



Welcome to the MDDA newsletter, which we hope will keep you, our valued stakeholders, abreast of developments within the Agency, and give you insight into some of the projects we support. This newsletter will be distributed quarterly, with the next one due at the end of June 2017.

THE MDDA HAS MOVED

As from 1 MARCH 2017, the MDDA moved to new premises on the 1st Floor, 5 St Davids Place, Parktown. The postal address, telephone number and fax number remain the same.

PUBLIC DIALOGUE ON SOCIAL INTEGRATION

The African Communities in the Cape Peninsula, together with the Chairperson of the Board of Zibonele FM, expressed their commitment to the Social Integration Project being facilitated by the Media Development & Diversity Agency (MDDA) at a public dialogue held in Cape Town on Saturday, 25 March 2017.

The Social Integration Project emanates from a commitment to the community of Gugulethu, with respect to the establishment of a radio station serving the local community, which was made by the Minister of Communications, the Honourable Faith Muthambi, at a public meeting held in June 2015.

While limitations in spectrum availability subsequently prohibited the granting of a new broadcast license to the community of Gugulethu, new opportunities were opened up for exploring the potential to expand Zibonele FM, based in Khayelitsha, to integrate its services to include Gugulethu. The social integration programme therefore intends to address challenges experienced in the non-availability of spectrum, but is also a powerful tool to advance the development of social cohesion across communities in accordance with the aspirations of the National Development Plan.

The Public Dialogue held on 25 March 2017 was attended by Members of Parliament, Members of the Western Cape Provincial Legislature, Zibonele FM, Cape Metro youth, the Gugulethu Development Forum (GDF) and the Khayelitsha Development Forum (KDF), which, as community development structures, are critical partners to the project. Community leaders from other townships, including Langa, Nyanga and Philippi, also requested to attend and indicated their wish to be part of the social integration process.

The Public Dialogue presented the project's progress, with major milestones including the identification of a site

for a satellite radio station in Gugulethu and the bringing together of the various communities' development forums to agree on the way forward. This will enable them to speak at future public engagements with a strong united voice.

The roll out of public meetings is about to commence with the other African communities in the Cape Peninsula, including those of Nyanga, Mfuleni, Delft, Langa, Philippi, Dunoon, Masiphumelele, Hout Bay, and the Strand. Zibonele FM is currently developing a draft transition plan.

"With these achievements, an African Communities radio station serving the Cape Peninsula is now becoming a reality," commented Ms Phelisa Nkomo, Chairperson of the MDDA Board. "Such a community station will give prominence to isiXhosa and other indigenous languages, which is an important part of the mandate of the MDDA.

"The Social Integration project resonates both with the local Government Municipality Systems Act, 32 of 2000, which encourages a culture of community participation in the programmes of the municipalities, as well as Sections 16 and 32 of the Constitution, which provides for freedom of expression and access to information."



MDDA ENABLES MORE MEDIA ACCESS TO DISADVANTAGED COMMUNITIES

In its mission to ensure the sustainable development of a vibrant, innovative and people centred media within each of the nine provinces of South Africa, the Media Development and Diversity Agency (MDDA) yielded positive results for the last three quarters of 2016/17 financial year. At the Board sittings for these quarters, the Board approved grant funding support for a total of 58 community media projects that give a voice to and service disadvantaged communities across the length and breadth of South Africa. Six capacity building and research projects were also funded.

The projects include both commercial broadcast and community and small commercial print and digital media initiatives, with the total grant funding equalling some R60 million.

The Community broadcasting sector received 28 grant funding approvals consisting of 27 Community Radio projects and one Community TV project, totalling an amount of R31,813,834.10. Out of the total funded projects, 13 are totally new radio stations that add a media voice to communities that did not have one before, while 17 existing radio stations were strengthened according to their needs, to be able to continue and strengthen their capability to bring news to their communities in a language of their choice.

Not to be trumped, the Print and Digital media sector received 22 grant funding approvals totalling an amount of R27,760,846.74. Eleven of the funded projects are totally new and expand the reach of media to communities that can now access information that might transform their lives. Nine of the community print and small commercial media projects were strengthened to inject renewed priorities into their reporting of news.

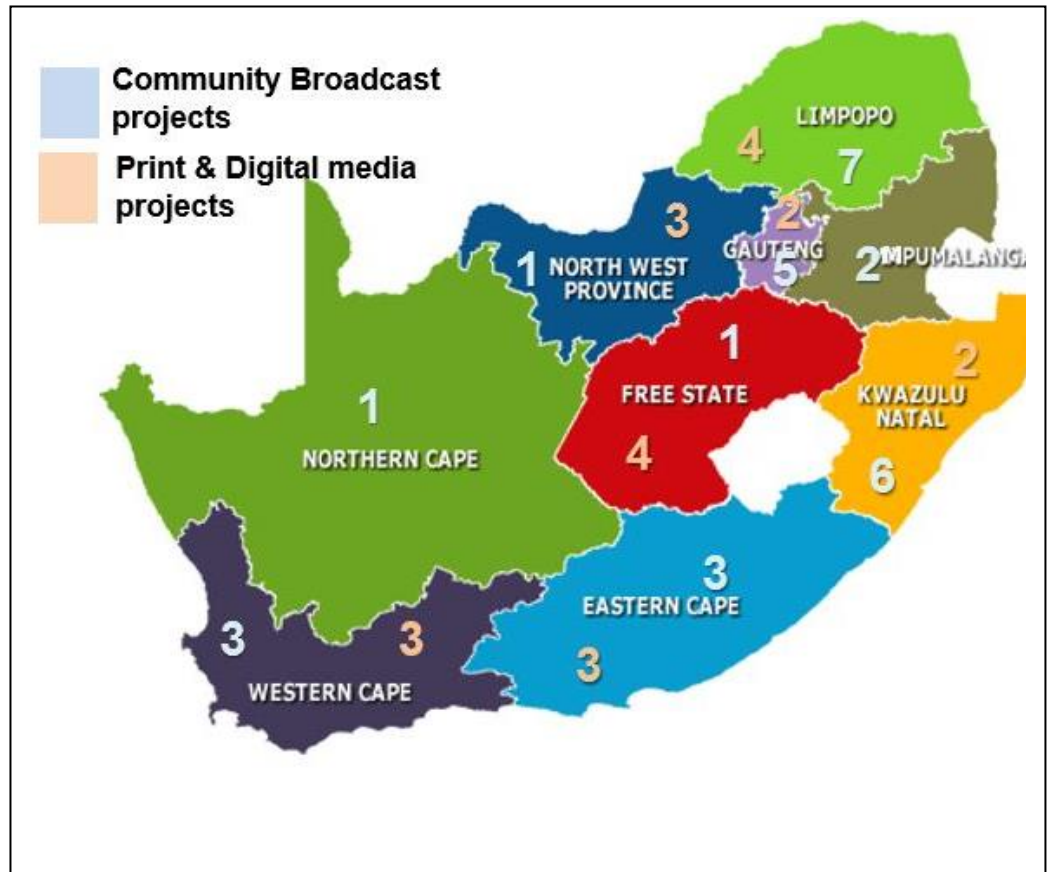
“It is encouraging to see an increase in the number of funded media projects that are sustainable and which

continue to create direct and indirect jobs through the MDDA financial support. In the new year we will push forward in encouraging marginalised communities to own and control how their stories are told,” says the MDDA Board Chairperson, Phelisa Nkomo.

The award of the funding to the projects is in line with the mandate of the MDDA to promote media development and diversity in South Africa through financial and non-financial support to media projects that redress the historical exclusion of disadvantaged communities and persons from access to the media industry.

As a result, the MDDA supports projects with an emphasis on those publishing or broadcasting in indigenous languages, and which bring disadvantaged communities and sectors – particularly women, people with disabilities, and the rural-based, working class and poor – into the information and communications loop.

Geographic spread of projects approved in 2016/2017 by December 2016



NEWSFLASH

At its last Board Meeting for the year, held at the end of March 2017, the MDDA Board approved funding for 11 community broadcast projects for digital broadcast equipment, transmission costs. These projects had applied through the Department of Communications (DoC) and funding was approved as part of an MOA between the DoC and MDDA.

SPOTLIGHT ON MDDA PROJECTS



In this first issue of the new MDDA newsletter, we visit the West Rand District Municipality in Gauteng to profile one of the Community Broadcast projects funded by the MDDA, Mogale FM. The project was given start-up funding of R1 736 687.36 by the MDDA in the 2015/16 financial year as support for broadcast infrastructure, transmission costs, operational costs and production of educational programmes on substance and drug abuse and crime.

Appropriately, Mogale FM's pay off line is 'Made in Westrand' as it has a combined team of 38 staff members all drawn from the community. Leading the team of 17 presenters, is Anton Sello, presenter of the New Hot Better Breakfast Fix (NHBB Fix), while four news readers and four field reporters bring the breaking news to the community.

Based in Kagiso in Mogale City and targeting the 14-24 and 24-32 year age groups, Mogale FM must be doing something right, as the total listenership count now stands at 44 000. Broadcasting 24/7 over a permanent Radio Frequency of 93.6 MHz, the station's programme format is 50% talk and 50% music. Mogale City is a pre-dominantly SeTswana speaking community, so 40% of the programmes are in SeTswana and the rest of the 11 official South African languages receive a combined 60% in the programme line-up (SeSotho 10%, SePedi 10%, isiZulu 5%, English 5%, isiXhosa 5%, siSwati 5%, isiNdebele 5%, xiTsonga 5%, TshiVenda 5%, and Afrikaans 5%).

Mogale FM started off as a dream of Station Manager and founder, Patrick Rankatsho, who officially registered Mogale FM with the Department of Social Services as an NGO in January 2010. After applying for the broadcast license from ICASA and the frequency spectrum license from Sentech, he realised that this could not be a one-man project and he and his team started looking for

strategic partnerships within the community that they wanted to bring the news to.

As a result, the Mogale City Municipality donated the license fees, but funds were still short for quality broadcasting equipment. Undeterred, while applying for funding from the MDDA for the equipment, Patrick and his team started broadcasting digitally/ streaming online in July 2013 to get the station off the ground. This not only helped the team to test the waters, but it also generated excitement in the community about Mogale FM before the big reveal on 1st February 2014.

Visiting Mogale FM in October 2016 as part of the routine monitoring schedule of MDDA beneficiaries, the MDDA monitoring and evaluation team described the impact of the station on the community.:

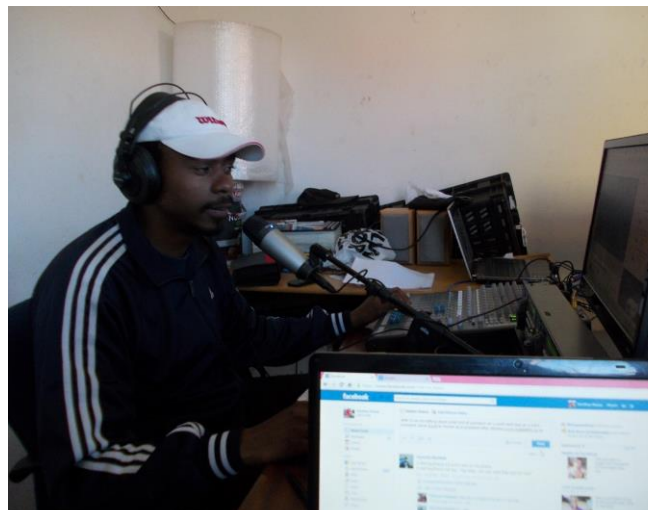
"The communities are now relying on the station for information," noted MDDA Monitoring and Evaluation Officer, Gugulethu Bonnet. "The station serves as a referral most of the time to different government departments for community members who seek assistance in these departments.

"The station has programmes that promote a culture of debate and dialogue in the community and which seek to promote healthier relationships amongst the community members."

MDDA Community Broadcast Officer, Kabelo Thelele was responsible for the assessment and evaluation of Mogale FM's grant application to the MDDA. He supported the application, as, in his view, "Mogale FM is one of the most enterprising and promising youth-focused radio stations in Gauteng and in fact the whole country."

We gave Station Manager Patrick, the last word, about Mogale FM: "As a community radio station, we see

ourselves as an organisation that is breaking boundaries and taking giant leaps into becoming a reputable, profitable community broadcaster that is creating employment opportunities for our community in the West Rand."



Anton Sello, presenter of the New Hot Better Breakfast Fix (NHBB Fix)

SPOTLIGHT ON MDDA PROJECTS

Isibani Somphakathi Newspaper

If you look back at one of the earliest MDDA Annual Reports (2005/6), under Small Commercial Media Projects, an excerpt reads:

'Isibani News was established in 1999 as a community newspaper to help communities around KZN to access information. It is based in Durban. The MDDA has provided mentoring support and assisted the newspaper to purchase equipment and software.'

Twelve years later Isibani Newspaper is still going strong, bringing news, in isiZulu, to its communities within the Amajuba District in KwaZulu-Nata. Isibani's English definition in the Oxford dictionary is *something that makes things visible or affords illumination*.

Isibani News is classified as small commercial media according to the MDDA Act objective 3 (b) ((i) which defines this as "independent media enterprises or initiatives that are run for personal gain as micro, very small or small business as classified in the National Small Business Act, 1996".

The MDDA took a walk down memory lane with Isibani's Editor in Chief and founder, James Nkosi, who started the newspaper while working as a journalist for the Sunday Tribune and the frustration that most of his stories from the township never saw the light of day.

"Seeing that our local news as blacks was not given coverage, I decided to launch Isibani Newspaper. One of my first printed stories was about a white foreign teacher who taught at a school called Zwelibanzi (which used to get a 100% pass rate) and stayed in Umlazi Township. I had first submitted that story to my editor, who declined it, as he couldn't see its newsworthiness."

When Nkosi found it hard to keep Isibani Newspaper going financially, he approached the MDDA for funding:

"I am grateful for the lessons, because they made me tougher and later guided me to the MDDA," he notes as he continues: "Receiving funding in 2005 from the MDDA, we also got recognition from the EThekweni Municipality and signed a partnership with the Durban Post Office to be distributed through its postal boxes and cluster boxes for Umlazi and the INK (kwaMashu and Ntuzuma). It became a revenue driven tabloid and an advert carrier for Ethekweni Metro under Mayor Obed Mlaba."

"Without a doubt, Isibani Newspaper is one of the pioneers in small commercial media in South Africa – owned and managed by the previously disadvantaged and committed to promoting the use of indigenous languages. The MDDA started supporting the newspaper through mentorship in 2006, and such was their potential that they were ready to be supported shortly after with an MDDA grant for capital and operational costs. Since then it has gone from strength to strength," commented Lindinkosi Ndibongo, Acting Chief Operating Officer of the MDDA.

Isibani Newspaper was again funded by MDDA in the 2011/2012 financial year and was re-launched with a cover price. The newspaper has a distribution partnership with

Independent Newspapers, which enables it to get into retail shops and establish its footprint where Independent Newspaper titles are circulated.



Isibani's Editor in Chief and founder, James Nkosi,



OUT AND ABOUT WITH THE MDDA



← MDDA was part of the team of exhibitors when Deputy Minister of Communications Stella Ndabeni-Abrahams visited Mancam Junior Secondary School in Mqanduli to hand over school shoes and uniforms as part of a back to school campaign in the Eastern Cape on 1 February 2017.

↓ Communications Minister, Ms Faith Muthambi addressed stakeholders on the occasion of the MDDA Stakeholders Engagement Breakfast held in Parktown, Gauteng Province on 27 January 2017.



MDDA Community Broadcast Officer, Kabelo Thelele (extreme right) with the MEC, Mpumalanga, for Arts & Culture and the District Mayor at the official launch of the Voice of Community Radio Station in Ermelo.



↑ February 2017 Graduation Ceremony at the Wits Radio Academy in Johannesburg. The MDDA provided bursaries for 6 community broadcasters to take the Advanced Radio Certificated in 2016.



← Minister of Communications Ms Faith Muthambi addressed the first inaugural Annual General Meeting of the Eersterus Community Radio Station, Poort FM, at the Civic Centre in Eersterus, East of Pretoria on the 16th of September 2016. During a Presidential Imbizo in 2015, the community of Eersterus made a plea for assistance to start a Community Radio Station that articulates local issues not adequately covered by the neighbouring community radio based in Mamelodi (Mams FM). Due to the shortage of spectrum availability, Poort FM is a shared broadcast platform with Mams FM, with the additional advantage of serving as a powerful integration tool between the communities of Mamelodi and Eersterus,

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.