



MDDA 2016/17 ANNUAL REPORT

The MDDA reported that it had achieved 69% of the annual targets for its 61 key performance indicators. The non-achievement of targets is largely due to the vacancy rate and associated strain on capacity. Encouragingly, in Programme 2, Grant and Seed funding, which is the core activity of the MDDA, the Agency achieved or exceeded the annual targets for 10 of its 13 key performance indicators. This equates to 77%. Job creation is an important spin-off of the funding allocated to projects. In this regard 198 direct jobs and 301 indirect jobs were created as a result of community broadcast projects funded in 2016/2017. As a result, the past financial year saw ongoing strides made in media development and diversity, with the MDDA approving more community media projects than it had in any previous year since it awarded its first project in 2004. In total, the MDDA supported 40 community broadcast projects. In line with the MDDA mandate to support projects in historically disadvantaged communities, the support was weighted heavily towards projects in rural areas, with 28 projects being supported in 15 rural based district municipalities. Encouragingly, 9 of the funded projects are led by the youth.

MDDA support for the print sector saw 10 Small Commercial projects being supported and 8 community print projects. An important component of the support was funds to enable these projects to go digital. Eleven of the projects supported are located across 8 rural based district municipalities, with 7 led by youth. Progress was also made in 2016/2017 in developing the Khayelitsha/Gugulethu social integration project in the Western Cape, based on the existing Radio Zibonele in Khayelitsha. 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 at a public dialogue held in Cape Town. Community leaders

from other townships also indicated their wish to be part of the social integration process.

Capacity Building

The MDDA is placing greater emphasis on correcting gender imbalances. Training on content generation is focusing on how women are portrayed in the media and on highlighting issues such as violence against women. The MDDA partnered with Soul City on training community media in reporting on gender based violence and is initiating a partnership with GenderLinks around Women in Media and Violence against Women. The Agency also supported the AIP Conference on Women in Community Publishing. This first forum of its kind to be held in South Africa created a space for women publishers to discuss issues of mutual concern. An MoU between the MDDA and SAASTA (South African Agency for Science and Technology Advancement) is an important step. Some 25 interns were placed at community projects in seven provinces through the partnership with SAASTA to promote and develop reporting on science related matters. Other skills such as governance and small business skills are also crucial to sustainability of community media and therefore a focused training initiative on governance is being launched, while a partnership has also been entered into with SEDA on business enterprise development for the community-based media.

Stakeholder Engagement

Engagement with sister entities and government organisations was focused on how to partner with them to assist community media to generate revenue and to reduce operating costs. An engagement with SALGA, the first step in an anticipated long-term partnership with the MDDA, highlighted the need to encourage local government to direct greater advertising to community media, as well as identifying other means of assisting the sector, such as use of municipal premises by the projects.

Research

A study into the MDDA/SANLAM media awards was commissioned in 2016/2017 to identify potential areas to harness the potential of such awards as a developmental tool. Research on the best practice model towards promoting social integration across Cape Metro Townships was also carried out.

MDDA BOARD MEMBERS APPOINTED

President Jacob Zuma has in terms of section 4 (1) (c) read with section 7 (2) of the Media Development and Diversity Agency, Act 2002 appointed Mr Nkgakga Monare and Ms Tasneem Carrim as members of the Media Development and Diversity Agency (MDDA) Board.



Nkgakga Monare



Tasneem Carrim

Mr Monare is the Deputy Managing Director: Times Media Group: Media Division (Tiso Blackstar Group) and Executive Director: Tiso Blackstar Group board.

Ms Carrim is the current Acting Deputy Director-General: Content Processing and Dissemination in the Government Communication and Information System (GCIS).



MDDA Finance Team (l to r) Mashudu Mathobo, Mokgaetji Ledwaba, Trevor Kuodza, Faith Morokane and Fuzakazi Mqungwana.



MEET THE MDDA TEAM - FINANCE

A five-member team manages the purse strings at the MDDA, playing a pivotal role in ensuring that financial resources are available to help effectively achieve the mandate as prescribed in the MDDA Act of 2002.

The team is headed by **Trevor Kuodza, Acting Chief Financial Officer**, who holds, amongst his extensive qualifications, a Master of Science in Professional Accountancy (Distinction). Trevor enjoys the opportunity, his role allows him to pursue organisational set targets as part of a team where every member plays an integral part in the overall success of the MDDA. "We currently have a flat structure within the MDDA and this enables me to contribute immensely to all financial decisions before implementation can begin." Despite spending many overtime hours at the office, Trevor believes in creating a balance between work and leisure, spending time with family and friends and playing tennis and soccer to keep active.

Trevor acknowledges that personal growth requires commitment and sacrifice. "My ambition is to become a well-rounded professional and a good leader with firm knowledge and understanding of strategic and finance related matters, which will contribute to the growth and social impact of the MDDA in the media sector."

Mokgaetji Ledwaba, Finance and Disbursement Officer, came to the Finance world via Engineering. While she is currently studying for a Master of Business Administration and, amongst others, holds a Postgraduate Diploma in Business Management and a National Diploma in Financial Information Systems, her initial qualification was an N6 Certificate in Civil Engineering.

"Taking responsibility for every cent we spend," motivates Mokgaetji. "The job automatically forces you to be a strict and very responsible person. We don't just work, we are results driven, give attention to detail, and interact with internal and external clients so you learn to have good interpersonal relations," she adds.

Outside work, Mokgaetji is a Forever Business Owner which allows her to grow her business skills, which in turn contributes to her personal growth. Mokgaetji describes herself as a bit sporty, "a health fanaticnyana as I call myself". Looking ahead, Mokgaetji says: "I see the future ahead..... and it's mine. Hopefully getting a PhD. I am prepared to grab more opportunities as they come my way."

Joining the MDDA in 2016, **Fuzakazi Mqungwana, Finance Administrator**, known to all as Fuza, holds a Higher Certificate in Accounting and is working hard at her studies for a B Comm Financial Accounting through UNISA. At the MDDA, Fuza enjoys "being part of a team that makes sure that the business of the MDDA has correct and accurate financial records."

While most of her time outside work is focussed on her studies, in line with her ambition to grow professionally, Fuza likes to spend what's left of her time with family and those closest to her, and is also seeking out charitable organizations such as orphanages and community centres where she can do voluntary work. Looking to the future, Fuza would like to be part of MDDA's management structure, leveraging her skills achievement to contribute to quality decision making.

One of the longer-serving members of the MDDA team is **Faith Morokane (Supply Chain Management Officer)**, who joined the MDDA in 2005 and holds a Certificate in Supply Chain Management. What drives her at work is doing things the right way the first time: "Compliance is one of my passions in my area of work. I live, eat and breathe the PFMA and follow the National Treasury guidelines in everything I do within Supply Chain Management." She adds that the finance department is key within MDDA, "because we look after the public funds that are supposed to help the MDDA achieve its mandate. By supporting all departments within the MDDA in their procurement and financial needs, we make sure that communities within South Africa have diversified media."

Faith is a family orientated person, and is very active in church. She enjoys sports and is part of a netball team. Her future plans are to grow within the Finance and Supply Chain Management space.

The most recent member of the team is **Mashudu Mathobo, Supply Chain Management Officer**, who holds a Bachelor of Accounting Science, Post Graduate Diploma in Accounting Science and has Signed Off Articles (AGSA). What he enjoys most about his job is "making a difference in the lives of others; although there might not be a direct link, but I believe at the end of the day I played my part in that community having a radio station for example."

Mashudu is passionate about cricket, soccer, cars ("if it were possible, I should have been a journalist who reviews cars for a living"), outdoor adventures and the open road away from the city. Certainly multitasking, he was awarded both Academic and Sports colours at school, and made the district chess team, was part of the provincial team trials, played for the Wits cricket team (finished the season with the best bowlers stats in the team) and has helped run two charity drives with a friend.



MDDA HELPS SMME NEWS BRING ESSENTIAL ADVICE TO SMALL BUSINESS

When it comes to making a difference in one's community, Tinky Ogle, founder of the SMME News (South Africa), is on a mission to bring essential advice and information to small businesses. Her publication SMME News, which was started with the help of funding from the MDDA, is a free educational and location specific community newspaper that targets formal and informal businesses in the Small, Medium and Micro-Enterprises (SMME) sector.

The newspaper is a branch of Phumelela Farms and Projects, a Community Development service provider that facilitates training and business advisory services, as well as providing a platform for small businesses to promote their products and services. The newspaper was formed because there was a visible need for a publication with a unique style of writing and diversified offerings, such as advice on taxation, financing and business management. When Tinky first started the newspaper, she was thrown in at the deep end, as she did not come from a media-related and entrepreneurial background. While studying for a Bachelor of Science degree, she volunteered at educational institutions and, heeding the call for rewarding business pursuits, this landed her in an ideal position to become a social entrepreneur.

Tinky firmly believes that; "SMMEs are vital contributors to the health of our ailing economy and offer a diversity of opportunities in our society. SMMEs also boost productivity, and increase competition and innovation, creating employment, prosperity and revitalising our communities." Through well-researched articles, interviews and advertorials, SMME News equips small entrepreneurs with the necessary expertise required to face the challenges of an internationally competitive economy. It also strengthens social cohesion between small

enterprises while levelling the playing field between the rural, semi-urban and urban small enterprises. In her conclusion Tinky says that she gets her satisfaction from being her own boss, making her own rules and having an impact on many communities through the success of SMME News. She believes that SMME News was very fortunate to receive support from the MDDA, which has made the small commercial newspaper what it is today.

"We hope to continue getting such life-changing support going forward as we look to make an even greater impact in the lives of small businesses in our communities."

PRESIDENTIAL RADIO PROJECT IN FULL SWING



The community of Eersterus in Pretoria now has access to its own radio station, thanks to the government task team charged with the responsibility of making this happen. The MDDA, ICASA, Sentech and NEMISA joined hands to deliver the promise President Jacob Zuma made to the community of Eersterus in the East of Tshwane. At an Imbizo in August 2015, the President promised the community of Eersterus their own community radio station, after being informed of the absence of a local information-sharing platform in Eersterus.

During initial engagements, ICASA identified that there were no more frequencies available for a radio station in the Pretoria area and the task team had to find alternative means. The nearby Mams FM in Mamelodi was approached with the proposal of sharing its frequency with the prospective Poort FM in Eersterus. In practice, this means that the already established Mams FM donates some of its broadcasting hours to Poort FM to enable the emerging station to air content from and for the Eersterus community on the Mams FM frequency. Mams FM volunteered to serve as a mentor for Poort FM, which includes providing practical training for on-air talent, production and station management skills. This has become an impetus for a social integration project between the two communities through the power of the airwaves. The Project has also been endorsed by the former Minister of Communications Hon. Faith Muthambi who also attended the first Annual General Meeting of Poort FM in October 2016. "The MDDA put aside over R 3 million towards the project," says MDDA Community Broadcast Officer, Kabelo Thelele. "The funds are earmarked for the construction of new state of the art digital studios in Mamelodi and Eersterus, content production, signal distribution costs, branding material and stipends for volunteers. The installation of studios is currently underway and nearing completion."

Congratulations to MDDA Beneficiary ...

Loxion News, which is one of 20 finalists in the 2017 Sage Small Business Awards with 702. Says 702 "Loxion News is a vibrant township-to-township newspaper that reveals the brighter side of living in these communities."

"The community tabloid newspaper based in the Vaal reports the joys, hardships and challenges of ordinary South Africans who wouldn't normally appear in a national newspaper." Loxion News founder Fanelo Maseko estimates that he has a readership of 250 000 with enormous potential for growth. The publication is distributed in public offices, schools, universities, colleges, supermarket, spaza shops and street corners.



MDDA JOINS WITH MOGALE FM TO FIGHT POVERTY ON MANDELA DAY

For this year's Mandela Day in July, MDDA partnered with one of our community broadcast funded projects, Mogale FM. As per this year's theme of implementing actions to help eradicate poverty in South Africa and across the world, the MDDA donated gardening tools and seeds as Mogale FM launched a long-term partnership with Ithemba Labomama, an NGO based in Swaneville (Ithembalomama, 1654 Block 9, Swaneville, Mogale City). In the spirit of giving as per Mandela's mantra, the day was dedicated to assisting with renovations/revamping of the NGO's current premises and planting more seeds to assist feeding the residents of the home. It is hoped that actions such as these will unite the community and honour one of Tata's wishes: "to come together around the world to fight poverty and promote peace, reconciliation and cultural diversity."

Grantee Orientation Workshop



After the Board approves funding for print and broadcast applications, then begins the real work of acclimatising newly funded projects with the way of doing business at the MDDA. On the 28 – 29 September 2017, the MDDA held the Grantee Orientation workshop at the Birchwood Hotel in Kempton Park. The projects that were present at the workshop had been approved during the December 2016 and the March 2017 Board meetings. There was plenty to learn about the business of Community Media (both print and broadcast), as there were presentations from the MDDA, a mentor facilitation from Hot 91.9 FM, panel discussions on commercial sustainability and exhibitions from Paarl Coldset Printing and Rising Sun Printers.

NEW NCRF LEADERSHIP

The MDDA congratulates the National Community Radio Forum (NCRF) on the new executive elected during its fourth elective conference, held in Mafikeng on 27 - 29 May. The new leadership is as follows:

President: Mduduzi Manana–Zulu (Barberton Community Radio)
1st Deputy President: Xola Nozewu (Vukani Community Radio)
2nd Deputy President: Jimmy Dhlamini (Thetha FM)
Treasurer: Manko Tshoehlisi (Motheo FM)
General Secretary: Nhlanhla Mtshali (Newcastle Community Radio)
Deputy Secretary: Tony Ntsewa (Moletjie Community Radio)

Sympathy

The MDDA would like to express its heartfelt condolences to the family and friends of Faith Xoliswa Gwedashe Ndamse who passed away tragically on 24 September 2017. A qualified pharmacist, Faith was also a well known and well loved radio host at Alex FM and the community media sector has lost a considerable talent with her passing. The MDDA's thoughts are with her husband Mangaliso and beloved son, Imani, her parents and her wider family.

MEDIA DEVELOPMENT & DIVERSITY AGENCY (MDDA)

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