

7. Materials development. Proposals may contain costs to purchase, develop, and translate materials for participants.

8. One working meal per project. Per capita costs may not exceed \$5–8 for a lunch and \$14–20 for a dinner; excluding room rental. The number of invited guests may not exceed participants by more than a factor of two to one.

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

10. In most cases, USIA-funded delegates will be covered under the terms of a USIA-sponsored health insurance policy with the premium paid by USIA directly to the insurance company. For additional information on insurance coverage, contact the E/P program officer.

11. 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. Please refer to the Application Package for complete budget guidelines.

#### 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 established herein and in the Proposal Submission Instructions. Eligible proposals will be forwarded to panels of USIA officers for advisory review. All eligible proposals will also be reviewed by the budget and contract offices, as well as the USIA geographic regional office and the USIS post overseas, where appropriate. Proposals may also be reviewed by the USIA's Office of 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 USIA's contracting officer.

#### Review Criteria

USIA will consider proposals based on their conformance with the objectives and considerations already stated in this RFP, as well as the following criteria:

##### 1. Quality of Program Idea

Proposals should exhibit originality, substance, precision, and relevance to the Agency mission.

##### 2. Program Planning

Detailed agenda and relevant work plan should demonstrate substance

undertakings and logistical capacity. Agenda and plan should adhere to the program overview and guidelines described above.

##### 3. Ability To Achieve Program Objectives

Objectives should be reasonable, feasible, and flexible. Proposal should clearly demonstrate how the institution will meet the program objectives and plan.

##### 4. Multiplier Effect

Proposed programs should strengthen long-term mutual understanding, including maximum sharing of information and establishment of long-term institutional and individual linkages.

##### 5. Value to U.S.—Partner Country Relations

Proposed projects should receive positive assessments by USIA's geographic area desk and overseas officers of program need, potential impact, and significance in the partner.

##### 6. Institutional Capacity

Proposed personnel and institutional resources should be adequate and appropriate to achieve the program or project's goal.

##### 7. Institution Reputation/Ability

Proposal should demonstrate an institutional record of successful exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past Agency grants as determined by USIA's Office of Contracts. The Agency will consider the past performance of prior recipients and the demonstrated potential of new applicants.

##### 8. Follow-On Activities

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

##### 9. Evaluation Plan

Proposals should provide a plan for a thorough and objective evaluation of the program/project by the grantee institution.

##### 10. Cost-Effectiveness

The overhead and administrative components of the proposal, including salaries and honoraria, should be kept as low as possible. All other items should be necessary and appropriate.

##### 11. Cost-Sharing

Proposals should maximize cost-sharing through other private sector support as well as institutional direct funding contributions.

##### 12. Support of Diversity

Proposal should demonstrate the recipients' commitment to promoting the awareness and understanding of diversity throughout the program. This can be accomplished through documentation (such as a written statement or account) summarizing past and/or on-going activities and efforts that further the principle of diversity within both their organization and their activities.

#### Notice

The Office of Citizen Exchanges reserves the right to reduce, revise, or increase the grant award. The terms and conditions published in the Request for Proposal (RFP) are binding and may not be modified by any USIA representative. Explanatory information provided by USIA that contradicts published language will not be binding. Issuance of the RFP does not constitute an award commitment on the part of the government. Final awards cannot be made until funds have been fully appropriated by the Congress, allocated and committed through internal USIA procedures.

#### Notification

All applicants will be notified of the results of the review process on or about April 28, 1995. Awarded grants will be subject to periodic reporting and evaluation requirements.

Dated: January 11, 1995.

Dell Pendergrast,

*Deputy Associate Director, Bureau of Educational and Cultural Affairs.*

[FR Doc. 95-1179 Filed 1-18-95; 8:45 am]

BILLING CODE 8230-01-M

#### **Role of Business Associations in a Democratic Political System**

**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 Ghanaian business and professional associations enhance their institutional capabilities,

enabling them to more effectively promote the interests of private enterprise in Ghana. The project should provide U.S.-based activities for approximately 8–10 members of Ghanaian associations. The project also should provide in-country workshops or consultancies to assist the participating organizations implement strategies to enhance their organizational structure and advocacy activities. The project should establish linkages between Ghanaian and U.S. business associations to promote dialogue on issues of common concern. The program should begin in summer/fall 1996. Consultation with the U.S. Information Service (USIS) post in Accra, Ghana, 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–95–45.

**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, SW., 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 correspondence. 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–95–45, Office of Grants Management, E/XE, Room 336, 301 4th Street, SW., Washington, D.C. 20547.

**SUPPLEMENTARY INFORMATION:** Pursuant to the Bureau’s authorizing legislation, programs must maintain a non-political 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:** The government of Ghana has initiated policies liberalizing its economy and gradually has produced a climate more hospitable to the emergence and development of private sector associations. Entrepreneurs are free to form virtually any type of business association in pursuit of their interests. Historically, there have been three dominant associations—the Association of Ghana Industries (AGI); the Ghana National Chamber of Commerce (GNCC); and the Ghana Employers Association (GEA). These organizations developed during a period when Ghana maintained an essentially protected economy. AGI represented highly protected manufacturers. GNCC primarily represented the trading sector and GEA represented a mix of entrepreneurs from various sectors.

During the mid-1980s, the government of Ghana began to liberalize and open up the economy. New policies helped spur the formation of several

producer associations representing exporters. Among about fifteen such organizations, five are particularly active: The Ghana Association of Women Entrepreneurs, the Ghana Federation of Business and Professional Women, the Horticultural Association of Ghana, the Association of Seafood Exporters and the Association of Assorted Foodstuffs. In addition to these groups, two important umbrella organizations have emerged over the course of the past two years. The Federation of Associations of Ghanaian Exporters lobbies Ghana’s executive and legislative branches of government. The Private Enterprise Foundation is an umbrella group representing all private sector organizations. It also lobbies government and has organized forums for business leaders. Many of these organizations likely will gain strength and influence.

**Program Overview:** The Office of Citizen Exchanges (E/P) proposes development of a two-way exchange project designed to assist Ghanaian business associations develop strategies to increase their voice in the formulation of public policy affecting business growth and economic development. Participants would observe how the American business community promotes business interests, contributes to public debates and interacts with legislative bodies, federal agencies and community groups. This two-way exchange also would make available U.S. specialists to conduct in-country activities for Ghanaian business associations. The project should be designed to establish linkages between U.S. and Ghanaian counterpart organizations. The program should begin in summer/fall 1995.

#### Project Objectives

The project should be designed to:

- Examine the potential role of professional business associations in the context of a democratic political system. Using the U.S. experience as a model, the program would demonstrate how such groups promote their interests while operating within established social and legal norms.
- Examine strategies to contribute to public debate over the direction of business development.
- Analyze the organizational structure, financing resources and planning strategies of U.S. business groups and relevant political action committees.
- Examine networking and public relations strategies. Activities would help identify those areas of public concern most effectively addressed by business groups and develop

strategies appropriate to Ghanaian society that would address these concerns.

- Demonstrate the role of business associations in promoting ethical business practices. The program would analyze the concept of corporate responsibility and examine the activities of corporate internal consumer affairs units in addressing consumer needs.
- Analyze the role of government in promoting business ethics and stimulating business development.
- Establish linkages between Ghanaian and U.S. institutions to open a dialogue on key business issues affected by the evolving economic and political liberalization underway in Ghana.

#### Participants

The project should be designed for 8–10 leading members of Ghanaian business and professional organizations. USIS personnel in Ghana will select the participants from among the organizations named in the Background section above. Recommendations from the grantee institution are also welcome. For program activities in Ghana, the grantee institution will select the American presenters in consultation with USIA.

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

#### Programmatic Considerations

USIA will give careful consideration to proposals which demonstrate:

- (1) in-depth, substantive knowledge of the structure, functions and activities of American business and professional organizations;
- (2) first-hand connections with a variety of American organizations that represent business and professional interests in the formulation of public policy and the direction of private enterprise development;
- (3) the capacity to organize and manage international exchange programs, including the handling of pre-departure arrangements, orientation activities, monitoring 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 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 and 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 phase for Ghanaian participants in the United States and at least one phase for American specialists in Ghana. Programming elements might include in-country workshops or seminars led by American experts, specialized consultancies developed for Ghanaian organizations, a study tour in the United States for selected Ghanaian participants and U.S.-based professional attachments for Ghanaians. A planning visit overseas by the American organizer also could be considered if crucial to successful development and implementation of the program.

The project should include formats which maximize interaction between the Ghanaian participants and the program presenters. Participants should observe the full range of activities on the part of business and professional organizations. They should observe the interaction of such groups with public and private sector officials involved in formulating and implementing policies that affect private enterprise, such as business owners, trade unionists, legislators, federal regulators, local government officials 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 private enterprise development in Ghana 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 visiting Ghanaian participants and the U.S. presenters who travel to Ghana; 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, USIS officers in Ghana, and Ghanaian collaborating institutions.

At the start of each phase, the grantee institution will conduct an orientation session and, at the conclusion, conduct participant evaluations. The institution will submit a report at the conclusion 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, American notions of free enterprise, the practices of U.S. business and professional organizations and other background information about the project. E/P will ask the Ghanaian participants to prepare brief outlines describing their own particular interests in these areas. The grantee institution should brief the American presenters on the Ghanaian participants' backgrounds, interests and concerns.

#### Other Program Considerations

Consultation with USIS officers in Ghana in the development of the project proposal is encouraged. Letters of commitment from participating U.S. and Ghanaian 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 of 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 comprehensive 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 \$150.00.

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. Materials 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 participants 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 maybe 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.

#### 10. Cost-Sharing

Proposals should maximize cost-sharing through other private sector support as well as direct funding contributions and/or in-kind support from the prospective grantee institution and its partners.

#### 11. Follow-On Activities

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

The terms and conditions published in this RFP are binding and may not be modified by any USIA representative. Explanatory information provided by the Agency that contradicts published language will not be binding. Issuance of the RFP does not constitute an award commitment on the part of the Government. The needs of the program may require the award to be reduced, revised, or increased. Final awards cannot be made until funds have been appropriated by Congress, allocated and committed through internal USIA procedures.

#### 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