



MEDIA STATEMENT

FOR IMMEDIATE RELEASE

MoUs AIMS TO PROMOTE ENHANCED MEDIA DIVERSITY AND STRENGTHEN SKILLS OF COMMUNITY AND SMALL COMMERCIAL MEDIA SECTOR

Johannesburg, South Africa, 4 March 2020. The Media Development & Diversity Agency (MDDA) has entered into Memorandums of Understanding (MoU) with key stakeholders, Sentech and SEDA, with the objective of strengthening co-operation between the parties, specifically with respect to the growth and sustainability of enhanced media diversity and delivery.

The MoU with the Small Enterprise Development Agency (SEDA) covers, amongst other functions, ensuring MDDA supported Small Commercial and Community Media Projects have access to the SEDA Technology Transfer Fund, and to SEDA's Business Development Service through its Enterprise Development Fund. In addition, mentoring of MDDA supported Small Commercial and Community Media Projects through SEDA's entrepreneurial training platforms and incubation programmes will be encouraged.

The MoU with SENTECH SOC Limited covers, amongst other functions, the parties' respective responsibilities in terms of payments of MDDA community broadcast beneficiaries' transmission fees. In addition, information will be shared with respect to the 'on air' status of MDDA beneficiaries and applications, as well as applications for self-transmission support.

"Strategic partnerships with stakeholders are critical to the MDDA's ability to deliver on in its mandate to create robust and community media platforms that reflect diverse views and information in the language of the citizen's choice," commented MDDA Acting CEO, Zukiswa Potye. "For example, the MoU with SEDA gives the MDDA and the sector access to their considerable expertise in the development of small enterprises. This is crucial as training and skills transfer are key to supporting the Community and Small Commercial Media Sector, not only for the ongoing sustainability of this critical sector but, on a wider scale, for the general skills upliftment of our communities."

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

Issued by the MDDA

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