

**\*MEDIA ADVISORY\***

**\*MINISTER JACKSON MTHEMBU TO OFFICIALLY OPEN THE MDDA COMMUNITY MEDIA SUSTAINABILITY CONSULTATIVE CONFERENCE\***

12 August 2020

Minister in the Presidency, Mr Jackson Mthembu, will officially open and deliver a keynote address at the MDDA Community Media Sustainability Consultative conference taking place virtually (Zoom) on 13 – 14 August 2020 from 09h00 to 16h00.

Held under the theme, “Building a resilient and future-forward Community Media sector”, the consultative conference is a pivotal milestone towards the development of a sustainability model for community media in South Africa. It further comes as a result of findings and action plans from various engagements between government, the sector and relevant role players on challenges facing the community and small commercial media in South Africa.

The two-day conference will draw from both a local and international body of knowledge on sector sustainability strategies, and is expected to conclude with Terms of Reference for a research study that will profoundly understand root causes for the lack of sustainability in the sector, build on its strengths and develop a responsive sustainability model.

It is envisaged that the sustainability model will categorise community media into its ability to self-sustain, partially self-sustain or not be self-sustainable at all. Additionally, it should identify interventions such as funding, training, innovation and technology, community and government support, amongst others, to ensure survival of the sector. The model will be built in a way that it is embedded in and supports the District Development Model. It will, moreover, inform the MDDA’s future funding and support processes.

Members of the media are hereby invited to attend the consultative conference and further note that the Minister’s address will take place as follows:

Date: Thursday, 13 August 2020

Time: 09h15 – 10h00

To confirm attendance and access the conference Zoom link, please contact Nthabeleng Mokitimi-Dlamini on [nthabeleng@mdda.org.za](mailto:nthabeleng@mdda.org.za) or 073 222 5522.

Media enquiries: Nonceba Mhlauli on [nonceba@dpme.gov.za](mailto:nonceba@dpme.gov.za) or 072 623 3462.

**ISSUED BY THE MINISTRY IN THE PRESIDENCY**