management. The project should bring South African participants to the United States to study U.S. regulation of the broadcast media, and send U.S. specialists to South Africa to provide on-site consultancies. While the program should cover regulations of all broadcast media, activities should focus on radio, which is South Africa's predominant broadcast medium. The program should begin in summer/fall 1995.

Project Objectives

The project should be designed to:

- Provide participants with a broad understanding of U.S. laws, regulations and policies relevant to the administration of broadcasting;
- Introduce participants to the operation of the Federal Communications Commission (FCC), including its administrative, technical and legal branches, and examine its relations with the three branches of the federal government and other public and private organizations;
- Study FCC policies affecting local control, ownership and management

of broadcasting operations; guidelines promoting diversity of station ownership; policies affecting freedom of speech and programming; historic and contemporary public service requirements; the history of regulations promoting political fairness in broadcasting; free speech limits on broadcasters; ownership requirements; and licensing procedures;

- Examine major trends and developments in broadcasting technologies and related policy issues such as the implications of direct broadcasting from satellites; competition for limited broadcasting frequencies; the sale and leasing of frequencies; the funding of public broadcasting, including university and community-based operations; and management of cable television systems;
- Introduce participants to U.S. commercial and public broadcasting organizations, professional associations and public interest groups to study the impact of regulatory policies;
- Assist participants to identify specific objectives for enhancing the IBA's institutional capacity;
- Provide consultancies in South Africa aimed at assisting the IBA to enhance organizational structure, administrative practices and policy formulation which ensure public participation, transparency in decision making, and respect for the business integrity and free speech of broadcasters;
- Develop appropriate support materials to assist participant achieve their objectives relative to the IBA's institutional capacity;
- Lay the groundwork for linkages between institutions in the United States and South Africa aimed at promoting regulatory policies consistent with constitutional free speech protections in South Africa and evolving technological trends.

Participants

The project should be designed for commissioners and senior staff members of South Africa's Independent Broadcasting Authority. The delegation during the U.S. phase of the project probably would total 6–8 participants. The delegation possibly who play role in formulating regulatory policy governing South Africa's airwaves. USIS personnel will select the South African participants, although recommendations from the grantee institution are welcome. For program phases in South Africa, the grantee institution will select

the American presenters in consultation with USIA.

USIS offices will facilitate the issuance of visas for the South African participants and can help with the distribution of program-related materials in South Africa.

Programmatic Considerations

USIA will give careful consideration to proposals which demonstrate:

- (1) In-depth, substantive knowledge of the historic evolution of U.S. policy relative to the regulation of radio and television broadcasting, as well as contemporary issues in the broadcasting field;
- (2) First-hand connections with appropriate U.S. public and private sector organizations and institutions involved in the management of broadcast frequencies;
- (3) The capacity to organize and manage international exchange programs, including the handling of pre-departure arrangements, orientation activities, oversight and problem-solving involved in such programs.

USIA is especially interested in multi-phase programs in which the phases build on one another and lay the groundwork for new and long-term relationships between American and South African professionals. Proposals which are overly ambitious and those which are very general in nature will not be competitive. The Office of Citizen Exchanges does not award grants to support projects whose focus is limited to technical matters, or to support scholarly research projects, development of publications for dissemination in the United States, individual student exchanges, film festivals or exhibits. The Office of Citizen Exchange does not provide scholarships or support for long-term (one semester or more) academic studies. Competitions sponsored by other Bureau offices also are announced in the Federal Register and may have different application requirements as well as different objectives.

Program Suggestions

The proposed project should include at least one phases for South African participants in the U.S. and at least one phase for American specialists in South Africa. Programming elements might include in-country workshops or seminars led by American experts, specialized American consultancies conducted in South Africa, a study tour in the U.S. for selected South African participants and U.S.-based professional attachments. A planning visit overseas by the American organizer can also be considered if crucial to successful

development and implementation of the program.

The project should include formats which maximize interaction between the South African participants and the program presenters. Participants should observe interaction between public and private sector officials involved in the formulation, implementation and evaluation of regulatory policy, such as legislators, regulators, stations managers, technicians, advertisers, interest group leaders and educators. The program design should provide adequate time for participants to meet individually with American professionals who have similar interests and specializations. While not required, the presenters' familiarity with broadcasting in South Africa is desirable.

Program Responsibilities

The grantee institution's responsibilities include: selecting presenters, themes and topics for discussion; organizing a coherent progression of activities; providing any support materials; providing all travel arrangements, lodging and other logistical arrangements for the South African participants and U.S. presenters who travel to South Africa; and overseeing the project on a daily basis to achieve maximum program effectiveness. The grantee institution is responsible for coordinating plans and project implementation with E/P, participating USIS posts, and any South African collaborating institutions.

At the start of each phase, the grantee institution will conduct an orientation session for the participants and, at the conclusion, conduct participant evaluations. The institution will submit a report at the completion of each program phase, including a final program report summarizing the entire project and resulting organizational links. The institution must also submit a final financial report. To prepare the participants for their U.S. experience, E/P encourages the grantee organization to forward a set of preliminary materials which might include an introduction to the U.S. system of government, the principles underlying U.S. regulation of broadcasting, the practices of U.S. broadcasters and other background information about the project. E/P will ask the South African participants to prepare brief outlines describing their own particular interests in these areas. The grantee institution should brief the American presenters on the South African participants' backgrounds, interests and concerns.

Other Program Considerations

Consultation with USIS posts in South Africa in the development of the project proposal is encouraged. Letters of commitment from participating U.S. institutions and individuals would enhance a proposal.

USIA also encourages the development of specialized written materials to enhance this professional development program. USIA is interested in organizations' ideas on how to "reuse" specialized materials by providing them to universities, libraries or other institutions for use by a larger audience. If not already available, glossaries of specialized terms might be developed. However, please note that, according to current USIA regulations, materials developed with USIA funds may not be distributed in the United States.

The grantee institution should maximize cost-sharing in all elements of the project and seek to stimulate U.S. private sector support including from foundations and corporations.

All participants will be covered under the terms of a USIA-sponsored health insurance policy. The premium is paid by USIA directly to the insurance company.

Funding

Competition for USIA funding support is keen. Selection of a grantee institution is based on the substantive nature of the program proposal; the applicant's professional capability to carry the program through to a successful conclusion; and cost effectiveness, including in-kind contributions and the ability to keep overhead costs at a minimum. USIA will consider funding up to approximately \$100,000, but grants awarded to eligible organizations with less than four years of experience in conducting international exchange programs will be limited to \$60,000.

Applicants must submit a comparative line item budget for the entire program based on the specific guidance in the Solicitation Package. Applicants must provide a summary budget as well as a break-down reflecting both the administrative budget and the program budget. For further clarification, applicants may provide optional, separate sub-budgets for each program phase or activity in order to facilitate USIA decisions on funding. USIA will consider funding the following costs:

1. International and domestic air fares; visas; transit costs (e.g., airport fees); ground transportation costs.
2. Per diem: For foreign participants during activities in the United States,

organizations have the option of using a flat rate of \$140/day or the published Federal Travel Regulations (FTR) per diem rates for individual American cities. (Note: U.S. institutional staff must use the published FTR per diem rates, not the flat rate.) For activities overseas, standard Federal Travel Regulations per diem rates must be used.

3. Escort-interpreters: Interpretation for U.S.-based programs is provided by the State Department's Language Services Division. Typically, delegations ranging from 8-12 participants require two simultaneous interpreters and one escort officer. Grant proposal budgets should contain a flat \$140/day per diem rate for each State Department escort/interpreter, as well as home-program-home air fare of \$400 per interpreter and any U.S. travel expenses during the program itself. Salary expenses are covered centrally and are not part of the applicant's budget proposal. USIA grants do not pay for foreign interpreters to accompany delegations during travel to or from their home country. Interpreters are not available for U.S.-based internship activities.

4. Book and cultural allowances: Participants are entitled to a one-time book allowance of \$50 plus a cultural allowance of \$150 per person during programs taking place in the United States. U.S. staff do not receive these benefits. Escort interpreters are reimbursed for actual cultural expenses up to \$150.

5. Consultants: Consultants may be used to provide specialized expertise or to make presentations. Honoraria generally should not exceed \$250/day. Subcontracting organizations may also be used, in which case the written contract(s) should be included in the proposal.

6. Material development: Proposals may contain costs to purchase, develop and translate materials for participants. USIA reserves the rights to these materials for future use.

7. Room rentals, which generally should not exceed \$250/day.

8. One working meal per project, for which per capita costs may not exceed \$5-\$8 for a lunch or \$14-\$20 for a dinner. The number of invited guests may not exceed the number of participants by more than a factor of two to one.

9. Return travel allowance: \$70 for each participant which is to be used for incidental expenditures incurred during international travel.

10. Other costs necessary for the effective administration of the program, including salaries for grant organization

employees, benefits, and other direct and indirect costs per detailed instructions in the application package.

E/P encourages cost-sharing, which may be in the form of allowable direct or indirect costs. E/P would be especially interested in proposals which demonstrate a program vision which goes well beyond that which can be supported by the requested USIA grant and which would try to use a USIA grant to leverage additional funding from other sources to support elements of the broader program plan.

Please refer to the Solicitation Package for complete budget guidelines and formatting instructions.

Review Process

USIA will acknowledge receipt of all proposals and will review them for technical eligibility. Proposals will be deemed ineligible if they do not fully adhere to the guidelines stated herein and in the Solicitation Package. Eligible proposals will be forwarded to panels of USIA officers for advisory review. All eligible proposals will be reviewed by the Agency contracts office, as well as the USIA Office of African Affairs and the USIA post overseas, where appropriate. Proposals may also be reviewed by the Office of the General Counsel or by other Agency elements. Funding decisions are at the discretion of the USIA Associate Director for Educational and Cultural Affairs. Final technical authority for grant awards resides with the USIA grants officer.

Review Criteria

Technically eligible applications will be competitively reviewed according to the criteria stated below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

1. Institutional Reputation and Ability

Applicant institutions should demonstrate their potential for excellence in program design and implementation and/or provide documentation of successful programs. If an applicant is a previous USIA grant recipient, responsible fiscal management and full compliance with all reporting requirements for past Agency grants as determined by USIA's Office of Contracts will be considered.

Relevant substantive evaluations of previous projects may also be considered in this assessment.

2. Project Personnel

The thematic and logistical expertise of project personnel should be relevant to the proposed program. Resumes or C.V.s should be summaries which are relevant to the specific proposal and no longer than two pages each.

3. Program Planning

A detailed agenda and relevant work plan should demonstrate substantive rigor and logistical capacity.

4. Thematic Expertise

Proposal should demonstrate the organization's expertise in the subject area which promises an effective sharing of information.

5. Support of Diversity

Proposals should demonstrate the recipient's commitment to promoting the awareness and understanding of diversity.

6. Cross-Cultural Sensitivity and Area Expertise

Evidence should be provided of sensitivity to historical, linguistic, religious, and other cross-cultural factors, as well as relevant knowledge of the target geographic area/country.

7. Ability To Achieve Program Objectives

Objectives should be realistic and feasible. The proposal should clearly demonstrate how the grantee institution will meet program objectives.

8. Multiplier Effect

Proposed programs should strengthen long-term mutual understanding and contribute to maximum sharing of information and establishment of long-term institutional and individual ties.

9. Cost-Effectiveness

Overhead and direct administrative costs to USIA should be kept as low as possible. All other items proposed for USIA funding should be necessary and appropriate to achieve the program's objectives.

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Dell Pendergrast,

Deputy Associate Director, Educational and Cultural Affairs.

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