

Each and every South African citizen should have access to a choice of media.



**mdda**  
MEDIA DEVELOPMENT & DIVERSITY AGENCY

**What will the MDDA not fund?**  
The MDDA will not fund the following amongst others:

- Media projects owned/and/or controlled by government or the other funders of MDDA (Canon, e-tv Independent Newspapers, Jirahnic Communications, Kagiso Media, Media 24, M-Net, Primeca, SABC)
- Special event licenses or once off publications (except in exceptional circumstances)
- Media projects owned/controlled by any political party.
- Any advocacy except if it promotes media development and diversity.
- Conferences/seminars/and attendance at any of these.
- Media earmarked for a foreign audience;
- Media aimed at reinforcing/boosting/providing any particular entity/organisation that suitonly the ends of that entity/organisation.

MDDA's priorities change dependent on the needs of the sector. Please contact the MDDA to get an updated list of what the Agency will and won't fund.

Media Development & Diversity Agency

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**mdda**

**What is the MDDA?**

The Media Development & Diversity Agency is a development agency set up as a partnership between the South African government and major print and broadcasting companies assist in developing community and small commercial media in South Africa.

**How does the MDDA offer support?**

- Grant funding to community (non profit) and small commercial media projects (including print, radio, television, electronic/new media etc)
- Conducting and funding research
- Assisting with capacity building
- Technical assistance

**Grant support**

The MDDA provides different sorts of grant support for different types of projects. All support must assist projects to become sustainable. The MDDA focuses on the following amongst others:

**For community (non profit) media the MDDA will cover:**

- Core running costs for a limited period
- Support for training
- Seed funding for new projects
- Support for once off projects (including audience research, training/mentoring, feasibility studies, development of business plans, purchase of equipment etc)

**For small commercial media (small or micro enterprises) the MDDA will cover:**

- Once off injections of support for projects which are aimed at increasing/ensuring sustainability (including audience research training/mentoring, feasibility studies, development of business plans, etc)

**For researchers the MDDA will cover:**

- Grants to support research that will facilitate or create awareness and debate about media development and diversity

**What criteria does the MDDA use to decide on applications?**

The MDDA has criteria that guide decisions in Regulations (which are available from the MDDA offices or on our website). These include:

- Will the project promote or add to media diversity?
- Will the project increase participation by historically disadvantaged groups in the media?
- Does the project promote the use of previously disadvantaged languages?
- Is the project sustainable?
- Are good governance practices in place?
- Will the project promote a culture of reading?
- Does the community participate in the project?

**How much funding does the MDDA give?**

It depends on a range of things including your needs, the extent to which your project fulfils our mandate and the resources available to us.

Note that the MDDA encourages media organisations/communities to also contribute towards projects – either by matching grants or in kind support.

**How do I apply?**

- You must fill in the correct application form. There are three different application forms:
  - A form for community (non-profit) media projects
  - A form for small commercial entities
  - A form for research applications
- You must attach a covering letter, outlining your application
- You need to attach all the information asked for (e.g. your strategies, the business plan, any legal documents etc)

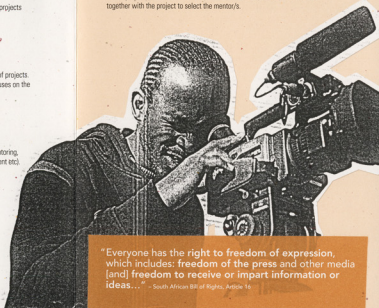
**Where can I get application forms?**

The application forms are available at the MDDA offices and on the MDDA website (<http://www.mdda.org.za>), or contact the MDDA and they can be sent to you.

**Mentoring Support**

The MDDA has developed a database of mentors who can assist media projects in developing a range of skills – including strategic planning, media production, financial management, management, audience research etc.

Media projects can apply to the MDDA to receive mentoring support. If the media project meets the MDDA's criteria and mandate, the MDDA will work together with the project to select the mentors.



"Everyone has the right to freedom of expression, which includes: freedom of the press and other media [and] freedom to receive or impart information or ideas..." South African Bill of Rights, Article 16

**When do I apply?**

Decisions are taken by the Board of the MDDA. The deadlines for applications are at least three months before any Board meeting.

You can find out about the latest deadlines by contacting the office or by checking the MDDA website.

**How long will it take for a decision to be made?**

The MDDA aims to make the process as quick as possible. This partly depends on you. If you have completed the forms fully and attached all necessary information then you will hear of the decision within four to six months of the deadline for applications. During this time MDDA staff will contact you to find out more about the application.

It will take longer if all the information is not provided as we can only start assessing your application once we have all the documents.

**What happens then?**

- If you will be informed of the decision in writing
- If your application is refused you will be given reasons for this in writing so that if possible you can correct these issues and apply again.
- If your application is successful you will be informed of the conditions attached to this support. A contract will then be negotiated with you. After you have met the preconditions and signed the contract the first tranche of funds will be disbursed.



"Open debate and transparency are crucial elements of reconstruction and development... New voices must be encouraged..."