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, socio-economic status, and physical challenges. Applicants are strongly encouraged to adhere to the advancement of this principle. The Agency encourages proposals from eligible non-profit organizations whose staff reflects a broad variety of ethnic backgrounds, whose programs encompass a range of diversity interests, and/or whose mission is to further the interests of traditionally underrepresented groups. Selection of program participants should reflect all forms of diversity, including race, gender, and geographic region.

## Overview

From June 10-24, 1995, the African Center for the Training of Journalists and Communicators (CAPJC), a Tunisbased NGO, will sponsor the twelfth in a series of seminars to enhance journalistic skills and the journalistic environment in the region of North Africa and Sub-Saharan Africa. CAPJC will, as in other years, work closely with the U.S. Information Service Office of the U.S. Embassy in Tunis in organizing the seminar. The title of the 1995 seminar will be "Professionalism in Public Relations: Promoting Democracy and Market Economies through Better Institutional Accountability." The seminar will be conducted in French. The recipient of this grant will be responsible for providing general administrative and logistical support to CAPJC and USIS Tunis, and for recruiting three American speakers.

## Background

For the past eleven years CAPJC has been sponsoring seminars that are geared towards teaching hands-on, practical journalistic skills to third-world journalists. Each year USIS Tunis has worked closely with CAPJC to design the seminars and select the participants. An American NGO has provided logistical support. Past themes have included news agency writing, newspaper reporting, radio journalism, economic reporting, and investigative journalism, all of which are part of an effort to promote more capable and responsible journalists.

The June 1995 seminar will address the parallel need for responsible and responsive institutions with which the journalists can interact, the overall concept of accountability, and the right to public information which journalists need in order to fulfill their responsibility to the public. The seminar will be conducted in French, led by a team of American and Tunisian professionals.

Eighteen institutional communicators/press spokespersons from both government and the private sector will be invited to participate in this seminar. Twelve participants will come from French-speaking African and Arab countries, and six participants will be residents of Tunisia. CAPJC and USIS Tunis, in consultation with the USIS posts in the region, will be responsible for selection of these individuals.

## Guidelines

- 1. Working closely with CAPJC and USIS Tunis, the grantee will provide administrative and logistical support for the June 1995 "Third World Journalism Seminar" in Tunis, specifically including the following services:
- Recruitment of three American professional and/or academic speakers/instructors for the seminar, under the guidance of USIS Tunis and CAPJC.
- —Air travel reservations and ticketing, ground transportation, and accommodation arrangements for the America speakers and the twelve participants from Arab and African countries.
- On-site services to participants and speakers during the seminar including airport reception and per diem disbursements.
- Registration costs for Tunisian participants.
- —Accounting for disbursements.
- 2. All proposals should demonstrate substantial experience with seminar organization and with North Africa, preferably Tunisia.
- 3. Applicants should employ Frenchspeaking staff or consultants available to travel to Tunis as necessary for consultations with CAPJC before and during the seminar.
- 4. Applicants are strongly encouraged to consult the U.S. Information Service office at the U.S. Embassy in Tunis before submitting proposals.
- 5. The U.S. recipient should try to maximize cost-sharing in all facets of the program and stimulate private-sector support. Since USIA grant assistance constitutes only a portion of total project funding, proposals should list and provide evidence of other anticipated sources of financial and inkind support. Cost-sharing may be in the form of allowable direct or indirect costs
- 6. All USIA-funded delegates (outside their home countries, i.e. not the Tunisians) and the American speakers will be covered under the terms of a

USIA-sponsored health insurance policy.

7. Drafts of all printed materials developed for this program should be submitted to the Agency for review and approval. All official documents should highlight the U.S. Government's role as program sponsor and funding source. USIA requests that it receive the copyright use and be allowed to distribute the material as it sees fit.

## **Proposed Budget**

USIA will consider providing funding of up to approximately \$80,000. 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 budget for the entire program. There must be a summary budget as well as a breakdown reflecting both the administrative budget and the program budget. Please refer to the Application Package for complete formatting instructions. For better understanding or further clarification, applicants may provide separate subbudgets for each program component or activity to facilitate USIA decisions on funding.

Allowable costs for the program include the following:

- (1) International and domestic air fares; visas; transit costs; and ground transportation costs.
- (2) Per Diem. The published Federal per diem rates must be used.
- (3) Consultants may be used to provide specialized expertise or to make presentations. Daily honoraria generally do not exceed \$250. Subcontracting organizations may also be used, in which case the written agreement between the prospective grantee and subcontractor should be included in the proposal.
- (4) One working meal per project. Per capita costs may not exceed \$5–8 for a lunch and \$14–20 for a dinner; this includes room rental if applicable. The number of invited guests may not exceed participants by more than a factor of two to one.
- (5) Materials development. Proposals may contain costs to purchase, develop and reproduce materials for participants.
- (6) 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 Solicitation
Package for complete budget guidelines
and formatting instructions.