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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: 509**

**DATE OF PUBLICATION: FEBRUARY 2016**

**Ms V van Dyk (DA) to ask the Minister of Communications:**

(1)  What (a) sustainability challenges are faced by community small commercial media (CSCM) and (b) intervention processes are in place to address the sustainability challenges faced by CSCM; (2) whether a specific programme to address the slow pace of transformation in the print media has been put in place by her department; if not, why not; if so, what are the relevant details of such a programme; (3) whether she has put any measures in place to facilitate a discussion with the Print and Digital Media of South Africa to review decreased print media contributions; if not, why not; if so, what (a) measures were put in place and (b) was the outcome of such discussions? NW563E

**REPLY: MINISTER OF COMMUNICATIONS**

(1) (a) The following are amongst the sustainability challenges faced by community small commercial media:

* Inadequate of support with regard to advertising from government and private sector;
* Print and Digital Media South Africa (PDMSA) has withdrawn its funding and government allocation to Small Commercial Media;
* High printing costs; and
* Inability to attract and retain skilled personnel due to limited funding.

(b) Liaising with the GCIS in order to secure advertising revenue for CSCM

* Liaising with Media Buyers for advertising bookings to the sector
* Negotiated printing discounts with the major houses such as CAXTON, Paarlcoldset and Rising Sun Printers
* Providing support for the establishment of Provincial Cooperatives in order to lobby for advertising bulk buying
* Capacity building and skills development through partnership with relevant training institutions such as the Wits Radio Academy, finalising MoA with MICTSETA; and
* For 2016/17 we will be focusing on enterprise development training to equip projects on financials, fundraising skills.

(2) The Ministry of Communications is facilitating the discussions and debates around the discussion document “Towards a Policy on Media Transformation and Diversity” which was drafted to focus on media transformation and diversity issues. This is currently being updated/revised with further desktop and commissioned research. Meetings have also been held with government statutory bodies, non-governmental organisations and media agencies to solicit their views. This has included organisations such as MDDA, ICASA, NABSA, Right to Know and Freedom of Expression.  Issues raised in these meetings are being further investigated and incorporated into the Discussion Document.  A colloquium is further being considered for 2016 to deepen our understanding of key transformation issues within the environment, to finalise scope and allow stakeholders an opportunity to present their views.

(3) (a) The MDDA Board is engaging the individual members of the PDMSA, who have requested details on the funding previously allocated; this will also be covered as part of the Social Impact Study currently being commissioned by the MDDA Board.

(b) So far meeting has been held with the Media 24 and the outcomes were positive, however the MDDA has been requested to develop a report reflecting on how the funds have been allocated to projects. There are meetings due with The Times Media, Caxton and Sekunjalo.

**MR NN MUNZHELELE**

**DIRECTOR GENERAL [ACTING]**

**DEPARTMENT OF COMMUNICATIONS**

**DATE:**

**MS AF MUTHAMBI (MP)**

**MINISTER OF COMMUNICATIONS**

**DATE**