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

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 instutitional 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 predeparture arrangements, orientation activities, oversight and problemsolving involved in such programs.

USIA is especially interested in multiphase 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