**Press release!**

To: All Media

Att: News Editors

For immediate release

**The MDDA and the Community radio Sector celebrate World radio Day 2023**

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**Johannesburg, South Africa, 11 February 2023.**

The Media Development and Diversity Agency (MDDA), encourages all media to join the radio broadcast community media sector to celebrate the World Radio Day 2023 on Monday 13 February 2023.

This is the 12th year of commemorating this powerful medium of communication, since it was proclaimed **in 2011 by the Member States of UNESCO and adopted by the United Nations General Assembly in 2012 as an International World Radio Day (WRD).**

The theme for the World Radio Day this year is, “Radio and Peace,” which calls for cooperation among radio broadcasters internationally, and to encourage decision-makers to create and provide access to information through radio, including (especially) the community radio sector.

The World Radio Day celebrations come at an opportune time for the MDDA, when the agency is at the cusp of marking 20 years of promoting and ensuring media development and diversity in South Africa. The country is celebrating 76 years of SABC Radio, 18 years of community radio and 62 years of commercial radio. For the plight of community media, mention must be made of Radio Freedom, which transmitted from the 60s to the 90s.

“*As we honour the most popular mode of broadcast in South Africa and the world, we can proudly say that the MDDA has excelled in its mandate when it comes to community radio. Since its inception to date, the MDDA has funded 545 community media projects, these include about 284 community radio stations. These community radio platforms feed into the mandate of the MDDA, which amongst others, is to provide information and entertainment to ordinary South Africans from all corners of the country*.” Says Mr Mzuvukile Kashe, Acting Chief Executive Officer.

**About the MDDA**

The Media Development and Diversity Agency (MDDA) is a statutory development agency for promoting and ensuring media development and diversity. It is a partnership between the South African Government and major print and broadcasting companies to assist in, amongst others, developing community and small commercial media in South Africa.

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It was established in 2003, in terms of the MDDA Act No. 14 of 2002 and started providing grant funding to projects on 29 January 2004.

Ends

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Issued by the Media Development and Diversity Agency.