



## MEDIA STATEMENT

### FOR IMMEDIATE RELEASE

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#### **MEDIA STATEMENT: APPLICANTS FOR MDDA FUNDING TO BE ADVISED OF APPLICATION OUTCOME IN EARLY 2020**

**Johannesburg, South Africa, 18 November 2019.** The 2019 call for applications for grant and seed funding of community and small commercial media projects by the Media Development & Diversity Agency (MDDA) has now closed and applicants will be notified of the outcome of their submissions in the first quarter of 2020.

The applications received during the 2019 call for applications are currently being assessed for compliance prior to being recommended to the MDDA Board for funding approval. These applications will be evaluated by the Board against set criteria, most importantly of which being how they contribute to giving access to the media to those historically disadvantaged groups traditionally sidelined by the mainstream media.

Contracting with successful applicants will commence shortly after Board approval of funding applications

Those applications that are not successful will not be held on a waiting list but projects are welcome to reapply in the next call for applications if appropriate.

“The Agency funded its first project in 2004 and has to date supported some 300 media projects, covering both community radio, TV and print and small commercial print,” commented MDDA Acting CEO, Zukiswa Potye. “While this has meant that it has contributed significantly to the transformation of the media landscape in South Africa, there are still communities, including special interest groups, such as the youth and those people living with disability, that are underserved by the media.

“In addition, greater emphasis needs to be placed on correcting gender imbalances as well as equipping the sector for the 4IR, all of which will inform the MDDA Board’s approval of the various applications submitted for funding.”

The next funding cycle for project funding approvals in the MDDA's 2020/2021 financial year will open in January 2020. The exact dates of the call for applications will be advertised on the MDDA's website at [www.mdda.org.za](http://www.mdda.org.za).

## **About the MDDA**

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](http://www.mdda.org.za)

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*Issued by the MDDA*

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