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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 1059**

**DATE OF PUBLICATION: APRIL 2016**

**Ms V van Dyk (DA) to ask the Minister of Communications:** (1)(a) What type of training is provided to applicants who apply for funding through the Media Development and Diversity Agency (MDDA) and (b) what are the full details of the training provided to each separate print media project in the (i) 2013-14, (ii) 2014-15 and (iii) 2015-16 financial years; (2) does the MDDA ensure that the type of printing used by the product owner in any given community print media project is the most cost effective to enable a bigger profit for the specified business owners; if not, why not; if so, does the product owner himself get comparative quotes for printing? NW1192E

**REPLY: MINISTER OF COMMUNICATIONS**

(1)(a) Annually, once the projects have been approved, the MDDA convenes a grantee orientation workshop. During the workshop various topics are covered, including reporting, basic financial management of the grant funds, financial reporting, and sales and marketing. The projects are exposed to various role players who share their experiences and knowledge of managing a media house. Other trainings and workshops are organised on the recommendations of the monitoring and evaluation unit or based on weaknesses as identified during reporting or during site visits by the officers.

(b)

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| **Year** | **(a) Type of training** | **(b) Date** | **(b) Training Partner** | **(b) Cost (R)** |
| (i) 2013/  2014 | Training on broadcast & electronic media | July 2013 | Media, Information & Technologies Sector Education & Training Authority (MICT-SETA): The Media Workshop, Spectrum School of Business; & IAJ | 1, 050, 00 |
| Grantee orientation workshop | 17-18 February 2014 | MDDA | 324, 300 |
| Training in Finance Management & pre-testing for MDDA Finance Management Guidebook | 13 -14 January 2013 | MDDA | 200, 000 |
| Media Literacy & Culture of Reading (MKK) | 22-27 September 2013 | Fried Ebert Stiftung(FES), Whale Coast Monitor & Bush Radio | 200, 000 |
| Media Literacy & Culture of Reading Summit | 11-13 April 2014 | Dept of Education Limpopo, GCIS, University of Limpopo & The Star Newspaper | 343, 000 |
| Media Literacy Photography Workshop | 07 October 2013 | MDDA | N/I |
| Corporate Governance Training | 16 May 2013 | Sizwe Media | 270, 999 |
| Spectrum Finance Management | March – February 2014 | Spectrum School of business | 200, 000 |
| People Management & Marketing and Advertising | June - September 2014 | IAJ | 270, 835 |
| Multi Media for Print | 27-31 January 2014 | IAJ | 500, 000 |
| Media Journalism course | October 2013 – April 2014 | Media Workshop | 230, 000 |
| (ii) 2014/ 2015 | Learning Forum | 21-22 May 2015 | MDDA | 510, 000 |
| Grantee Compliance Orientation Workshop | 23-24 March 2015 | MDDA | 277, 372 |
| (iii)2015/  2016 | Media Literacy Summit | 10 – 12 April 2015 | Dept of Education Northern Cape/MDDA | 300, 000 |
| World Press Freedom Day - May 03 | 5 May 2015 | MDDA/  UNESCO | 150, 000 |
| ML Exchange Programme | 5 – 7 October 2015 | MDDA | 250, 500 |
| Advanced Radio Certificate | 2015/16 | Wits Radio Academy | 300, 000 |
| Station Advisory and Monitoring | 2016 | Wits Radio Academy | 374, 300 |
| Grantee Orientation Workshop | 30 March – 1 April 2016 | MDDA | 800, 000 |
| Science Journalism | 17 – 18 February 2016 | MDDA/  SAASTA | 155, 000 |
|  | Online Training - The Writers Room Website | 2016 | Uhuru Press | 161, 220 |

(2) During the Grantee Orientation, all the major print houses are invited to engage with the beneficiaries and they are taken through how the printing business works, how they should submit their work to the printers and on the layout and intricacies involved in printing a newspaper of magazine. As indicated in Question 3, the MDDA negotiates printing discounts and the Publishers are advised of these discounts, with the flexibility to select the nearest, preferred printing house. The MDDA intervenes regularly in instances where it is notified of relationship challenges between the printer and publisher.

**MR NN MUNZHELELE**

**DIRECTOR GENERAL [ACTING]**

**DEPARTMENT OF COMMUNICATIONS**

**DATE:**

**MS AF MUTHAMBI (MP)**

**MINISTER OF COMMUNICATIONS**

**DATE:**