

mda

MEDIA DEVELOPMENT & DIVERSITY AGENCY



President meeting media owners

Media development and diversity



05 August 2011



Background, Context and Legislative basis

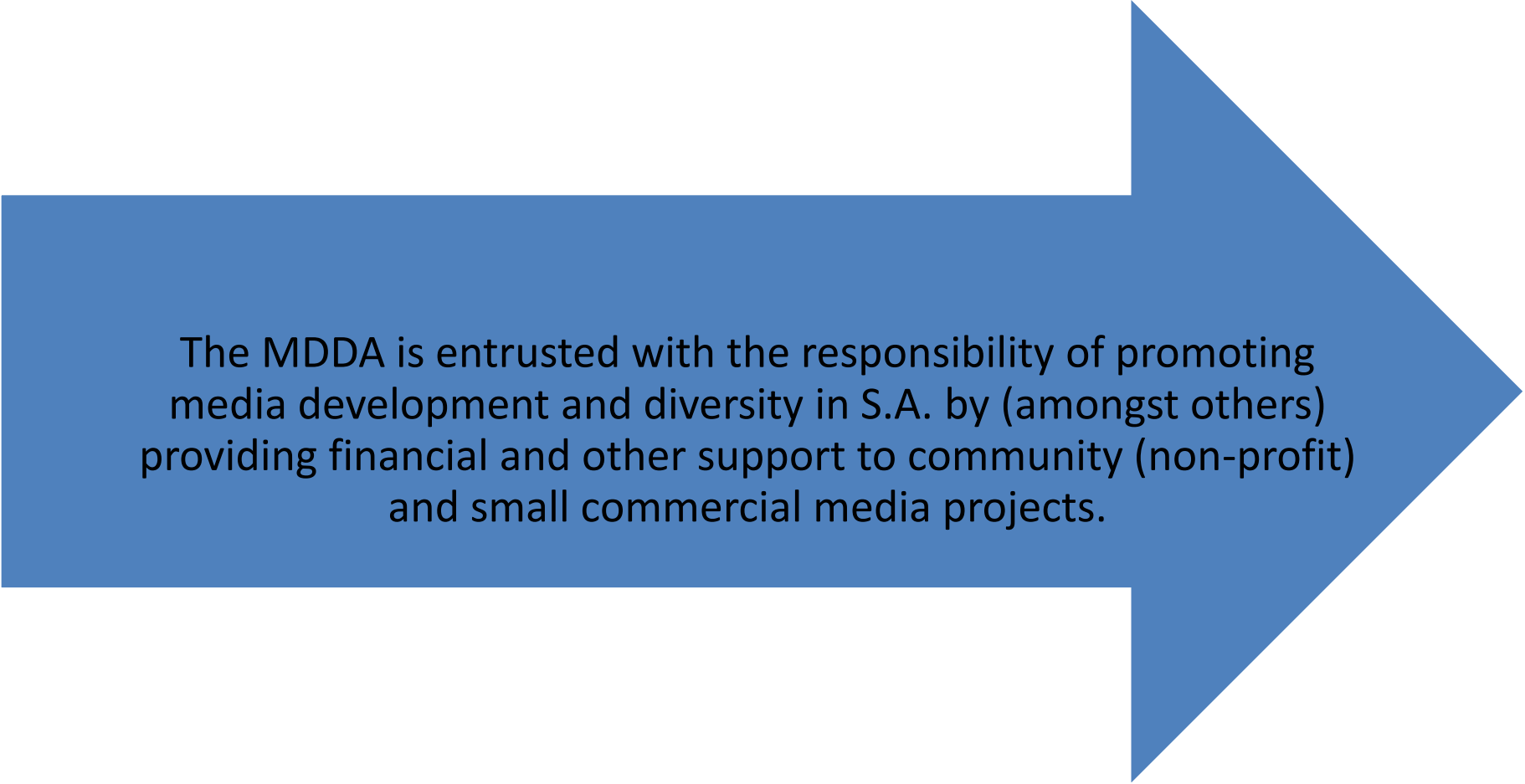
Section 16 and
32 of the
Constitution Act
No. 108 of 1996

- provides for the freedom of expression and access to information.

MDDA Act No.
14 of 2002

- establishes a statutory body called the MDDA.

Background, Context and Legislative basis



The MDDA is entrusted with the responsibility of promoting media development and diversity in S.A. by (amongst others) providing financial and other support to community (non-profit) and small commercial media projects.

Background, Context and Legislative basis

The MDDA
Act defines
media

- as all forms of mass communication, including printed publications, radio, television and new electronic platforms for delivering content.

defines
media
development

- as the development of the media environment and infrastructure, so that historically disadvantaged communities and persons have access to the media as owners, managers, producers and consumers of media.

Vision

"Each and every SA citizen should have access to a choice of a diverse range of media"

Mission

"A development Agency that will assist in building an environment where a diverse, vibrant and creative media flourishes and reflects the needs of all South Africans"

Mandate

- **CREATE AN ENABLING ENVIRONMENT FOR MEDIA DEVELOPMENT AND DIVERSITY WHICH REFLECTS THE NEEDS AND ASPIRATIONS OF ALL SOUTH AFRICANS**
- **REDRESS EXCLUSION AND MARGINALISATION OF DISADVANTAGED COMMUNITIES AND PERSONS FROM ACCESS TO THE MEDIA AND THE MEDIA INDUSTRY**
- **PROMOTE MEDIA DEVELOPMENT AND DIVERSITY BY PROVIDING SUPPORT PRIMARILY TO COMMUNITY AND SMALL COMMERCIAL MEDIA PROJECTS**

OBJECTIVES OF THE AGENCY IN TERMS OF THE ACT

Encourage ownership and control of, and access to, media by HDC as well as by historically diminished indigenous language and cultural groups,

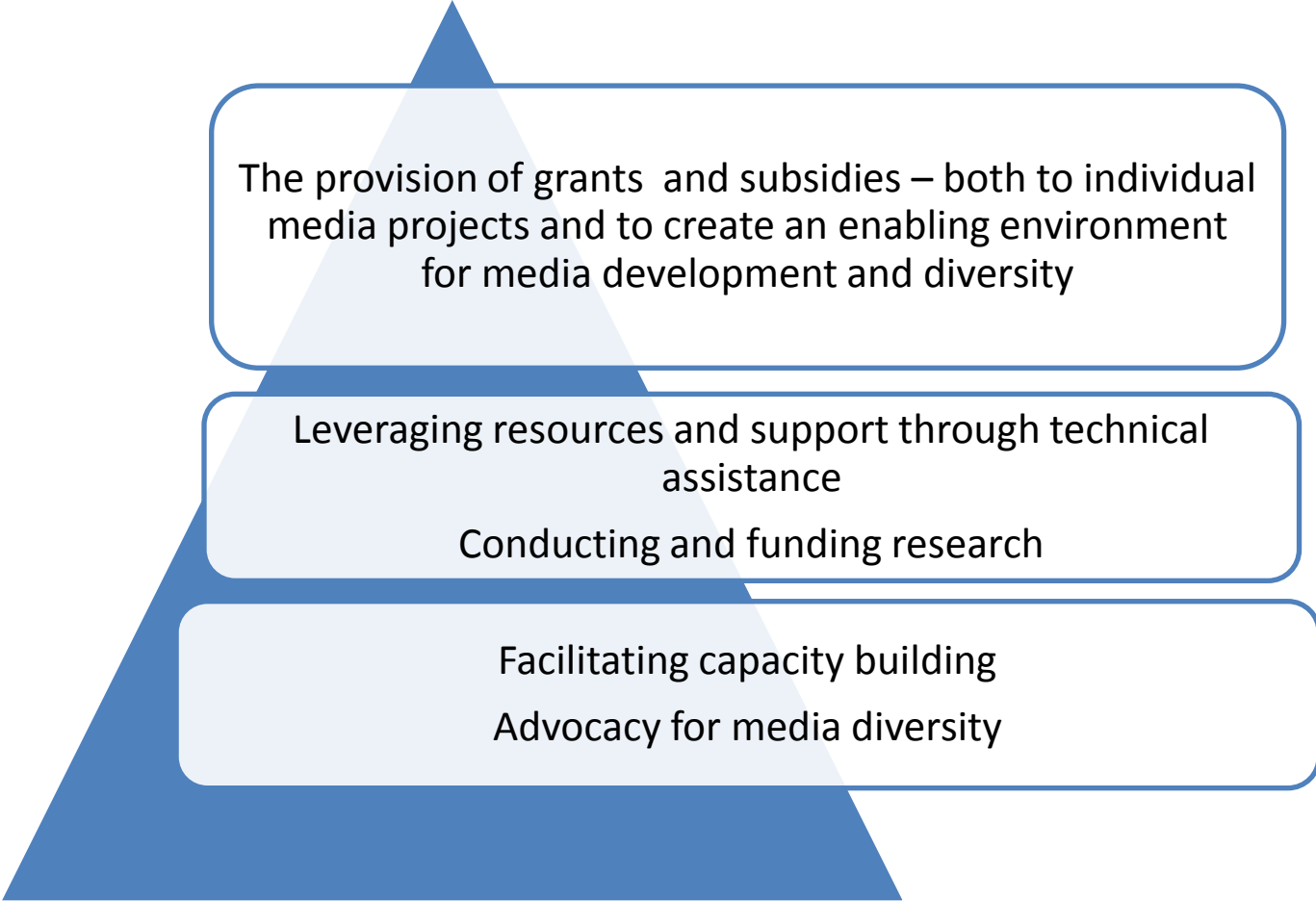
Encourage the development of human resources and training, and capacity building, within the media industry, especially amongst HDGs,

Encourage the channelling of resources to the community media and small commercial media sectors,
Raise public awareness with regard to media development & diversity issues

Support initiatives which promote literacy and a culture of reading,
Encourage research regarding media development & diversity,
Liaise with other statutory bodies, such as ICASA and USAASA

APPROACH

“Financial and non-financial support”



The provision of grants and subsidies – both to individual media projects and to create an enabling environment for media development and diversity

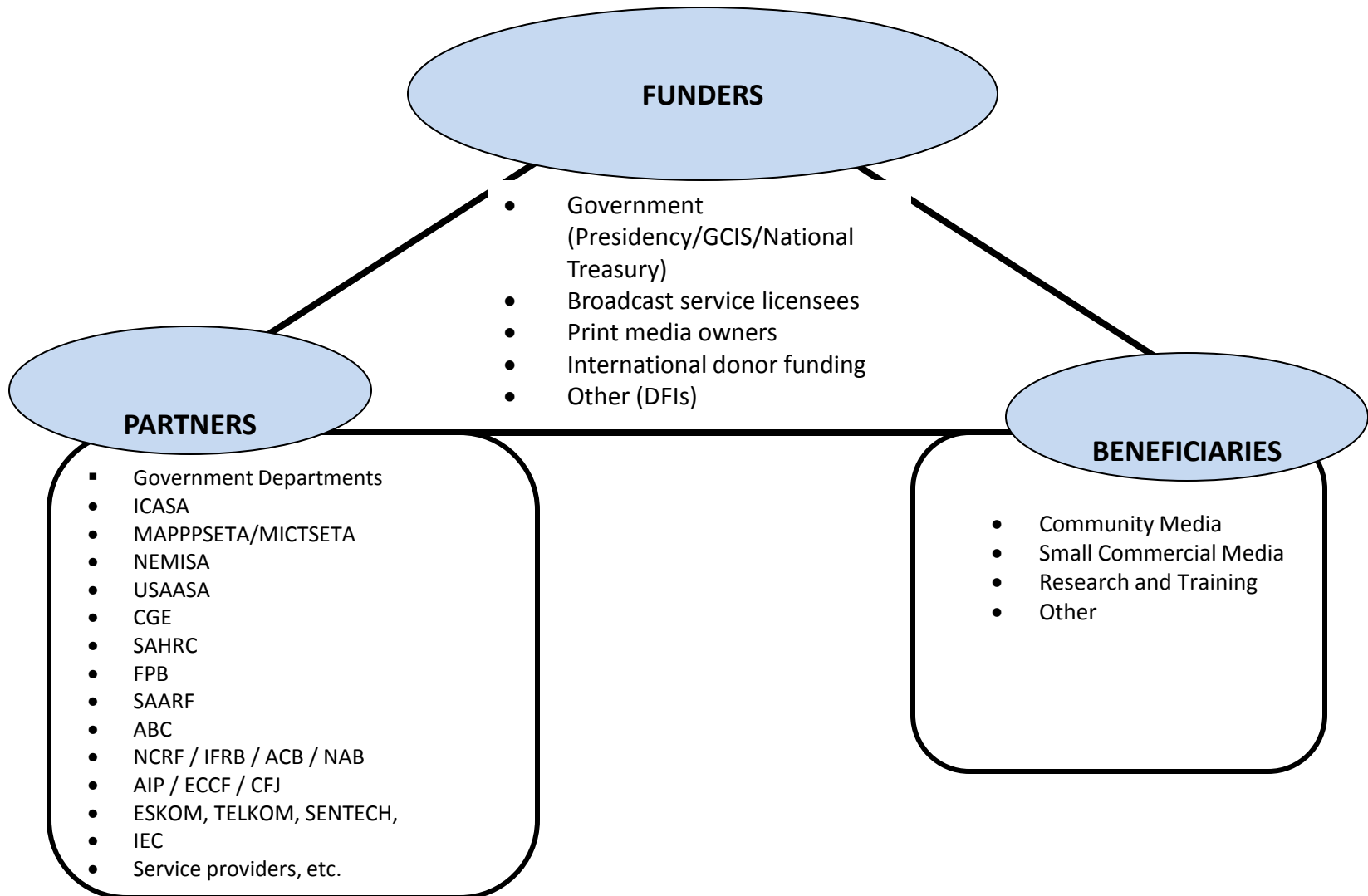
Leveraging resources and support through technical assistance

Conducting and funding research

Facilitating capacity building

Advocacy for media diversity

Stakeholders Identification and Classification Chart



Income and Expenditure Trends

01 April 2003 – 31 March 2012

Year	Government	Print Media	Broadcast Media
2003/04	10 000 000	-	-
2004/05	7 000 000	4 800 000	5 100 000
2005/06	7 000 000	4 800 000	5 300 000
2006/07	9 120 000	4 800 000	5 300 000
2007/08	11 991 000	4 800 000	5 300 000
2008/09	14 558 000	4 800 000	5 300 000
2009/10	16 592 000	4 800 000	17 862 000
2010/11	17 265 000	4 800 000	19 665 000
2011/12 (budget)	19 115 000	4 800 000	13 306 687

Some highlight of achievements and milestones

1. Financial and non-financial support
2. Grant funding support to 364 projects throughout the country with R145.2m
3. Empowered communities to own and control their own media houses/platforms
4. Empowered communities in every district municipality with information, thereby creating a knowledge based informed society and promoting participatory democracy
5. Stimulated local economic activities – particularly in historically disadvantaged areas, e.g.
 1. Local advertising
 2. Local distributors of newspapers
6. Cumulatively skilled and trained 1300 people since January 2004
7. Created direct and indirect jobs – currently auditing the exact figures
8. Conducted and supported research. Reports are available online and used by a number of institutions in the industry.
9. Produced enabling and capacity building resource materials for the sector, like advertising & marketing toolkit, etc.
10. Participated and signed the MAC Charter
11. Received clean and unqualified audit reports since birth (2003/4).

Budgeting regulations & challenges



MDDA has to meet regulatory and funding agreements requirements

- Regulations divide funds between small commercial, community and research



Funding agreements divide between print and broadcast

Funding is on different cycles

Print funding is not prescribed by law and is now decreasing. An amendment to the law, either Money Bill or MDDA Act needed.



Funding agreements from private sector specify no more than 10% to administration and research.

National Treasury need to facilitate the transfer of the allocation of support for capacity building of community radio programme production in VOTE 26 (Communications) to VOTE 8 (GCIS) for MDDA

Budgeting regulations & challenges



Sustainability of funded projects

Specific print media challenges

- Business value chain – printing and distribution
- Language



Government advertising

- Municipal and provincial budget should be largely spent on community & small commercial media relevant to their targeted audience



Increased MDDA research capacity

- Amendments of the MDDA Regulation

Overall Objective

- To ensure that all citizens can access information in a language of their choice and to transform media access, ownership and control patterns in South Africa

Purpose

- To strengthen the sector through provision and leveraging of resources, knowledge and skills in pursuit of promoting media development and diversity

KEY RESULT AREAS IN RELATION TO THE PURPOSE STATEMENT

1. Grant funding
 - ❖ Capacity building interventions for beneficiary organisations and communities including mentorship and monitoring and evaluation
 - *Strengthening and consolidating beneficiary projects towards sustainability*
2. Fundraising and resource mobilisation.
 - ❖ Partnerships and Stakeholder management,
 - ❖ Communication & public awareness with regard to the sector and the MDDA in general
3. Research, knowledge management, monitoring and evaluation
4. Advocacy for media development and diversity,
 - ❖ Communication & public awareness with regard to the sector and the MDDA in general
 - ❖ Media literacy and the promotion of the culture of reading.
5. Diverse and quality content
 - ❖ Quality programming and production

MDDA MTEF BUDGET SUMMARY

	2011/12 Budget (R)	2012/13 Budget (R)	2013/14 Budget (R)
INCOME	43,924,291	44,681,059	46,301,680
Government	19,115,000	20,000,000	21,000,000
Broadcast media	13,306,687	13,306,687	13,311,687
Print media	4,800,000	4,000,000	4,000,000
Other Income	6,702,604	7,374,372	7,989,993
TOTAL EXPENDITURE	43,924,291	44,681,059	46,301,680

Way forward -



Parliamentary inquiries

- Advertising and marketing
- Transformation and media diversity (possible media charter)
- Media accountability mechanisms



Possible anti-competitive behavior

- Meeting with Competition Commission



Amendments to the MDDA Act

- Broaden its support mandate beyond community & small commercial media
- Legislated and enforceable contributions by print media
- Any other amendment that may arise from the Parliamentary hearings

Way forward -



Skills development

- Access to National Skills Fund for development of critical skills
- Support for MDDA/NYDA partnership



Job creation potential

- Access to Jobs Fund for community & small commercial media sector



New Growth Path

- SMME strategy should include small commercial media
- Stimulate local broadcast engineering manufacturing sector
- Support for local content production

Conclusion



Internationally

- Position SA as a democracy supporting media development and diversity
- Tap on international funding support



Further we hope -

- to ensure diversity of media in each and every district municipality of our country,
- to ensure increased media in different indigenous languages, reflecting unity in diversity,
- to ensure rural communities are empowered, jobs are created, poverty is alleviated and we have an informed society.



The Agency would like to express our appreciation and thanks to the Presidency, GCIS, National Treasury and other partners for the support.