

**To:** Community/Small Commercial Print and Digital Publishers  
**From:** MDDA  
**Date:** 26 March 2020  
**Subject:** **Emergency Response Funding Package for Community and Small Commercial Media (SCM) media projects**

Dear Community Media

The MDDA is grateful for the vital contribution you make to informing our communities across South Africa, particularly in worrying times such as these. We also recognise the risks that you will be facing in continuing to provide your vital service to your readers during the national lockdown.

As a result, we have launched an emergency response fund through which we will provide support to community and SCM media projects currently in operation in acquiring or renting the additional safety measures you require to minimise the safety risks to you and your staff during this period, and to assist your project with quality and community specific content.

The immediate emergency response pack will cover items such as hired transportation, safety essentials, fuel, data/communication and hygiene costs, etc., to prevent staff and volunteers having to use public transport and to provide them with resources to generate quality and community specific content.

### 1. Emergency Response Package

The package to be provided to Community/SCM media is designed to cover the following items for a month:

**Table 1**

Items	Costs	Notes
Distribution (including car rental if required)	R25 000.00	for distribution of newspaper copies
Petrol	R5 000.00	Transportation
Data/communication costs	R10 000.00	For news and content generation
Safety Essentials	R5 000.00	Masks, gloves, sanitisers and soap
<b>Total Amount</b>	<b>R45 000.00</b>	

It should be noted that the MDDA has discretion in terms of granting of the emergency response funding.



**Chairperson:** Mr N Munzhelele (Chairperson), Mr C Mashile, Ms Della Togna, Dr N Mbava, Mr N Monare, Ms Z Potye (CEO), Mr Y Asmal (CFO)  
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## 2. How to apply for the emergency response package for immediate EFT payment

To access the fund, please email **all** of the following to [applications@MDDA.org.za](mailto:applications@MDDA.org.za)

- A **formal request** on your media project's letterhead to access the fund. This must be **signed by the Chairperson** of your media project's Board if you are a community media project (eg NPO); **and**
- A bank confirmation letter of your media project's bank details; **and**
- A valid **SARS** certificate or compliant CSD document; **and**
- A **signed copy of this letter** accepting to access and abide by the rules of the fund, **and**
- A copy of the **Identity Document (ID)** of the person applying for the fund.

**APPLICATIONS TO ACCESS THE FUND MUST BE SUBMITTED STARTING FROM TODAY, 26 MARCH UNTIL 17H00, MONDAY 30 MARCH 2020**

## 3. Reporting on use of emergency response funding

A narrative report and proof on use of the emergency response funding provided by the MDDA must be supplied by recipients to the MDDA by no later than 31 May 2020.

This report is to be emailed to [applications@mdda.org.za](mailto:applications@mdda.org.za) together with the proof of expenditure, such as receipts, invoices or a bank statement.

## 4. Special conditions

Failure to report on the use of the emergency funding will be treated as a breach of the terms of the emergency fund.

If the funding is not correctly accounted for, the beneficiary may not be considered for future funding opportunities by MDDA.

## 5. Conclusion

Once again, we would like to extend our gratitude to the community and SCM media for the vital role you all play in our democracy and the sacrifices you are making during these times.

From all of us at the MDDA, please take all the necessary precautions to stay safe.

**Yours sincerely**

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Zukiswa Potye  
Chief Executive Officer



## Acceptance of the Fund

I..... (name, surname, position and name of the station), hereby apply for the MDDA emergency funding. I further undertake to oblige with the rules of the fund, including providing a report with receipts and all relevant documentation on its use, within the prescribed period. I further in my capacity as a duly authorised representative of the applicant consider the special conditions binding on the applicant and understand the consequences thereof.

Signed at.....on this day.....

Name and Surname .....

Position.....