



United States Agency for International Development

Contract Information Management System (CIMS)

DIRECT ACTION DATA FORM FOR GRANTS & COOPERATIVE AGREEMENTS

1. Basic Award Number 674-0301-G-SS-2052-00

2. Recipient Name Media Training and Development Trust

3. Award Description (This description will be seen by high level Agency officials, as well as members of Congress.) The purpose of this project is to support the media training program in Namaqualand.

4. Principal Place of Performance South Africa

5. Benefiting Country South Africa

6. Project Officer Office Symbol: COLD Name (Last, First): Wendel, Dennis

Section III. 2 1993

7. Grant Agreement Type: [] A. Disaster Assistance, [] B. American Schools & Hospitals Abroad (ASHA), [*] C. Other Than Those Listed Above, [] D. Title XII Authority

8. Basic Purpose: [] A. Tech. Services to Host Country, [] B. Commodities, [*] C. Train. Services to Host Country, [] D. Research, [] E. Arch. & Engineering Services, [] F. Construction

7a. Extent Competed: [] E. Competed by the Technical Office, [] F. Competed by the Contracting Office, [*] G. Not competed (unsolicited proposal), [] H. Not competed (predominant capability, etc.)

9. Taxpayer Identification Number

10. Business Organization Type: [] A. Corporation, [] B. Individual, [] C. University or College, [] D. Historically Black College or University, [] E. Educational Organization (other than University or College), [] F. International Center, [] G. Research Organization (other than International Center), [*] H. Voluntary Organization, [] I. Foundation, [] J. Hospital, [] N. Hispanic American College or University, [] Z. Other

11. If U.S. University, Host Country Institution

12. If obligated amount is in local currency, provide U.S. Dollar amount \$167,000

13.a. Negotiator (Last, First, MI) Wendel, Dennis

13.b. Signature [Handwritten Signature]

14.a. Contract Officer (Last, First, MI) Dean, Leslie A.

14.b. Signature [Handwritten Signature]

COPY OF AWARD DOCUMENT MUST BE ATTACHED TO THIS FORM

ACTION MEMORANDUM FOR THE DIRECTOR, USAID/SOUTH AFRICA

DATE: July 2, 1992
FROM: Cecily Mangos, Acting Chief OPMD
SUBJECT: Community Outreach and Leadership Development
Project (674-0301); Agreement with the Media
Training & Development Trust

I. Problem

Your approval is required to obligate U.S. \$167,000 of FY1992 funds under the Community Outreach and Leadership Development (COLD) Project (674-0301) through a Grant Agreement with the Media Training & Development Trust, as described herein.

II. Authority

Pursuant to Redelegation of Authority No. 452, the Director, USAID/SA, has authority to authorize and execute grants with indigenous non-governmental organizations (NGOs) in an amount not to exceed \$5 million.

III. Discussion

The Media Training and Development Trust was formed in 1989 as an outgrowth of a training program for aspiring black journalists originally sponsored by the Afrikaans magazine, "Die Suid-Afrikaan." After a period of restructuring at "Die Suid-Afrikaan," the training program became independent under the aegis of the newly formed Media Training and Development Trust. The Trust then embarked on a major media training and development program in Namaqualand. Namaqualand is a vast rural area in northwest South Africa which has been largely cut off from the political and social changes occurring in the rest of the country. In an effort to break this isolation and focus on the development needs of Namaqualand, the Trust established a training program designed to enable disadvantaged Namaqualand residents to initiate a local newspaper which would foster social and political awareness in the region and address pressing development issues.

After a period of consultation with local community groups, civics and unions, the program started with an intensive two-month training program in Cape Town for five Namaqualand journalists. After the initial training, they returned to Springbok, the major center in Namaqualand, to begin production of the first edition of the newspaper, "Namaquanuus," which was issued in October 1989. Six issues were published in 1990 before financial difficulties of its sole funder, the Namaqualand Council of Churches, forced the newspaper to halt production temporarily. Additional funding was subsequently secured in late 1991, including a small USAID Human Rights grant, which allowed the training program and newspaper to resume.

The "Namaquanuus" serves a population of approximately 50,000, mostly rural disadvantaged inhabitants of Namaqualand. Many of the communities reached by the paper are virtually cut off from the outside world due to the lack of adequate transportation infrastructure and the general poverty of the region. In its short existence, the newspaper has become the major source of information on local social and political issues as well as a means to address broader development concerns. The "Namaquanuus" staff is assisted by a committee of representatives from all the community organizations in the region. This provides the journalists with access to information of local interest and also allows the newspaper to play an active role in the community development process.

The Trust submitted an unsolicited proposal to USAID requesting funding for the Namaqualand journalist training and newspaper production program. Funding of this Agreement would support three of the priority areas under the COLD Project: programs that promote democratic institutions and processes, leadership training and increased access to information and resources. A free press is an essential element in any democratic society and access to objective information is critical if the citizenry are to make informed decisions on current social and political issues. Specific items to be funded under the proposed Agreement are discussed more fully in Section IV., C. below.

IV. Issues

Through the development of this Agreement, the following issues have been identified and addressed as presented below:

A. Action Plan and Sectoral Strategy

The proposed Agreement was discussed and approved during the COLD Action Plan review. Increased access to information, training and support for democratic institutions such as a free press are priority areas under the COLD project as well as the community development sectoral strategy.

B. Total Obligations

This obligation of \$167,000 brings total obligations under the COLD project to \$27,033,872 out of an authorized level of \$65 million. The Agreement termination date of June 30, 1994 is within the current COLD project PACD of 12/31/98.

C. Cost Negotiations

The Trust submitted a detailed budget which was carefully reviewed by OPMD. Verbal negotiations were then conducted with the proposed grantee. The proposed Agreement will fund salaries, domestic travel and per diem, operating costs and production and training expenses. Due to the rural location of this project, many of the budget items are below the standard cost for similar activities conducted elsewhere in the country. There is no international or participant training funded under the Agreement. Accordingly, OPMD has determined that the proposed budget is fair and reasonable.

D. Noncompetitive Justification

Although competition is to be encouraged in the award of grants and cooperative agreements to NGOs (Handbook 13, Chapter 2B), Chapter 2B3a permits exceptions to competition where the proposal "is not solicited by A.I.D." and where the proposal is "unique, innovative, or proprietary and acceptance would be fair, reasonable, and would represent appropriate use of A.I.D. funds to support or stimulate a public purpose." The Trust has submitted an unsolicited proposal, and it is the determination of OPMD that the activity is unique as the newspaper training program being supported under this Agreement is the only such program in Namaqualand, and the Namaqua News is the only community newspaper serving this vast isolated area. Because this activity is consistent with USAID program objectives and is unique, acceptance of the Trust's proposal would be fair and reasonable and would represent appropriate use of USAID funds.

E. Technical and Management Capability

It is OPMD's determination that the subject organization possesses suitable policies and practices to ensure adequate management of USAID funds supplied under this Agreement. This determination is based on the professional quality of the Trust's proposal and its effective management of a previous Humans Rights Grant.

F. Financial Management Capability

A financial review was conducted in April 1992 which certifies that the Recipient possesses adequate accounting systems, books and records for the administration of this Agreement (See Annex 2). In addition, the Agreement will be audited on an annual basis under the recipient audit program.

G. PVO Registration Determination

The Recipient does not qualify as a Private Voluntary Organization, as defined in A.I.D. Handbook 3, Appendix 4C and 88 State 356010, because it does not solicit or receive funds from the general public and does not possess tax exempt status.

H. Self-Sufficiency

Long-term self-sufficiency has been discussed with the proposed grantee, and plans have already been made to develop a strategy to increase local advertising in the "Namaquanuus." USAID believes that PACT may be able to assist the project by providing the Trust with technical assistance in the areas of marketing, distribution and advertising. Based on the experience of other community newspapers supported by USAID, it is likely that the newspaper will eventually support itself, but that the training program will continue to require outside funding.

V. Standard Issues

1. Section 611(a) requirements - Consistent with Section 611(a) of the FAA, adequate technical and financial planning underlie the proposed Agreement and reasonably firm cost estimates have been established. Such planning is evidenced by the Agreement program itself, as described in Attachment 2 of the proposed Agreement, which contains a detailed methodology for implementing Agreement activities and attaining specified Agreement outputs. The Illustrative Financial Plan is based on reasonably firm cost estimates for program activities.

2. Payment Verification Requirements Payment verification requirements for the Recipient are satisfied by: (a) specification of financial management and reporting procedures in the attached Agreement; (b) certification by the USAID Controller of the recipient organization's ability to handle initial Agreement disbursements; and (c) provision in the proposed Agreement for annual audits of the use of Agreement funds.

3. Recurrent Costs - Donor financing of recurrent costs, such as salaries, allows the Recipient to provide an essential service that is unmet by the public sector and, due to the limited income of the beneficiaries, cannot be met through normal market channels. Recurrent cost assistance in such cases is justified under category 2 of USAID's Recurrent Cost Policy. The "design considerations" outlined in this policy document have been taken into consideration in the design and negotiation of this Agreement.

4. Selection of Grant as Assistance Instrument - It is the determination of OPMD that, in accordance with Handbook 13, Chapter 6, a grant is the appropriate assistance mode to be utilized, as A.I.D. is not procuring goods or services and does not require a substantial degree of operational control or involvement in project implementation. The attached document is, in form and substance, a grant as defined by A.I.D.

5. Travel Policies - The Recipient will provide for USAID approval its travel and per diem policy for travel not to exceed U.S. Government rates. In the case that the Recipient does not establish a travel and per diem policy, the prevailing U.S. Government rates shall apply.

VI. Recommendation:

It is recommended that, pursuant to your authority under Redlegation of Authority No. 452, you: (1) approve noncompetitive selection in accordance with the justification provided above; (2) authorize the proposed Agreement to the Media Training & Development Trust by signing below; and (3)

execute said Agreement, as attached, by signing on the appropriate page and line as indicated.

Approved Leslie A. Dean
Leslie A. Dean
Director, USAID/South Africa

Disapproved: _____

Date: July 2, 1992

Drafted: CMango, PDO
Cleared: NMasiheno, PDO (draft)
DKeene, RLA (draft)
GHensley, CONT (draft)
FMangera, A/PROG (draft)
JWeber, AD (draft)

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT
USAID/South Africa

USAID/South Africa
P.O. Box 1882
Pretoria 0001

Tel: (012) 217-212
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July 2, 1992

Mr. Van den Heever
Media Training & Development
Trust
P.O. Box 16007
Vlaeberg
8018

Subject: Media Training & Development Trust
Agreement No: 674-0301-G-SS-2052-00

Dear Mr. Van den Heever,

Pursuant to the authority contained in the Foreign Assistance Act of 1961, as amended, and the Comprehensive Anti-Apartheid Act of 1986, as amended, the Agency for International Development (hereinafter "USAID") hereby enters into this Agreement with the Media Training & Development Trust (hereinafter the "Trust" or the "Recipient") and obligates the sum of \$167,000 to provide support for a program described in Attachment No. 2, entitled "Program Description," of this Agreement.

This Agreement is effective and obligation is made as of the date this letter is signed by an authorized USAID representative. The Agreement and obligation shall apply to commitments made by the Recipient in furtherance of program objectives during the period beginning on the effective date of this letter and ending June 30, 1994.

The funds will be administered in accordance with the terms and conditions set forth in Attachment 1, "Schedule," Attachment 2, "Program Description," Attachment 3, "Standard Provisions," Attachment 4, "Disbursement of and Accounting for Agreement Funds," Attachment 5, "A.I.D. Geographic Code List" and Attachment 6, "Guidelines for Financial Audits Contracted for by Foreign Recipients." This letter and the six attachments just described, which have been agreed to by your organization, constitute the Agreement.

Please sign the original and one (1) copy of this letter and then return the original letter and Agreement to USAID/Pretoria, P.O. Box 1882, Pretoria 0001.

Sincerely,



Leslie A. Dean
Director

ACKNOWLEDGED AND ACCEPTED

By: P. van den Heever
Mr. Pierre van den Heever

Title: Trustee Member

Date: 30.7.1972

By: Chris Gutuza
Mr. Chris Gutuza

Title: Training Coordinator

Date: _____

1. Schedule
2. Program Description
3. Standard Provisions and Optional Provisions as applicable
4. Disbursement of and Accounting for Agreement Funds
5. A.I.D. Geographic Code 935 List
6. Guidelines for Financial Audits Contracted for by Foreign Recipients

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ATTACHMENT NO. 1

SCHEDULE

I. OVERVIEW OF AGREEMENT

This Agreement supports the Namaqualand Training and Development Program of the Media Training and Development Trust. Specific activities funded under the Agreement are more fully described in Attachment 2, Program Description.

II. PERIOD OF AGREEMENT

The effective date of this Agreement is the date the cover letter is signed by an authorized USAID representative. Unless otherwise agreed to by USAID in writing, the expiration date is June 30, 1994, meaning that no USAID funds under this Agreement shall be applicable to goods not furnished or services not performed for the program by this date.

III. AGREEMENT FUNDING AND PAYMENT

A. A.I.D. hereby obligates the amount of U.S. \$167,000 for purposes of this Agreement.

B. Payment shall be made to the Recipient in accordance with procedures set forth in Attachment 3 - Standard Provision 1 entitled "Payment - Periodic Advance" and as provided for in Attachment 4, "Procedures for Disbursement of Agreement Funds."

IV. FINANCIAL PLAN

A. Illustrative Financial Plan

The Illustrative Financial Plan for this Agreement is set forth in Table I below. Revisions of this Plan shall be made in accordance with Mandatory Standard Provision 4 of this Agreement, located in Attachment 3 and entitled "Revision of Agreement Budget." The Recipient is authorized a 10% deviation between line items, provided that USAID is notified in writing of such budget changes in the Recipient's following Disbursement Report. However, any deviation in excess of 10% or any increase in the total grant, must be approved in advance in writing by the Director, USAID/South Africa.

Table I
Illustrative Financial Plan

<u>Item</u>	(SAR)
	<u>Total</u>
Compensation (salaries)	216,200
Travel and Per Diem	119,800
Other Direct Costs	34,830
Indirect Costs	41,440
Audit	21,000
Total	433,270

B. Level of Assistance

The total Rand amount in the Illustrative Financial Plan (Table I above) is the maximum Rand available under this Agreement. The conversion rate from U.S. dollars will be the prevailing rate at the time of conversion as determined by the Controller, USAID/South Africa. To determine the U.S. dollar amount of the Agreement, an exchange rate of R2.6 to one (1) U.S. Dollar will be used. Notwithstanding the above, in no event will the total Rand amount provided to the Recipient under the Agreement exceed the obligated dollar amount provided for in Section III. above.

Due to exchange rate fluctuations, the total amount of Rands available after converting the total obligated dollar amount into Rands may exceed the Rand Budget. If the Recipient desires to use such excess Rands to finance additional eligible program expenses, it may submit to USAID a written proposal for use of such funds. If USAID is in agreement with the Recipient's proposal, the Agreement may be modified to provide for the authorized expenditures. USAID reserves the right to deobligate any dollars in excess of those needed to fund the Rand Budget. However, should changes in the exchange rate result in fewer South African Rands being available than budgeted for, the Recipient will be responsible for financing the shortfall since the U.S. dollar amount prevails.

V. REPORTING

The Recipient will submit to USAID semi-annual written progress reports on activities funded and general performance under the Agreement. The semi-annual reports should include a brief description of program accomplishments during the preceding six months and a discussion of any problems encountered and how they were resolved. The Recipient will also submit a written final report on all activities financed by the Agreement. The content and format of the final report will be agreed upon by USAID and the Recipient at a later date.

VI. OVERHEAD RATE

Not Applicable.

VII. TITLE OF PROPERTY

Title to all property purchased under this Agreement shall vest in the Recipient in accordance with the terms of Attachment 3, Additional Standard Provision 18, entitled "Title to and Use of Property."

VIII. AUTHORIZED GEOGRAPHIC CODE

The authorized geographic code for all procurement with A.I.D. funds under the Agreement is the United States, the Republic of South Africa and countries included in A.I.D. Geographic Code 935, meaning that all goods and services financed by this Agreement shall have, with respect to goods, their source and origin and, with respect to the suppliers of services, their nationality in the United States, the Republic of South Africa or in other countries included in A.I.D. Geographic Code 935. Please refer to Attachment 5 for a list of countries included in Code 935.

IX. LOCAL COST FINANCING

It is hereby specified that the amount of U.S. dollars authorized to be used for local cost financing is the entire amount obligated under this Agreement.

X. SPECIAL PROVISIONS

A. Procurement

1. Scope: This provision is applicable to the extent that local cost financing is otherwise authorized by the Agreement. It does not require procurement in South Africa where off-shore procurement could otherwise occur.

2. Policy: In the procurement of goods and services in South Africa, the Recipient shall, to the maximum extent practicable, award contracts to individuals who or organizations which are disadvantaged by apartheid and are responsive and appropriate providers of goods and services.

3. Definitions: Individuals and organizations disadvantaged by apartheid shall mean: (1) South African individuals of black, "colored" or Asian descent whose principal place of business is in the Republic of South Africa; and (2) private partnerships or commercial firms which are incorporated in or organized under the laws of the Republic of South Africa, whose principal place of business is in the Republic of South Africa, and which are more than 50 percent beneficially owned by South African persons of black, "colored" or Asian descent. The Republic of South Africa includes the so-called "independent" and "self-governing" homelands.

B. Competition: Except as otherwise provided in Sub-Section A. above, all procurement transactions shall be conducted in a manner to provide, to the maximum extent practical, free and open competition.

C. Staff Recruitment: The Recipient agrees that all staff recruitment for positions funded by USAID will be carried out through an appropriate competitive process and that salary levels will be in accordance with community and professional standards.

D. Travel and Per diem: The Recipient will provide for USAID approval a copy of its travel and per diem policy covering both domestic and international travel for its staff and for program participants not to exceed U.S. Government rates. In the event the Recipient does not establish a policy, U.S. Government regulations governing travel and per diem shall apply.

E. Political Affiliation: The Recipient agrees that programs funded under this Agreement will be made available to individuals and groups regardless of their political beliefs or affiliations. The Recipient shall not discriminate in its hiring practices or in the provision of its services against individuals or organizations who associate themselves with any particular political philosophy. The Recipient shall periodically review the level of actual provision of its services to assure that persons or organizations sympathetic to certain political groupings or philosophies are not intentionally excluded from activities financed by USAID.

XI. STANDARD PROVISIONS

The Standard Provisions applicable to this Agreement are contained in Attachment 2 entitled "Standard Provisions."

Attachment 2

Program Description

I. SUMMARY

Funds under this Agreement are provided to the Media Training and Development Trust to support its media training program in Namaqualand. The program is more fully described in Section V. below.

II. BACKGROUND

The Media Training and Development Trust, a Cape Town-based organization, was formed in 1989 to continue a training program for black journalists which had been started by the magazine, "Die Suid-Afrikaan." The major program of the Trust is its Namaqualand Training and Development Program. This program provides training and ongoing support to Namaqualand journalists. Under the project, a community-based newspaper, the "Namaquanuus," is produced. The newspaper provides on-the-job training for the journalists and also provides a vital community service. The newspaper reaches approximately 50 isolated rural communities scattered throughout Namaqualand. Communities formerly cut off from one another and the outside world are now able to communicate with each other via the paper and receive news of political, social and development events and issues. The Namaqualand media project seeks to be a major force in facilitating and recording the process of development in the region by highlighting critical issues confronting local communities, publicizing Namaqualand's development needs and providing training to disadvantaged Namaqualand journalists.

III. PROBLEM

Namaqualand is a vast, sparsely populated area in northwest South Africa. There is only one major town, Springbok, which serves as the business and administrative center of the region. Mining is the major industry and employer in the region, followed by fishing. In most of the mining towns, the mine company owns all the property, including houses, civic centers and business premises. Despite the presence of the mining and fishing industries, unemployment in Namaqualand is high and many young people leave the region to seek jobs elsewhere.

Namaqualand is characterized by extreme physical, political and social isolation. Most of the approximately 50,000 inhabitants live in small villages connected only by dirt roads that become virtually impassable during the rainy season. Except for a few bus and taxi routes within a 20km radius of Springbok, there is no public transport. This physical isolation has contributed

to Namaqualand's political and social isolation. Most of the people have been cut off from news of the social and political events occurring in the rest of the country. Access to television is limited due to the lack of electricity in most villages as well as the general poverty. Only the well-to-do can afford television sets and even those who can afford newspapers are only exposed to the establishment press. Accessible news about local events and community issues has, until the advent of the "Namaquanuus," been virtually unavailable.

IV. PURPOSE

The purpose of this Agreement is to support the Namaqualand training and media development program of the Media Training and Development Trust.

V. PROGRAM DESCRIPTION

The Namaqualand training and media development program provides formal and on-the-job training to black journalists from Namaqualand. On-the-job training is carried out through the production of the "Namaquanuus," a newspaper produced in Springbok with circulation throughout Namaqualand. The program serves a number of important purposes. First, it enables the views of disadvantaged Namaqualand citizens to be heard for the first time. The newspaper provides an outlet for the opinions of the disenfranchised majority, views that are rarely heard in the mainstream press. Secondly, the paper and the entire process of its production provide isolated communities with access to important information on political, social, economic and development issues of concern to them. Finally, it provides an opportunity for disadvantaged people in Namaqualand to learn new skills and actively participate in the operation of a free press - one of the cornerstones of democracy.

A. Training Program

The training component consists of formal course work conducted at various academic and media institutions in Cape Town. The initial training period is two months, during which time the trainees are taught how to assemble information, conduct interviews and write articles. Theoretical and ethical issues are covered. Trainees also receive instruction in computer use, typing, layout, desktop publishing and silkscreen printing.

The trainees then return to Springbok where they become fully immersed in the day-to-day production of the "Namaquanuus." To ensure that each trainee is exposed to all aspects of newspaper production, there is a system of rotating portfolios. Everyone must serve a period as editor, office administrator, book-keeper, distribution officer, etc., as well as research and write stories. Currently, actual production and printing of the newspaper is carried out by one of the major newspaper companies in Cape Town. Funding for a desktop publishing system has been secured from another donor. Once this system is installed, production and printing can be transferred to Springbok.

B. Newspaper Production

The process of producing the "Namaquanuus" is conducted in a manner to ensure wide community participation. The paper is viewed as a means to stimulate community debate and mobilize people to take constructive action in response to local problems. A community committee consisting of representatives from all the major civic, community, church and union organizations in the region meets regularly to bring local issues to the newspaper's attention and provide feedback to the staff and trainees. Workshops are also held periodically with community groups to assess the role the "Namaquanuus" publication and the Trust can play in relation to broader development initiatives in the region.

C. Agreement Funding

Funds under this Agreement are provided specifically for salaries (including a training officer, a production trainer and stipends for trainees); domestic travel and per diem; other direct costs (such as production materials, printing, training course fees and guest lecturers); indirect costs (such as office rent, utilities, communications, photocopying, office supplies, postage, insurance and security); and audit and other financial management expenses. See also the attached detailed illustrative budget which supplements the binding Agreement budget found in Attachment 1.

Funds under this Agreement may not be used for the purchase of vehicles, liquor, land or buildings, for the construction or renovation of buildings or for the expenses of family or friends of program participants.

DETAILED ILLUSTRATIVE BUDGET
(SAR)

<u>Item</u>	<u>1992/93</u>	<u>1993/94</u>	<u>Total</u>
<u>Salaries</u>			
Training Officer	48,000	56,000	104,000
Production Trainer	12,000	13,800	25,800
Trainees (6)	-	86,400	86,400
Subtotal	60,000	156,200	216,200
<u>Travel & Per Diem</u>			
Transport	36,000	40,800	76,800
Per Diem	20,000	23,000	43,000
Subtotal	56,000	63,800	119,800
<u>Other Direct Costs</u>			
Printing	3,000	3,450	6,450
Materials	3,000	3,450	6,450
Paper	1,200	1,380	2,580
Courses	3,000	3,450	6,450
Guest Lecturers	6,000	6,900	12,900
Subtotal	16,200	18,630	34,830
<u>Indirect Costs</u>			
Office Rent	8,400	9,700	18,100
Telephone/fax	3,600	4,200	7,800
Photocopying	1,200	1,400	2,600
Stationery	1,200	1,400	2,600
Postage	1,200	1,400	2,600
Insurance	600	690	1,290
Security	3,000	3,450	6,450
Subtotal	19,200	22,240	41,440
<u>Audit</u>			
Audit	6,000	7,000	13,000
Financial Management	4,000	4,000	8,000
Subtotal	10,000	11,000	21,000
Grand Total	161,400	271,870	433,270 - R2.6 = \$166,642 rounded to \$167,000