

## **MEDIA STATEMENT**

### **FOR IMMEDIATE RELEASE**

---

#### **MEDIA STATEMENT: MDDA URGES UNDER-SERVED COMMUNITIES TO APPLY FOR COMMUNITY SOUND BROADCASTING LICENCE**

**Johannesburg, South Africa, 8 May 2020.** The Media Development & Diversity Agency (MDDA) welcomes the announcement by the Independent Communications Authority of South Africa (ICASA) to extend the submission deadline for the pre-registration of community sound broadcasting services from 30 April 2020 to 30 June 2020. The MDDA encourages the community media sector to take full advantage of this extension, given the crucial role community broadcasting plays, both in informing communities in the language of their choice, but also in raising the grassroots issues that generally do not make it into the national media.

The extension to the submission deadline for pre-registrations in respect of applications for Class Community Sound Broadcasting Service and Radio Frequency Spectrum Licences for purposes of providing community sound broadcasting services follows requests from stakeholders for ICASA to consider reviewing the submission deadline in light of the national lockdown.

“The vital role of community broadcasting has been brought into sharp relief by the current COVID-19 pandemic and National Lockdown, with community radio often being the only media accessible to communities to receive vital information on the National Disaster, particularly across the full spectrum of South Africa’s indigenous languages,” comments MDDA CEO Zukiswa Potye. “While the community broadcast sector has grown immensely in recent decades, the MDDA is mindful that there are still many, often remote communities not served by community radio, nor any other media, and we particularly encourage these communities and community-based organizations to take advantage of this opening.”

#### **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)



---

*Issued by the MDDA*

*Enquiries: Cheryl Langbridge 011 643 1100/082 493 6184  
cheryl@mdda.org.za*

*Margaret Ndawonde 011 643 1100/082 785 6071  
margaret@mdda.org.za*

---