

MEDIA STATEMENT

FOR IMMEDIATE RELEASE

MEDIA STATEMENT: THE MDDA BOARD APPROVES 31 COMMUNITY PRINT AND BROADCAST PROJECTS FOR GRANT FUNDING

Johannesburg, South Africa, 01 April 2021 – On the 25th of February 2021, the Board of the MDDA met and deliberated over and approved grant and seed funding for 22 community radio stations across provinces & on the 18th of March 2021, the Board further approved grant and seed funding for 9 community and small commercial print media projects.

These approved projects were part of the total overall number of 158 applications that responded to the 2020/21 Call for Grant Funding Applications for a six-week period, which officially opened on 15 October 2020 and closed on 30 November 2020. Of these applications, 78 were community broadcast media projects, including radio and TV and 80 were community print and digital publications, which were a combination of community print, small commercial print and digital media projects.

“The Media Development & Diversity Agency (MDDA) first implemented this new annual project funding application process in 2019, both to streamline its application process, and therefore enhance efficiencies, and to enable it to more effectively deliver on its mandate of providing access to the media to those historically disadvantaged groups traditionally side-lined by the mainstream media.” Said Ms Zukiswa Potye, Chief Executive Officer for the MDDA.

All the approved projects, as per the list below, were drawn from all nine provinces of South Africa and are in line with the mandate of the MDDA to promote media development and diversity through supporting media projects that redress the historical exclusion of disadvantaged communities and persons from access to the media and media industry. As a result, the projects supported have 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.

Community broadcast approved projects for funding by the board for the 2020/21 financial year are published on the MDDA website – www.mdda.org.za - and will also be published on the 2020/21 annual report as a legislative requirement. Approved projects demonstrate the organisation's endeavour to strive for transparency and equity.

Contracting with successful applicants has commenced in earnest. All applicants have been issued with outcomes letters – whether successful or not. Those applications that were not successful will not be held on a waiting list, but projects are welcome to reapply in the next call for applications if all compliance requirements are met.

ISSUED BY THE MEDIA DEVELOPMENT AND DIVERSITY AGENCY

For media enquiries, please contact Margaret Ndawonde on margaret@mdda.org.za or 082 785 6071.

About The MDDA

The MDDA is a statutory development agency established in 2003 in terms of the MDDA Act 14 of 2002 for promoting and ensuring media development and diversity. Created to promote media development and diversity. It was setup as a partnership between the South African Government, major print and broadcasting companies to assist in (amongst others) developing community media and small commercial media in South Africa. The Agency provides the platform to redress exclusions and marginalisation of disadvantaged communities and persons in the media, community media and small commercial sector. This is effected by supporting community media projects and research projects through financial aid, technical assistance and lobbying initiatives.