Isakhamuzi ngasinye saseNingizimu Afrika kufanele sikhethe umthombo wezindaba esiwuthandayo.

mdda
MEDIA DEVELOPMENT & DIVERSITY AGENCY

Yini i-MDDA?

I-Media Development & Diversity Agency iyihhovisi lokuthuthukisa elakhiwa ngokubambisana phakathi kukahulumeni waseNingizimu Afrika nezinkampane ezinkulu zokunyathelisa nokusakaza ukuze kuthuthukiswe imithombo yezindaba yomphakathi neyezentengiselwano emincane eNingizimu Afrika.

I-MDDA ilunikeza kanjani usizo?

- Ixhasa ngezimali imithombo yezindaba yomphakathi (engasebenzeli inzuzo) neyezentengiselwano emincane (kuhlanganise nemithombo enyathelisayo, umsakazo, ithelevishini, imithombo yezindaba ye-electronic/emisha njll).
- Yenza ucwaningo futhi iluxhasa ngezimali.
- Isiza ngokuthuthukisa amakhono.
- Inikeza usizo lwezobuchwepheshe.

Ukuxhasa ngezimali

I-MDDA inikeza uxhaso lwezimali oluhlukahlukene emisebenzini ehlukahlukene. Lonke uxhaso olunjalo kufanele lusize ekuqhubekiseleni phambili lemisebenzi. I-MDDA igxila kulokhu okulandelayo phakathi kwezinye izinto:

Ngokuphathelene nemithombo yezindaba **yomphakathi** (engasebenzeli inzuzo) i-MDDA izonikeza lolu xhaso:

- Izindleko zokuqhuba ibhizinisi isikhathi esilinganiselwe.
- Ukusiza ngokuqeqeshwa.
- Imali yokusungula imisebenzi emisha.
- Ukusiza emisebenzini eyenziwa isikhathi esithile esilinganiselwe (kuhlanganise ucwaningo lwezilaleli, ukuqeqesha/ukweluleka, ukuhlola ukuba yinzuzo komsebenzi, ukwakhiwa kwezinhlelo zebhizinisi, ukuthengwa kwemishini).

Ngokuphathelene **nemithombo yezindaba yezentengiselwano emincane** (amabhizinisi amancane noma asahluma) i-MDDA izonikeza lolu xhaso:

- Ukuxhasa kanye nje kuphela imisebenzi ehloselwe ukuqinisekisa ukuqhubekela phambili kwemisebenzi noma ukuyandisa (kuhlanganise ucwaningo lwezilaleli, ukuqeqesha/ukweluleka, ukuhlola ukuba yinzuzo komsebenzi, ukwakhiwa kwezinhlelo zebhizinisi, njll).

Ngokuphathelene **nokucwaninga** i-MDDA izonikeza lolu xhaso:

- Imali yokusekela ucwaningo ukuze kunakekelwe noma kusabalaliswe ulwazi nenkulumo-mpikiswano ngokuthuthukiswa kwemithombo yezindaba nokuhlukahluka kwayo.

Ukunikeza Iseluleko

I-MDDA inohlu lwabeluleki abangasiza imithombo yezindaba ekuthuthukiseni amakhono ahlukahlukene – kuhlanganise nokwakha inqubo-mgomo, imikhiqizo yabemithombo yezindaba, ukuphathwa kwezimali, ukuphatha, ukucwaningwa kwezilaleli njll.

Abemithombo yezindaba bangafaka isicelo kuyi-MDDA ukuze bathole iseluleko. Uma lemithombo yezindaba ihlangabezana nezimfuneko nomsebenzi we-MDDA, i-MDDA izobe isisebenza ngokubambisana nalemithombo yezindaba ekukhetheni umeluleki noma abeluleki.

"Wonke umuntu unelungelo lenkululeko yokukhuluma, ehlanganisa: Inkululeko yabamaphephandaba neminye imithombo yezindaba nenkululeko yokwamukela nokudlulisa ukwaziswa noma imibono..."

– Umqulu Wamalungelo WaseNingizimu Afrika, Isihloko 16

Yini i-MDDA engeke iyixhase ngezimali?

I-MDDA ngeke ixhase lolu okulandelayo, phakathi kwezinye izinto:

- Imisebenzi yabemithombo yezindaba engaphansi noma elawulwa uhuluneni noma abanye abaxhasa ngezimali be-MDDA (i-Caxton, i-e-tv, i-Independent Newspapers, i-Johnnic Communications, i-Kagiso Media, i-Media 24, i-N-Net, i-Primedia, i-SABC);
- Abanamalayisense ezenzakalo ezikhethekile noma izincwadi ezikhishwa kanye nje kuphela (ngaphandle kwasezimweni ezikhethekile);
- Imisebenzi yabezindaba engaphansi noma elawulwa yinoma yiliphi iqembu lezombusazwe;
- Noma yibaphi abakhulumeli ngaphandle uma bekhulumela ukuthuthukiswa kwemithombo yezindaba nokuhlukahluka kwayo;
- Izingqungquthela/imihlangano nokuba khona kulokhu okulandelayo;
- Imithombo yezindaba eqondiswe ezilalelini zakwamanye amazwe;
- Imithombo yezindaba ehloselwe ukugxilisa/ukuthuthukisa/ukukhulisa noma iyiphi inhlangano ehambisana nezinhloso zaleyo nhlangano kuphela.

Indaba

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Izinhloso ze-MDDA ziyagquka kuye ngezidingo zalo mkhakha. Siza uthintane ne-MDDA ukuze uthole uhlu lwezinto IeliHhovisi elingazixhasa nelingeke lizixhase.

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Izithombe: Full Frame Productions | Ukuklama: www.spitfire.co.za

I-MDDA isebenzisa ziphi izindlela zokunquma ukuthi iyasamukela yini isicelo?

I-MDDA inezindlela zokwenza isinqumo etholakala eMithethweni yayo (etholakala enahhovisi e-MDDA noma kuyi-*website* yethu). Lezi zindlela zihlanganisa okhu okulandelayo:

- Ingabe lomsebenzi uzothuthukisa noma usize ekubeni nezinhlobo ezihlukahlukene zemithombo yezindaba?
- Ingabe lomsebenzi uzokwandisa ukubamba iqhaza emithonjeni yezindaba kwalabo atabencishwe amathuba ngaphambili?
- Ingabe lomsebenzi uthuthukisa ukusetshenziswa kwezilimi ezazinganakiwe ngaphambili?
- Ingabe lomsebenzi uzodlondlobala?
- Ingabe kusetshenziswa izinkambiso ezinhle zokuphatha?
- Ingabe lomsebenzi uzothuthukisa isifiso sokufunda?
- Ingabe umphakathi uzobamba iqhaza kulomsebenzi?

I-MDDA ixhasa ngemali engakanani?

Kuxhomeke ezintweni eziningana kuhlanganise nezidingo zakho, izinga umsebenzi wakho ohambisana ngalo nomsebenzi wethu nemali esinayo.

Phawula ukuthi i-MDDA ikhuthaza izinhlangano zemithombo yezindaba/imiphakathi ukuba nayo ifake isandla – ngokunikela ngemali elinganayo noma ngandlela-thile.

Ngisifaka kanjani isicelo?

- Kumelwe ugcwalise ifomu lesicelo elifanele. Kunamafomu esicelo amathathu ahlukene:
  - Ifomu lemisebenzi yemithombo yezindaba yomphakathi (engasebenzeli inzuzo).
  - Ifomu lezinhlangano zezincane zezentengiselwano.
  - Ifomu lezicelo zokucwaninga.
- Kumelwe kube nencwadi, echaza ngesicelo sakho.
- Kudingeka ufake konke ukwaziswa okucelwayo (ngokwesibonelo, izinqubo-mgomo, uhlelo lwebhizinisi, noma yiziphi izincwadi ezingokomthetho njll).

Ngingawatholaphi amafomu esicelo?

Amafomu esicelo atholakala emahhovisi e-MDDA nakuyi-*website* ye-MDDA (http://www.mdda.org.za, noma thintana neMDDA azobe esethunyelwa kuwe.

Kumelwe ngisifake nini isicelo?

Izinqumo zithathwa yiBhodi ye-MDDA. Izicelo kufanele zifakwe okungenani kusasele izinyanga ezintathu ngaphambi kwanoma yimuphi umhlangano weBhodi.

Ungathola ukwaziswa ngesikhathi samuva nje sokufakwa kwezicelo ngokuthintana nehhovisi lethu noma ngokuya kuyi-*website* ye-MDDA.

Kuzothatha isikhathi esingakanani ukwenziwa kwesinqumo?

I-MDDA ihlose ukuyiphothula ngokushesha ngangokunokwenzeka lenqubo. Lokhu ngokwengxenye kuxhomeke kuwe. Uma uwagcwalise kahle amafomu futhi wafaka konke ukwaziswa okudingekile uzothola impendulo ngesinqumo phakathi kwezinyanga ezine kuya kweziyisithupha ngemva kwesikhathi sokufakwa kwezicelo. Phakathi naleşi sikhathi izisebenzi zase-MDDA zizothintana nawe ukuze zithole ukwaziswa okwengeziwe ngesicelo.

Kuzothatha isikhathi eside kakhudlwana uma kunganikezwanga konke ukwaziswa ngoba singaqala ukuhlaziya isicelo sakho kuphela uma sesinawo wonke amaphepha.

Kuzokwenzekani ngemva kwalokho?

- Uzobhalelwa incwadi waziswe ngesinqumo.
- Uma isicelo sakho senqatshiwe uzobhalelwa incwadi unikezwe izizathu zalokhu ukuze uma kwenzeka ulungise bese ufaka esinye isicelo.
- Uma isicelo sakho siphumelela uyokwaziswa ngemibandela ehambisana nokusekelwa ozokuthola. Kuzobe sekwenziwa isivumelwano nawe. Ngemva kokuba usuhlangabezane nemibandela futhi wasayina isivumelwano kuzokhishwa isamba sokuqala semali.

"Inkulumo-mpikiswano ekhululekile nokungagodli ukwaziswa kubaluleke ekwakheni nasekuthuthukiseni... Kufanele kukhuthazwe abantu abengeziwe ukuba bakhulume..."

– Incwadi ethathelwe oHlelweni Lokwakha Kabusha Nokuthuthukisa luka-1994