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| **MINISTRY: COMMUNICATIONS REPUBLIC OF SOUTH AFRICA**  Private Bag X 745, Pretoria, 0001, Tel: +27 12 473 0164 Fax: +27 12 473 0585  Tshedimosetso House,1035 Francis Baard Street, Tshedimosetso House, Pretoria, 1000 |

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 2878 of 2015**

**DATE OF PUBLICATION: 07 AUGUST 2015**

**MS V VAN DYK (DA) TO ASK THE MINISTER OF COMMUNICATIONS:**

(a) How many easy-to-use toolkits produced and published by the Media Diversity and Development Agency in specific skills areas like marketing and advertising have been distributed to community radio stations and (b) in each case, (i) to which community radio stations where they distributed and (ii) on what date? NW3351E

**REPLY: MINISTER OF COMMUNICATIONS**

1. MDDA developed and distributed 1500 toolkits for Media Advertising and Marketing for both radio and another 1500 for print. In addition the MDDA has also produced an “easy to use” Corporate Governance Toolkit
2. Participants at the workshops were all provided the toolkits:

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| **Toolkits Workshops** | **Area** | **Beneficiaries** | **Period** |
| Marketing and Advertising | Mpumalanga Provincial Workshop | 6 Community Radio Stations and 7 Publishers | August 2011 |
| Northern Cape Provincial Workshop | 5 Community Radio Stations and 1 Publisher | August 2011 |
| Gauteng Provincial Workshop | 20 Community Radio Stations, 1 Community TV and 3 Publishers | August 2011 |
| KwaZulu Natal Provincial Workshop | 14 Community Radio Stations, 1 Community TV and 10 Publishers | August 2011 |
| Corporate Governance | National Workshop | 37 Publishers and 11 Community Radio Stations. | May 2012 |
| National Workshop | 10 community Radio Stations, 3 Community TV and 6 Publishers. | February 2013 |
| Starting Your School Newspaper | Provincial Annual Media Literacy Workshops | 100 Learners per annum | Annually since 2012 Limpopo, Free State, Northern Cape, KwaZulu Natal and Western Cape |

These toolkits are subsequently distributed in all workshops and Learning Forum where MDDA beneficiaries participate.

**MR NN MUNZHELELE**

**DIRECTOR GENERAL ACTING**

**DEPARTMENT OF COMMUNICATIONS**

**DATE:**

**MS AF MUTHAMBI (MP)**

**MINISTER OF COMMUNICATIONS**

**DATE**