



MEDIA STATEMENT

FOR IMMEDIATE RELEASE

ANNOUNCEMENT: BALOYI APPOINTED AS MDDA ACTING CHIEF EXECUTIVE OFFICER

Johannesburg, South Africa, 20 December 2017: The Media Development & Diversity Agency (MDDA) is pleased to announce that Mr Hlopheka William Baloyi has been appointed Acting Chief Executive Officer of the Agency.

Mr Baloyi is a communications professional with vast experience in media relations on all levels of government, as well as internationally. He has served as Director of Media Relations in the Presidency and was the first head of communications and spokesperson in the newly established City of Tshwane. He gained experience in the economic development environment as head of media relations of the Gauteng Economic Development Agency (GEDA), and in his capacity as head of communications for the Arms Procurement Commission, he dealt extensively with international media on judiciary processes.

Recruitment of a permanent Chief Executive Office for the MDDA is underway.

The MDDA is a statutory development agency, deriving its mandate from Section 16 and 32 of the Constitution Act No. 108 of 1996, thereby providing for freedom of expression and access to information. As a partnership between the South African Government and major print and broadcasting companies, it promotes and assists in the development of community media and small commercial media in South Africa and the transformation of the media, by providing support (financial, capacity building, etc.) in terms of the MDDA Act No 14 of 2002. It also aims to raise public awareness with regard to media development and diversity issues, and to encourage media literacy and a culture of reading. For further information: www.mdda.org.za



Mr William Baloyi

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