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MEDIA DEVELOPMENT & DIVERSITY AGENCY

Strategic Plan 2006-2009
Parliament
14 March 2006

Mandate

The MDDA should:

- *"...(C)reate 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..."*

(Preamble MDDA Act)

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Vision

Each and every South African citizen should have access to a choice of a diverse range of media

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Mission

The MDDA is 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

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The MDDA Team

- Khanyi Mkonza (Chairperson)
- Mazibuko Jara (Board Member)
- Chris Moerdyk (Board Member)
- Annand Chaytoo (CFO)

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Funding 2006/2007

Income: R21.8m

> R9m Government

> R5.3m Broadcasting partners

> R4.8m Print partners

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Budget Highlights

- Government has increased its contribution to the MDDA by R2.2m.
- Predict that will keep to regulatory cap of 25% on administration in 2006/2007.
- Could exceed this cap in following years

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Budget Challenges

- Funding Agreements with print and broadcast partners do not include any inflation linked increase – costs go up but MDDA budget remains the same
- *Solution: Treasury has provided an increase to MDDA in recognition of this*

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Budget Challenges cont

- 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 agreements specify no more than 10% to administration and research
  - Funding is on different cycles

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Highlights of past year

- Board since 2003 has approved support for:
  - 97 different media projects
  - support for up to 10 newly licensed community radio stations earmarked

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Capacity Building

- Has provided following capacity building support:
  - Resource mobilisation workshops in all 9 provinces
  - Workshops held together with AMASA/AMF on advertising and marketing in 4 provinces)
  - Provided 35 different media managers with bursaries

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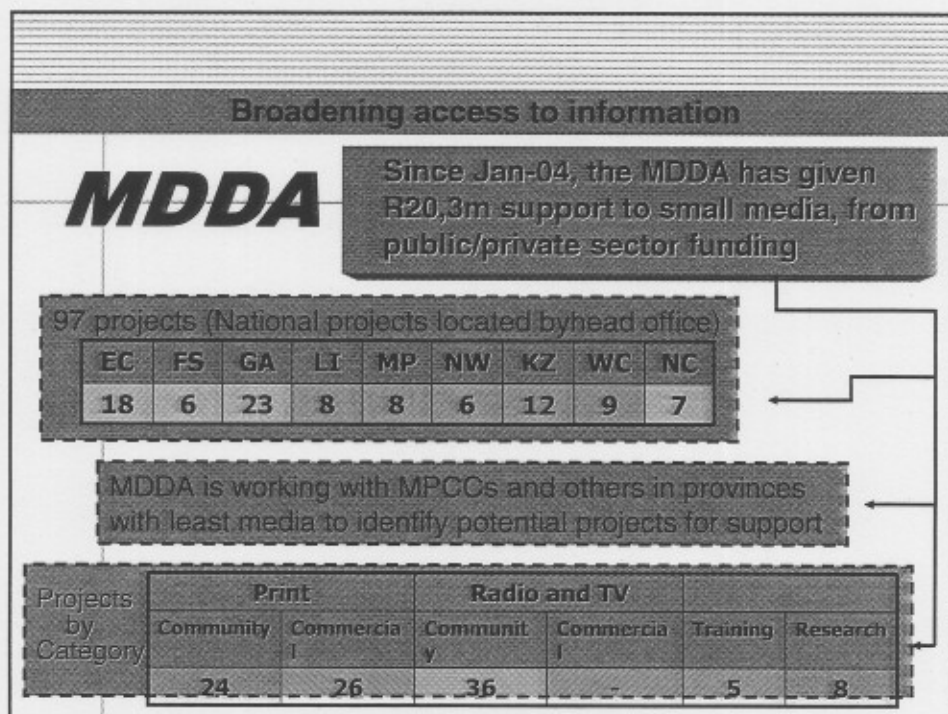# Highlights of past year cont...

- Have funded the following research projects:
  - Research into challenges in distribution and high printing costs
  - Impact of competition on diversity
  - Development of a database of grassroots publications
  - Indigenous language newspapers – challenges
  - Representation of women, children, people with disabilities, the elderly in media
  - Representation of gay and lesbian issues in the media

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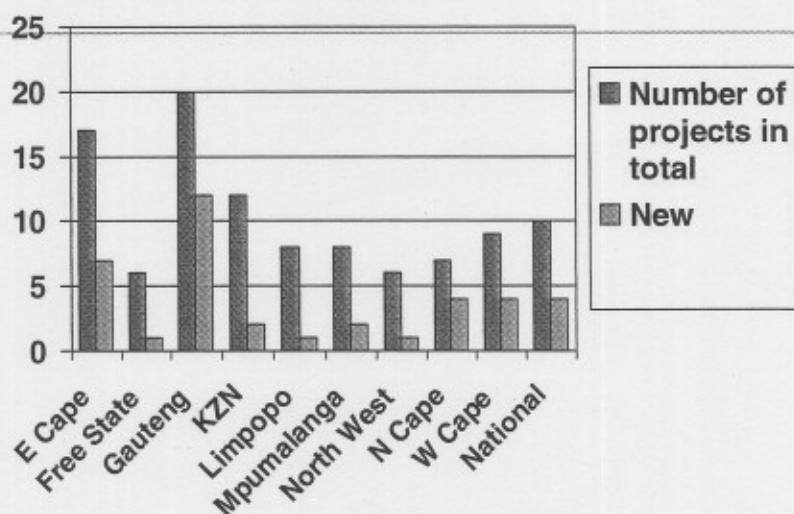MEDIA DEVELOPMENT & DIVERSITY AGENCY

Analysis of applications

- Applicants applied for about R105m in grants since Jan 2004
- MDDA income since inception is about R30.6m
- Most refused because not licensed radio stations, incomplete applications (i.e. no business plan)
- Those refused are given opportunity to correct applications and apply again.

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Broadening access to information

MDDA — Since Jan-04, the MDDA has given R20,3m support to small media, from public/private sector funding

97 projects (National projects located by head office)

EC	FS	GA	LI	MP	NW	KZ	WC	NC
18	6	23	8	8	6	12	9	7

MDDA is working with MPCCs and others in provinces with least media to identify potential projects for support

Projects by Category	Print		Radio and TV			
	Community	Commercial	Community	Commercial	Training	Research
	24	26	36	-	5	8

New projects

Legend:
- Number of projects in total
- New

(X-axis categories: E Cape, Free State, Gauteng, KZN, Limpopo, Mpumalanga, North West, N Cape, W Cape, National)

MDDA operations

- 9 staff employed
- Process of appointing a new CEO near completion
- Procedures and systems all implemented
- Have conducted evaluations on range of projects supported

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Strategies for next 3 years

Strategies guided by:

- Financial and human resources
- Evaluations of previous projects
- Research conducted
- Need to develop sustainable solutions

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Highlights...

Support

- Will continue to provide grants in response to applications
- Will develop strategies with sector to build stronger provincial media networks
- Continue to build credibility of grassroots media

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Support cont...

- Together with sector will plan to resolve challenges re access to advertising revenue
- Together with sectors will develop strategies to resolve printing and distribution challenges facing print media
- Will assist up to 10 newly licensed comm radio stations to go on air
- Will develop approaches for support for community television

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Highlights continued...

Capacity Building

- Will host workshops in all provinces on financial management
- Work with other organisations to develop a learnership programme for media management of small media

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Highlights continued...

Capacity building cont

- Develop tool kits on establishing a media project and on advertising and marketing
- Develop an exchange programme between media projects
- Ongoing mentoring and provision of bursaries

Highlights cont

- **Low Interest Loans**

  - Research is already commissioned into potential for facilitating low interest loans
  - MDDA will implement research/feasibility findings
  - Treasury has earmarked further funds should loan fund be implemented

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- MDDA will integrate research on indigenous language newspapers and develop strategies forms of ownership of media (incl co ops,
- MDDA will finalise research on media for school children and students. **mdda**
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Highlights contin...

- Analysis of implications on operations
- Review of implications on legislation, regulations and funding agreements
- Development of plans for implementation

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Highlights cont....

- **Communication**
  - MDDA will continue to distribute information through radio and utilising offices of MPCCs and other public entities
  - Will continue to work with sector organisations
  - Will utilise research into gaps in radio coverage to focus communication initiatives
  - Will work with NGOs and churches to enhance awareness of MDDA

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Highlights cont...

- **Review and reflection**
  - Continue with ongoing assessment, monitoring and evaluation of individual projects supported
  - Conduct external impact evaluation against performance indicators in 2008

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Highlights cont

- **Operations**
  - Have built in plan to ensure efficient and effective handover to new CEO
  - MDDA is growing – two new management positions created (Projects Director and Finance and Disbursement Officer)

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Challenges

- Capacity of sector to absorb funds – need training initially then support.
- Reaching media neglected communities

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