

ANNUAL REPORT 2009-10



**mda**

MEDIA DEVELOPMENT & DIVERSITY AGENCY



**ANNUAL REPORT 2009-10**

## NATURE OF BUSINESS

The Media Development and Diversity Agency (MDDA) is a statutory development agency for promoting and ensuring media development and diversity, set up as 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. It was established in 2003, in terms of the MDDA Act No 14 of 2002 and started providing grant funding to projects on the 29th January 2004.

## BOARD OF DIRECTORS

Ms Gugu Msibi (Chair)  
Ms Baby Tyawa  
Ms Nomonde Gongxeka  
Mr Siviwe Minyi  
Prof. Guy Berger  
Mr Dan Moyane  
Ms Ingrid Louw  
Dr. Tanja Bosch  
Ms Phumelele Nzimande



*Ms Gugu Msibi*



*Ms Baby Tyawa*



*Ms Nomonde  
Gongxeka*



*Mr Siviwe Minyi*



*Prof. Guy Berger*



*Mr Dan Moyane*



*Ms Ingrid Louw*



*Dr. Tanja Bosch*



*Ms Phumelele  
Nzimande*



**Ms Nomonde Gongxeka**  
Finance & Operations  
(Chair)



**Ms Gugu Msibi**  
Remuneration & HR  
(Chair)



**Ms Zodwa Manase**  
Audit & Risk  
(Chair until Sept 09)



**Ms Ingrid Louw**  
Audit & Risk  
(Acting Chair from Sept 09)



**Mr Siviwe Minyi**  
Tender & Policy, Legislative &  
Regulatory (Chair)

## BOARD COMMITTEES

### 1. FINANCE & OPERATIONS

Ms Nomonde Gongxeka **(Chair)**  
Mr Dan Moyane

### 2. REMUNERATION & HUMAN RESOURCES

Ms Gugu Msibi **(Chair)**  
Ms Baby Tyawa  
Dr. Tanja Bosch

### 3. AUDIT & RISK

Ms Zodwa Manase **(Chair, until September 2009)**  
Ms Ingrid Louw **(Acting Chair, from September 2009)**  
Ms Pumla Williams **(GCIS)**  
Mr. Dalson Modiba **(GCIS)**  
Mr. Jayce Nair **(National Treasury)**  
Dr. Tanja Bosch **(alternate)**  
Prof. Guy Berger **(alternate)**  
Ms Given Sibiya  
Ms Sithokozile Mbongo  
Mr Albert Dzuguda

### 4. TENDER

Mr Siviwe Minyi **(Chair)**  
Ms Phumelele Nzimande  
Mr Lumko Mtimde **(CEO, member until May 2009)**  
Mr Mshiyeni Gungqisa **(CFO)**  
Ms Thembalihle Mndebela **(HR & Corporate Affairs)**

### 5. POLICY, LEGISLATIVE & REGULATORY

Mr Siviwe Minyi **(Chair)**  
Ms Nomonde Gongxeka  
Dr Tanja Bosch

### CHIEF EXECUTIVE OFFICER

Mr Lumko Mtimde

### BANKERS

ABSA

### AUDITORS

Outsourced Risk and Compliance Assessment (ORCA) – Internal  
Office of the Auditor General (AGSA) – External

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**1-2.** MDDA Board members. **2.** Collins Chabane, Minister in the Presidency & Lumko Mtimde (CEO)





**PART ONE**  
INTRODUCTION  
AND CORPORATE  
STRATEGY

# I. ANNUAL REPORT OVERVIEW

## For the period 1 April 2009 to 31 March 2010

This Annual Report of the Media Development and Diversity Agency (MDDA) describes and details the activities of the Agency for the period 1 April 2009 to 31 March 2010.

This report has been prepared for submission to the Executive Authority and the Parliament of South Africa in line with the requirements of the Public Finance Management Act (No 1 of 1999) and the MDDA Act (No 14 of 2002).

## VISION

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

## 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.”

## Approach to Grant Funding in pursuit of the MDDA mandate

### How

- Grant funding – provision of subsidies – both to individual media projects and to create an enabling environment for the development of a diverse media
- Leveraging resources and support through technical assistance
- Conducting and funding research
- Facilitating capacity building
- Advocating for media development and diversity

### Who

- Historically disadvantaged communities
- Historically diminished language and cultural groups
- Inadequately served communities



## 2. Chair's Statement and Foreword

It is with great pleasure that I present this Annual Report of the Media Development and Diversity Agency (MDDA) on behalf of the Board.

2009/10 was my second financial year as Chair of the Agency, and I would like to extend a vote of thanks to my fellow Board members as well as the Management of the Agency, under the leadership of the Chief Executive Officer Mr. Lumko Mtimde. Their support and guidance in the past year has helped me to adjust and adapt to the MDDA's mandate, to help create an enabling environment for media development and diversity, that is conducive to public discourse and which reflects the needs and the aspirations of all South Africans.

The Agency is a well-managed organ of state, which has continuously received unqualified audit reports for the past six years. The MDDA also has a strong value system that promotes integrity, caring, professionalism, commitment and transparency. The Agency takes the opportunity to thank the Government (whose invaluable support for the Agency through GCIS and the Presidency has made its work manageable) and the funding partners of the MDDA. We look forward to signing new funding agreements with other broadcast service licensees (who have not yet signed the partnership) to join us in strengthening our work together towards ensuring that each and every South African citizen has access to a choice of a diverse range of media. Many Broadcasting Service Licensees have joined as partners from April 2009, contributing 0.2% of the annual turnover derived from the licensee's license activities to the MDDA, in line and in compliance with the ICASA Regulation: Prescribed annual contributions of licensees to the Universal Service and Access Fund (USAF) (Notice No. 31499) published on the 10th October 2008. The regulation as per the Electronic Communications Act No. 36 of 2005 recognise the relationship between broadcasters and the MDDA thereby provide that such contributions made to the MDDA will be off set against the prescribed annual contribution to the USAF.

### Mandate

In keeping to its mandate to facilitate media development and diversity in South Africa, the Agency has increased its delivery through supporting more projects; cumulatively from the inception we have funded just over 284 projects and awarded grants amounting to about R103m. A total of approximately 213 people working in community and small commercial media projects received training through MDDA support from April 2009 to March 2010.

### Matters of Governance

For the past six years, the Agency has received unqualified Audit Reports, which attests to the good leadership and hard work of the CEO Mr. Lumko Mtimde and his team. When Mr. Mtimde and his management team took over the reigns in 2006, they brought in a more pragmatic approach to the Agency and are managing the strategy that ensures that there is some form of media access for communities in every district municipality.

The Board has been working as a collective and provides good guidance and leadership to the management team. The Board approved the Strategic and Business Plan 2009-12 and the Agency delivered on its mandate for 2009/10. All Board Committees are functional, accordingly the Audit and Risk Committee fulfilled its responsibilities for the year as set out in section 77 of the PFMA and Treasury Regulations. My sincere thanks go to Ms Zodwa Manase, who chaired the Audit and Risk Committee until August 2009 and has led it with distinction.

### Funding for the Agency

The Agency receives funding from the Government through GCIS, as well as from major commercial entities such as; the SABC, Multichoice Africa (Pty) Ltd, Primedia (Pty) Ltd, MNET, etv (Pty) Ltd Jacaranda FM; East Coast Radio, MIDI TV, Algoa FM, OFM, Capricorn FM, YFM (Pty) Ltd, Media 24 Ltd, CTP Limited, Independent Newspapers Ltd and





AVUSA Media Ltd. Since the five-year funding agreements, which were signed in 2003/4, were coming to an end in 2009, the Agency met with both print and broadcast funders to negotiate for the renewal of funding agreements for another term of five years and more.

We are glad to announce that all funding partners signed the funding agreements, which in the case of Broadcasting Service Licensees, are aligned to the ICASA regulation. PMSA signed the agreement to pay the same R1.2m per annum per principal for the first three years and R1m for the last two years. They couldn't offer an inflation increase due to the financial challenges engulfing the print media industry at present.

As the Agency, we appreciate the trust and continued support bestowed upon us by the mainstream/commercial media industry. The Agency continues to expand its reach into rural and poor communities as well as historically diminished language and cultural groups and inadequately served communities, in order to make a meaningful impact and bring some form of media to historically disadvantaged communities.

### **Why Support the MDDA**

Freedom of expression is enshrined in our Constitution and the MDDA firmly believes that diversity of the media is a prerequisite for a flourishing democracy. With your continued funding, the Agency will keep promoting access to information and provide support to the development of more voices in the media through funding, capacity building programmes, which enable and empower people to take control of their personal lives and fully participate in our democracy.

In its six years in existence, the MDDA has made its mark through the guidance of the MDDA Board, the dedication of management and staff, and the adherence to King Commission principles of Governance as well as the dictates of the Public Finance and Management Act.

### **The Way Forward**

The vision of the MDDA is that: "each and every South African citizen should have access to a diverse range of media." Community media and small commercial media are MDDA's focus areas of support. For the next three years, the Agency has set itself a benchmark to have at least one community radio station, one community newspaper or magazine per district municipality and at least one community television station per province.

We believe in building an environment where diverse, vibrant and creative media flourishes and reflects the needs of all South Africans. This will promote communication, sustainable social development and growth amongst all citizens of South Africa. Further, the MDDA would encourage other new print media groups to join our hands in promoting media development and diversity.

I would like to also take this opportunity to thank the Board members, the Chief Executive Officer and his Management team and staff for their support, commitment and hard work in service of the public. Finally, my last words go to our funders (both the broadcast and print media), the GCIS, the Ministers in the Presidency (both the late Dr Manto Tshabalala Msimang & Mr Collins Chabane) for their support and leadership, the Parliament Portfolio Committee on Communications and lastly but not least, the former Predisent Kgalema Motlanthe and President Jacob Zuma.

**Gugu Msibi**

Chair



*Jacob Zuma (President of S.A.) with Lumko Mtshede (CEO) & Gugu Msibi (Chair)*



### 3. Chief Executive Officer's Executive Summary and Overview

It is now seven years since the MDDA was born in 2003 and six years of the Agency's existence and operations. The Agency started operating from January 2004, a year after its formation. The first recipients were Free State News and Big News. In 2010, the Agency supports projects in almost every district municipality in all nine provinces.

It has grown and boasts of supporting 284 media projects cumulatively with just approximately R103m. It has provided grant funding, capacity building, mentorship, advocacy programmes, conducted research and provided technical support. In the year under review, it also launched a media literacy and culture of reading programme in pursuit of the object enshrined in Section 3 (v) of the MDDA Act. The first of its kind in the Agency work was launched in Alfred Nzo District Municipality with learner and teachers from Matatiele and Umzimvubu Municipality and this financial year it was held in the North West Province, Ngaka Modiri District Municipality.

The Agency conducted a number of training interventions for beneficiaries, including compliance workshops, financial management, etc.



1. Manana Stone with learners at the Media Literacy, North West. 2-4. Helet Venter with participants at the Compliance Workshop.

These were intended to ensure that beneficiaries operate successfully and are sustainable. An ownership and control of media in South Africa Research Report was published. It provided a very constructive discourse in the country regarding the media landscape. Further, it convened a successful seminar with broadcast media and telecommunication practitioners at Wits University deliberating on the question of ownership and control, in the context of the ICASA's discussion paper on ownership and control.

#### Opportunities for Growth of the Community Media and Small Commercial Media

A mentorship programme where the Agency supports mentors to hold the hands of a new initiative, support it, transfer skills and ensure systems and procedures are established for it to take off, continues to produce results. New projects like Wineland Echo, etc. have taken off the ground.

Our main strategic thrust to 2013 is to ensure that we increase our focus on rural and poor communities as well as historically diminished language and cultural groups. We also need to ensure that all citizens can access information in a language of their choice and also contribute to the transformation of media access, ownership and control patterns in South Africa.



The Agency is in discussions with the Ministry of Trade and Industry on the possibility of partnering with one of the development finance institutions to provide low interest loans in the community and small commercial media sector. The sector continues to grow, there is more community radio stations throughout the country, more community newspapers in indigenous languages, more SMME's running small commercial print media, community television is alive and certainly with the growth of MDDA, there will be more diversity. Communities all over the country did follow developments regarding the 2010 FIFA World Cup through their own media.

With Government support, through utilising this media to communicate its messages, be it local and district municipality, provincial and national departments, the sector will generate advertising and sponsorship income that can assist its efforts towards self-sustainability. In any event, this sector of media serves, the very constituency Government wants to communicate to and therefore the rationale for using this media makes business sense for Government communication.

The growth of investment in capacity building and skills development by the Agency, MAPPPSETA, ISSETSETA, etc. further strengthens the sector growth.

### **Organisational and Governance**

As required by the PFMA and Section 15 (3) of the MDDA Act, this report has been audited by the Auditor-General. The report will be submitted to the Minister (Executive Authority) in terms of the PFMA and presented in Parliament.

The Agency operates within a broad legislative framework including (amongst others) the MDDA Act itself, the Constitution Act, the Public Finance Management Act, Electronic Communications Act, the ICASA Act, the Promotion of Administrative Justice Act and the Labour Relations Act.

The Board continues to provide leadership and strategic direction to the Agency. The Agency complies with all reporting requirements and has an unqualified audit report as outlined in the attached Auditor-General's report; further it complies with relevant legislative requirements.

Performance Information (Audit of Performance Information 2009/10) was reported at each Board meeting as is required in terms of Treasury Regulations and Section 55 (2) (a) of the PFMA; which provides that objectives are measurable and aligned to the budget. This assisted the Accounting Authority (the Board) in its additional responsibility to ensure that the annual report and audited financial statements fairly presents the performance against predetermined objectives of the Agency and good corporate governance. This exercise has added value to the Agency in terms of providing an ongoing oversight on the implementation of its plan. In 2009, the Agency was congratulated by the Auditor-General in terms of its compliance with National Treasury Regulation in respect of Audit of Performance Information (now called Audit of Pre-determined Objectives). The Agency continues to review its account in this regard in order to simplify the reporting of performance information and ensuring that the budget is aligned to the strategic objectives. The Agency continues to deliver on its mandate outlined in the objectives of the Act. The Agency measures its reach throughout the country by district municipality penetration. Accordingly, the Agency work is now cumulatively spread throughout the different district municipalities of South Africa. As per the Agency's strategic focus outlined in the Strategic Plan 2009/12, the Agency prioritised support for media projects focusing on rural communities and/or audience not adequately served by existing media.

### **Milestones to Date Including the Year Under Review**

In its six years operationally, the Agency has made its mark in developing and diversifying the media landscape.



### Some of the highlights are:

- Setting up of the organisation in 2003 and systems, moving into new premises in 2006 (15 Sherborne Road – Parktown), moving again into 31 Princess of Wales Terrace – Parktown (just opposite Sunnyside Park Hotel) from end of July 2009 and ongoing review of organisation, systems and procedures, and policies;
- The development of a set of regulations to govern the MDDA;
- Finalising the funding agreements with government and the funders;
- Making the first funding decision in January 2004;
- Populating the organisation with staff to run the affairs of the organisation, has grown its human resource capacity to 22, recruited and filled in all staff vacancies to run the affairs of the organisation;
- Successful engagement with Broadcasting Service Licensees regarding the ECA and the renewal of the funding agreements,
- Successful engagements with Print Media Association of SA (PMSA) regarding the renewal of the funding agreements,
- Increase in the Government funding, with R9m for the MTEF 2008/11 over and above the R2m increase in 2007/8;
- Concluded a R20m worth agreement with the Department of Communications, to support community radio programme production capacity;
- Participated and signed the MAC Charter;
- The spending of approximately R103 m in grants for 284 media projects cumulatively as at March 2010;
- More than 54 of these projects did not exist prior to the establishment of the MDDA grant funding;
- The provision of bursaries to 65 different radio and print managers as at 31st March 2010, and generally 213 people trained;
- The evaluation of MDDA organizationally after 4 years of operation;
- The consistent receipt of unqualified audits;
- Putting MDDA on the public agenda – SAFM Radio interviews, SABCTV News coverage, Sunday Times, City Press, The Media Magazine, Leadership Magazine, CEO Magazine, BizCommunity, Alfred Nzo Community Radio, Vukani Community Radio, The Media Online, Cape Town Community Television, Bay TV, UCT Edubloc, NCRF website, DPLG website, Business Day, Sowetan, etc.;
- The development of a database of grassroots publications in partnership with AIPSA;
- Envisioning TV: Research in the Policy, Strategy and Models for Community Television in South Africa – HSRC. The funding and support for Community TV initiatives, (Bay Community TV and Cape Community TV, including Tshwane Community TV and Eastern Cape CTV in collaboration with ECDC);
- Completed a number of researches into challenges facing community and small commercial media sector, which are available on its website;
- Completed and published research into trends of media ownership and control in South Africa;



**1. At the launch of the Report on Ownership & Control of Media.**

**2. ICASA Councillors - Marcia Socikwa, Brenda Ntombela, & MDDA Board member Guy Berger.**

**3. ICASA Councillor - Brenda Ntombela, Lumko Mtimde (CEO) & Matebello Motloung (BDFM)**



- Completed and published an advertising and marketing toolkit for community and small commercial media;
- Signed a Memorandum of Understanding with the Universal Service and Access Agency, in order to work together in respect of universal service and access in the broadcasting industry;
- Maintaining good relations with stakeholders – funders, parliament, the Presidency, DoC, GCIS, ICASA, USAASA, MAPPPSETA, NCRF, beneficiaries and research institutions;
- Developed staff in areas such as project management, financial management, financial modules, secretariat, business writing skills, supervisory management, advocacy training, etc.; Developed capacity in monitoring and evaluation, project management; records management, minutes taking, financial management and risk management. Working as a team internally;
- The growth of demand for MDDA support, and the growth in the demand for increased funding for MDDA, i.e. Parliament, the Ruling Party, etc.
- Held the second Media Literacy and Culture of Reading summit at the Ngaka Modiri Molema District Municipality on the 26<sup>th</sup> – 27<sup>th</sup> March 2010.
- Trained 213 people – (*from the Agency training and exchange programme and project specific training (part of the grant approved for projects)*) as follows:
  - Financial Management Training (Eastern Cape, East London 15 people and Gauteng, Johannesburg 35 people) = 50 people;
  - Essentials of Broadcast Management (SPL – Training Programme) = 4 people;
  - Highway Africa 2009 (Training Programme) = 15 people;
  - AMASA advertising (training Programme – not all MDDA project beneficiaries) = 13 people;
  - IAJ Training (Training programme) = 48 people.

### Challenges

A strong well-resourced funding agency is needed to tackle the growth of the media sector in the country. The Agency receives applications worth far more than its budget, which means without increased funding, the Agency will fail to support initiatives aimed at giving meaning to the noble objects of the MDDA Act and promotion of access to media to all as envisaged by the Constitution Act of 1996. The MDDA support is needed on an ongoing basis in underdeveloped areas, as sustainability of some projects is reliant on development of those areas.

### Operationally

During the 2009/10 financial year, the Agency staff complement was 22 in order to respond to the growing work of the Agency as well as the increasing demand from the targeted sector. There remains a need to capacitate the Agency more in order to match the growth of the number of beneficiaries and the increase in its funding base. Specifically for now, the Agency need a communications manager, finance manager and increased financial resources for strengthening the monitoring and evaluation capacity.

In compliance with its own regulations, the Agency continues to keep to the discipline of 25% of its income spent on administration. On the grant funding front, the Agency has complied with the requirements for a minimum of 60% allocated for community media, 25% on commercial media, 5 % on research and 10% on other. This is even though, the regulation does provide that the Board may deviate from the percentage allocation contemplated, if it is reasonable and justified to do so.

### Conclusion

The Agency regards human resources as its pillar of strength and accordingly appreciates its people as its greatest investment. We thank the MDDA team for their hard work and the Agency commits to ensure it creates an environment making the Agency an employer of choice.





Success of the work of the Agency is also due to the selfless hard work by the individuals working for the projects we support. They sweat to ensure that their projects comply with the Agency funding requirements and terms and conditions of the funding cannot go unnoticed. All this is what will together ensure the development of pluralistic and diverse media in our country owned and controlled by the people.

Sibamba ngazibini.



**Lumko Mtimde**

Chief Executive Officer



*Jacob Zuma (President of S.A.) with Lumko Mtimde (CEO)*

# 4. Value Statement



In fulfilling its mission the MDDA is committed to uphold the following values and their meaning:

<b>INTEGRITY</b>	<b>CARING</b>
We are honest, reliable, fair, accountable and responsible for our actions.	We are tolerant, courteous and respectful to our staff and clients alike.
<b>PROFESSIONALISM</b>	<b>COMMITMENT</b>
We are efficient, effective, service delivery orientated, punctual, performance driven and work collectively.	We are passionate, go the extra mile, responsive, have a strong work ethic, consistent and accessible.
<b>TRANSPARENCY</b>	
We are honest, reliable, fair, accountable and responsible for our actions.	



*Jabulani Dlamini Free State Community Media Awards, Overall winner, 2008*





## 5. Strategic Objectives

### 5.1 Mandate in terms of the MDDA Act

The mandate of the Agency is enshrined in law and is to (in the main):

- (a) Create an enabling environment for media development and diversity which reflects the needs and aspirations of all South Africans.
- (b) Redress exclusion and marginalisation of disadvantaged communities and persons from access to the media and the media industry.
- (c) Promote media development and diversity by providing support primarily to community and small commercial media projects.

In the nutshell, the Agency is established to promote development and diversity in the South African media throughout the country, consistent with the right to freedom of expression as enshrined in Section 16 (1) of the Constitution Act 108 of 1996.

### 5.2 Overall objective

The overall objective of the MDDA's strategic focus for the period 2009/12 as informed by the vision and mandate of the MDDA is:

***“To ensure that all citizens can access information in a language of their choice and to transform media access, ownership and control patterns in South Africa.”***

### 5.3 Purpose

The purpose of the MDDA in the next three years is to continue to:

***“Strengthen the sector through the provision and leveraging of resources, knowledge and skills in pursuit of promoting media development and diversity.”***

### 5.4 Key Result Areas in relation to the purpose statement

In pursuit of the purpose statement the MDDA will focus its efforts in the following result areas:

1. Advocacy for media development and diversity,
2. Stakeholder management,
3. Grant funding for community and small commercial media, and seed funding support for community radio in the nodal areas,
4. Capacity building interventions for beneficiary organisations and communities including mentorship,
5. Fundraising and resource mobilisation,





6. Monitoring & evaluation, research and knowledge management – focus on impact assessment and evaluation,
7. Media literacy and the promotion of the culture of reading.

The above priorities are determined by the Agency within the constraint of its resources both human and financial, taking into account the potential increase in its capacity. Therefore, greater attention will be given to some priorities will be given to some activities over and above others, in consultation with the Board.

The strategic approach of the Agency is to find synergies, involve MDDA supported projects in the respective provinces and to the extent possible dovetail with other activities. In general our key focus areas are aligned to the following categories of the Apex Priorities:

- The further acceleration of economic growth and development;
- Speeding up the process of building the infrastructure needed to achieve economic and social goals;
- Improvement of the effectiveness of interventions directed at the Second Economy and poverty eradication;
- Enhancing the impact of programmes targeting the critical important area of education and training.



*Kgalema Motlanthe, Deputy President of S.A. & Lumko Mtimde (CEO)*





# **PART TWO**

PROGRAMME  
PERFORMANCE



## 6. Performance Against Objectives

### 6.1 Performance targets / benchmarks

Below are performance benchmarks/targets set for the financial year, guided by the Regulations, the Strategic and Business Plan, and the budget. Accordingly, these are set by sector and therefore performance of the respective business units in respect of grant funding. Targets are not set for the January meeting from a planning point of view, but in case of under achievement the referred meeting does consider projects. Operational plan activity costs refers to allocations of projects initiated by the Agency.

Board	Actual Versus Targets by Sector: 2009/10												
	Community Media (60%)				Small commercial (25%)				Research (5%)		Other (10%)		Total Target
	Community Broadcast Target	Community Broadcast Actual	Community Print Target	Community Print Actual	Small Commercial Target	Small Commercial Actual	Research Target	Research Actual	Other Target	Other Actual			
May-09	3 626 431	1 833 913	906 608	400 000	1 888 766	2 438 915	0	0	0	0	6 488 471	4 672 828	
Jul-09	3 626 431	2 170 814	906 608	581 320	1 888 766	0	200 000	0	0	0	6 488 472	2 752 134	
Oct-09	3 626 431	2 854 292	906 608	1 103 942	1 888 767	2 643 208	0	291 000	0	0	6 488 472	6 892 441	
Jan-10	0	3 305 646	0	474 500	0	473 609	0	0	0	0			
<b>Sub-Total</b>	<b>10 879 293</b>	<b>10 164 665</b>	<b>2 719 823</b>	<b>2 559 762</b>	<b>5 666 299</b>	<b>5 555 732</b>	<b>200 000</b>	<b>291 000</b>		<b>0</b>			
<b>Balance</b>		<b>714 628</b>		<b>160 061</b>		<b>110 567</b>		<b>-91 000</b>					
<b>Operational Plan: Activity Costs</b>													
	Community Broadcast Planned	Community Broadcast Actual	Community Print Planned	Community Print Actual	Small Commercial Planned	Small Commercial Actual	Research Planned	Research Actual	Other Planned	Other Actual			
<b>Sub-Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>733 260</b>	<b>618 830</b>	<b>1 316 519</b>	<b>150 000</b>			
<b>Balance</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>733 260</b>	<b>618 830</b>	<b>1 316 519</b>	<b>150 000</b>			
<b>TOTAL PROJECTS COSTS</b>	<b>10 879 293</b>	<b>10 164 665</b>	<b>2 719 823</b>	<b>2 559 762</b>	<b>5 666 299</b>	<b>5 555 732</b>	<b>933 260</b>	<b>909 830</b>	<b>1 316 519</b>	<b>150 000</b>	<b>19 465 415</b>	<b>14 317 403</b>	



## 6.2 Performance Information Report

Below is the Performance Information Report as is required in terms of Treasury Regulations and Section 55 (2) (a) of the PFMA. The objectives are measurable and aligned to the Budget. This assists the Accounting Authority (the Board) in its additional responsibility to ensure that the annual report and audited financial statements fairly present the performance against predetermined objectives of the Agency.

Accordingly, this Performance Information Report is a subject matter / agenda item of every Board and Executive Management meeting in line with the regulatory requirements, good corporate governance and proper oversight. This ensures that the Agency complies with the requirements of Auditor-General's audit finding in terms of Section 20 (2) (c) of the Public Audits Act No. 25 of 2004 on the reported information relating to performance against predetermined objectives.



*Collins Chabane, Minister in the Presidency & Lumko Mtimde (CEO)*

## KEY RESULT AREA I: ADVOCACY FOR MEDIA DEVELOPMENT AND DIVERSITY

STRATEGIC OBJECTIVE: To contribute towards improving the operating environment of the community and small commercial media sectors								
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		BUDGET	
					2009/10 PERFORMANCE RESULTS	TIMELINES		ACTUAL
Develop strategy for increasing revenue for small commercial and community media sector	Enabling and operating environment	1	Baseline survey conducted with all funded projects	Baseline data survey instrument developed	Implement baseline survey with all funded projects (R&T)	June 2009	The questions have been integrated into the Monitoring Template.	Opex Telephone, email, fax, stationery
					Framework finalised			
					Strategy developed	July 2009		
Engage and mobilise support for the MDDA	Enabling and operating environment	1	MDDA video profile	Broadcast Service Licensees Roundtable held in October 2007 and Print Media SA 30 September 2008.  Submissions made to the Treasury and ICASA.  ICASA Regulation, 10 October 2007.  Support expressed in Parliament, media and political parties (for example, ANC Polokwane Resolutions, 2007).	MDDA video profile	March 2010 July 2009	MDDA Corporate Video profiling the Agency done, presented at UNESCO and is also going to be posted on the Agency website.	GCIS  0
		2	International fundraising plan and programme in place	Planning meetings, Jan 2008.	International fundraising plan and programme in place	Aug/Sept 2009	Plan approved by the Board.	Opex
							Relations with UNESCO, WSA, UN GAID, SIDA, etc. Strengthened.	
							MDDA joined DTT international mission, October 2009.	

**STRATEGIC OBJECTIVE: To contribute towards improving the operating environment of the community and small commercial media sectors**

ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		VARIANCE & REASONS	BUDGET R	
					2009/10 PERFORMANCE RESULTS	TIMELINES			ACTUAL
Prepare submissions and position papers to ICASA for the review of regulations governing the Community Broadcasting sector.	Regulatory environment	1	1 Submission made to ICASA	3 Submissions made in 2007/8.	1 Submission made to ICASA	March 2010	1 Submission made to ICASA – DTT Regulation.	0	Opex
							1 Submission made to the DoC – PSB discussion document.		
							1 Submission made to the DoC – Local & Digital Content Strategy.		
							1 Submission made to the DoC – PSB Bill.		
		2	Regulatory changes accepted and effected by ICASA.	Regulations prescribed in 2007/8.	Regulatory changes accepted and effected by ICASA.	March 2010	Community Television will be considered as part of the Digital Divident review.	0	Opex
Prepare submissions to the Minister in the Presidency regarding MDDA Act possible amendments.	Legislative environment	1	Draft amendments presented to the Minister.	Regulations favourable to MDDA prescribed in 2008/9.	Draft amendments presented to the Minister.	March 2010	Presidency review ongoing – amendments will be considered having regard to the outcomes of this review.	Ongoing	Opex
							Presidency review ongoing – amendments will be considered having regard to the outcomes of this review.		
Prepare submissions to the Parliament regarding MDDA Act possible amendments.	Legislative environment	1	Amendment proposals incorporated into the Parliamentary schedule.	N/A	Amendment proposals incorporated into the parliamentary schedule.	April 2010	Presidency review ongoing – amendments will be considered having regard to the outcomes of this review.	Ongoing	Opex



**STRATEGIC OBJECTIVE: To contribute towards improving the operating environment of the community and small commercial media sectors**

ACTIVITY	KPA / Outcomes	KPI NO	Output Indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		BUDGET
					TIMELINES	ACTUAL	
Partnership with MAC Charter Council process and AMASA in order to lobby advertising and marketing industry	Enabling and operating environment	1	MOU with AMASA and MAC in place	Baseline established  MDDA signatory to MAC Charter	MOU with AMASA and MAC in place	2 <sup>nd</sup> meeting held with AMASA MoU being drafted  Meeting to be held with AMASA to discuss the experience of the first training and to evaluate the way-forward based on the assessment.	Opex: Travel, office refreshments
Advertising training programme with AMASA	Enabling and operating environment	2	15 people trained through AMASA	Meeting with AMASA on 26 <sup>th</sup> Feb 2008	15 People trained through AMASA	13 People were trained (12 projects and 1 staff) in August 2009 due to affordability.	Training budget 150 000
Facilitate acquisition of Grassroots Certification from ABC for small commercial and community print projects	Enabling and operating environment	1	Agreement with ABC about Grassroots Certificate requirements in place	Meetings held with ABC in 2008/9 regarding Grassroots certificate requirements	Agreement with ABC about Grassroots Certificate requirements in place	4 projects certified.	Opex: travel and office refreshments
Develop partnership with SAPO	Enabling and operating environment	2	Report on meetings with SAPO on using their database network to distribute community and small commercial newspaper in place	Framework for engagement with SAPO developed	Report on meetings with SAPO on using their database network to distribute community and small commercial newspapers in place	2 <sup>nd</sup> Meeting held with SAPO on the 7 July 2009; SAPO infrastructure in rural areas remains a challenge, as does costing for them and if publications are sold, then SAPO delivery is not possible. Discussions also included SAPO advertising in small commercial and community media projects and building this into their budgets.	Opex
Negotiate printing and distribution discounts		3	MoU's in place with printers and distributors for 5% discount to project beneficiaries	Meeting of printers and distributors	MoU's in place with printers and distributors for 5% discount to project beneficiaries	Meeting held with Highway Printers (Caxton) – printers for 5 MDDA projects.  Matter raised in the trends of ownership and control report. Discussions are ongoing.	100 000 from Other budget: travel, subsistence, venue and catering



**STRATEGIC OBJECTIVE: To contribute towards improving the operating environment of the community and small commercial media sectors**

ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		VARIANCE & REASONS	BUDGET R
					2009/10 PERFORMANCE RESULTS	TIMELINES		
Discussions with SARS	Enabling and operating environment		Partnership with SARS in place	N/E	Partnership with SARS in place	September 2009	Meeting with SARS held on 19 March 2010, next meeting in May 2010.  Partnership is in place regarding compliance workshops and tax education campaign through community media.	0  Opex
Discussions with CIPRO and NPO Directorate	Enabling and operating environment		Mechanisms to verify registration of NPO's and companies in place	N/E	Mechanisms to verify registration of NPO's and companies in place	October 2009	Awaiting stability at CIPRO management	Opex
Discussions with SAMRO	Enabling and operating environment		Agreement on charges levied for Community Radio	N/E	Agreement on charges levied for Community Radio	December 2009  August 2009  October 2009	Meeting held with SAMRO in November 2009 and agreed to partner the MDDA educate the sector about SAMRO	Opex: General office costs
Operationalisation of the low interest loan fund	Enabling and operating environment	1	Treasury and Cabinet reports on Low interest loan in place	Phase Two research completed	Treasury and Cabinet reports on Low interest loan in place	March 2010	National Treasury input in place, report finalised.	0  Opex
	Enabling and operating environment	2	MoU in place with NEF and / or IDC	Phase Two research completed	MoU in place with NEF and / or IDC	March 2010	Meeting held on the 12 October with the Ministry of Trade and Industry (DM). Follow up meetings planned.  Meeting held on the 12 October with the Ministry of Trade and Industry (DM). Follow up meetings planned.	Opex: travel and office refreshments, subsistence

**STRATEGIC OBJECTIVE: To contribute towards improving the operating environment of the community and small commercial media sectors**

ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		BUDGET
					TIMELINES	ACTUAL	
Targeted and systemic engagement of unions and NGOs - CWU, Labour Media Forum, SA Labour Bulletin, Agenda, Media watch NGOs	Support for atypical media	1	Partnerships with NGOs's and unions in place (C/M)	1 Meeting with COSATU and 1 meeting with trade unions and NGOs's held in 2008/9	2009/10 PERFORMANCE RESULTS	ACTUAL	R
					Partnerships with NGOs's and unions in place (C/M)	Meetings held with COSATU and a presentation about the MDDA was made on the 12 November 2009.	
Appoint service provider to conduct research on the viability of media cooperatives		2	Feasibility study on the viability of a media co-operative in place	A call for proposal on the feasibility study on the viability of a media co-operative issued in March 2008.	2009/10 PERFORMANCE RESULTS	ACTUAL	R
					Feasibility study on the viability of a media co-operative in place (R&T)	The concept document and the memo forwarded to HR and Corporate services for approval.	
		3	Feasibility study report on the viability of a media co-operative discussed by a focal group / seminar	Research seminars held in 2007/8	2009/10 PERFORMANCE RESULTS	ACTUAL	R
					Feasibility study report on the viability of a media co-operative discussed by a focal group / seminar	The concept document and the memo forwarded to HR and Corporate services for approval.	



## KEY RESULT AREA 2: PARTNERSHIPS AND STAKEHOLDER MANAGEMENT

STRATEGIC OBJECTIVE: To strengthen relations with MDDA contractual and non-contractual stakeholders									
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		ACTUAL	VARIANCE & REASONS	BUDGET R
					2009/10 PERFORMANCE RESULTS	TIMELINES			
Develop partnerships with academic institutions and SABC	Stakeholder Management.	1	1 Joint initiative in media development and diversity undertaken with stakeholders.  (Seminar on trends of media ownership and control).	Research report on the trends of ownership in place.	1 Joint initiative in media development and diversity undertaken with stakeholders  (Seminar on trends of media ownership and control)	October 2009 (Media Freedom day)	Partnership confirmed with CGE, SAHRC, SABC and ICASA.  Dialogue / seminar held on the 19 <sup>th</sup> October – Media Freedom Day.	0	200 000
	Promotion of MDDA and building relations.	1	1 Presentation at academic institution based on key calendar events.	2 Presentations made at Wits in 2008.	1 Presentation at academic institution based on key calendar events.	March 2010	1 Presentation made at Wits on ownership and control, 15 February 2010.	0	Opex
Develop and set up forums/summits with advertising companies to promote small commercial media	Increased advertising revenue for small commercial media	1	Target at least 4 mainstream publications to publish article on the launch of Marketing toolkit to maximise awareness.  Advertising toolkit developed.	Advertising and marketing summit held in 2007.  Advertising toolkit developed.	Target at least 4 mainstream publications to publish article on the launch of Marketing toolkit to maximise awareness.	September 2009	Toolkit has been launched. Bizcommunity published the kit. Facebook published the kit.	0	Opex
Develop a joint programme with USAASA	Working together for universal service and access in accordance with Chapter 3 of the Constitution Act No. 108 of 1996.	1	Joint working committee formed.  Joint working plan developed.  Publicise the MoU.	Joint USAASAMDDA workshop held.  Draft MoU developed in 2007.	Joint working committee formed.  Joint working plan developed.  Publicise the MoU.	August 2009  November 2009  November 2009	joint programme on the Definitions of Universal Service and Access completed.  MoU published in Parliament and industry.	0	Opex  Communication budget

STRATEGIC OBJECTIVE: To strengthen relations with MDDA contractual and non-contractual stakeholders									
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		ACTUAL	VARIANCE & REASONS	BUDGET R
					2009/10 PERFORMANCE RESULTS	TIMELINES			
Signed MoU with MAPPSETA	MoU with MAPPSETA	1	Draft MoU	Discussions held with MAPPSETA (2006/8).	Draft MoU.	July 2009	MoU in process of being finalised.	Ongoing	
Signed MoU with ISSETSETA	MoU with ISSETSETA	1	Signing an MoU	Discussions held with ISSETSETA (2007/8).	Signing an MoU.	November 2009	Ongoing	Ongoing	
Renew partnership with DoC	Working together and co-ordination in support of community broadcasting.	1	Renewed MoU on Community Radio Programme Production.	MoU Community Radio Programme Production signed in 2008.	Renewed MoU on Community Radio Programme Production.	September 2009	Discussions ongoing with DG.	Ongoing	Opex (travel and office refreshments, catering)
Sign MoU with Independent Election Commission (IEC); Department of Justice (DoJ) and DPLG	Create enabling and supportive environment for MDDA projects	1	Draft MoU with IEC.	Discussions held with IEC Deputy Chair in 2008.	Draft MoU with IEC.	October 2009	Discussions on formalising relationship ongoing	Ongoing	Opex
			Signing an MoU		Signing an MoU.	December / January 2010		0	
			Joint project proposal developed.		Joint project proposal developed.	February 2010	Joint workshop around local government elections held with IEC and community radio stations in Durban.		
		2	Draft MoU with DoJ.	N/A	Draft MoU with DoJ.	October 2009	Ongoing	Ongoing	
			Signing an MoU		Signing an MoU.	January 2010			

**STRATEGIC OBJECTIVE: To strengthen relations with MDDA contractual and non-contractual stakeholders**

ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		ACTUAL	VARIANCE & REASONS	BUDGET R
					2009/10 PERFORMANCE RESULTS	TIMELINES			
		3	Draft MoU with DPLG. Signing an MoU	Working relationship exist with DPLG. Multilingualism Conference was held 01 – 06 June 2008 A meeting and a roundtable held with DPLG. Implementation Plan on Multilingualism In Local Government developed. Draft Communication Strategy Eastern Cape, October, 2008.	Draft MoU with DPLG (now DCGTA). Signing an MoU	October 2009 February 2010	Ongoing  (Agreements established shared with the new administration. Discussions underway to revive discussions and collaborate)	Ongoing	
MOU with Doc							Done	0	
Partnership with Highway Africa 2009	Convene a session on media sustainability	1	1 Day session convened as part of Highway Africa 2009	Session on media sustainability made at Highway Africa 2008.	1 Day session convened as part of Highway Africa 2009	September 2009	Highway Africa was held in September 2009. 15 People (9 projects, 5 learners from the media literacy project and their educator) were supported and trained on Effective Media Management – Print & Broadcast course, facilitated by SPI.	0  (Training Programme) Staff costs: Travel, accommodation and subsistence	150 000
Recognition and enhanced profile of community media sector	Community Media Awards	1	Community Media Awards held	Community Media Awards held in May 2008	Community Media Awards held	October 2009	Participated in the Community Radio Awards by USIS and Serongoanyane Technologies.	Ongoing	500 000





### KEY RESULT AREA 3: GRANT AND SEED FUNDING

STRATEGIC OBJECTIVE: To promote and strengthen the small commercial print and community media sector										
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		BUDGET			
					2009/10 PERFORMANCE RESULTS	TIMELINES		ACTUAL	VARIANCE & REASONS	R
- Prepare calls for applications - Conduct project assessment including site visits - Prepare and submit project reports - Select projects and submit for board approval - Enter project grant agreements - Disburse grants - Prepare reports on grant funding activity	Grant funding for Community Radio	1	At least 8 Community Radios in 8 district municipalities funded	8 Community Radios funded in 2008/9 (as at Dec. 2008)	At least 8 Community Radios in 8 district municipalities funded	December 2009	10 Community Radio stations funded for a total of 9 086 665	0	6 879 293	Opex: Travel and subsistence at 30 000 per Board meeting x 4 meetings = 120 000 For: Travel, accommodation subsistence, petrol, toll fees
	Grant funding for community newspapers	2	2 Community newspapers funded in two districts	6 community newspapers (as at Dec 2008)	2 Community Newspapers funded in two districts	November 2009	5 Community Newspapers funded in 2009 for an amount of 2 559 762	0	719 823	Opex: travel, accommodation and subsistence
	Grant funding for community television initiatives	3	At least 1 Community Television initiative funded	Four Community initiatives supported in 2008/9 (training)	At least 1 Community Television initiative funded	November 2009	Cape Town TV funded in 2010 January Board meeting	0	1 000 000	
	Grant funding for atypical media	4	1 Atypical media funded	Four atypical media projects supported (Africa Ignite, Amanda and Umvoti to the value of 927 150 (as at August 2008).	1 Atypical media projects funded	March 2010	One atypical project to the value of 542 000	0	500 000	
	Grant funding for new media	5	1 New media projects funded	Women's Net supported in 2006/7 Mahala Media funded in 2007/8	1 New media project funded	January 2010	No new media application received yet	Ongoing	500 000	
	Grant funding for small commercial newspapers and 1 magazine	6	4 Small commercial newspapers and 1 magazine supported	4 Small commercial newspapers and 1 magazine supported in 2008/9 (as at Dec 2008)	4 Small commercial newspapers and 1 magazine supported	October 2009	6 Small commercial newspaper and 2 magazine funded for an amount 5 555 732	0	4 666 299	

STRATEGIC OBJECTIVE: To promote and strengthen the small commercial print and community media sector									
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			VARIANCE & REASONS	BUDGET R
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL		
Managing NCRF Implementation of Seed Funding	Development support and ensuring sustainability of beneficiary projects	1	10 Nodal community radio stations supported	Service provider service level agreement in place with NCRF in 2008/9	10 Nodal community radio stations supported	March 2010	NCRF contracted for the 10 nodal point stations support in 2009	0	2005 Seed funding budget
Support for Provincial hubs	Building provincial capacity for co-ordination and developing sustainability programmes.	1	A strategy and framework for provincial hubs in place, including provincial mapping (CM)	Provincial hub strategy in place	A strategy and framework for provincial hubs in place, including provincial mapping (CM)	March 2010	Ongoing	Ongoing	Opex: printing, email, stationery, fax, telephone
		2	At least 1 provincial hub funded	Provincial hub strategy in place	At least 1 provincial hub supported	March 2010	Ongoing	Ongoing	1 000 000
Strategy on student media funding	Support for student media	1	Strategy and Implementation plan to support student media in place	Research report on viability for student media in place	Strategy and Implementation plan to support student media in place (CM)	October 2009	Final research report received based on MDDA input.	0	Opex: printing, email, stationery, fax, telephone
Assessment of the content development initiatives	Content development	1	Service provider to undertake content initiatives assessment appointed and assessment undertaken	Content initiatives assessment concept paper complete	Service provider to undertake content initiatives assessment appointed and assessment undertaken (R&T)	December 2009	Service provider not yet appointed.	Ongoing	150 000
Monitor projects	Monitoring and Evaluation	1	30 Projects monitored	10 projects monitored in 2007/8	30 Projects monitored	March 2010	23 projects monitored as at 31 March 2010	0	Opex: Travel, accommodation and subsistence
		2	30 Monitoring reports	(GAP, Big Issue, Bonteheuwel, Kalakuta) M&E plan in place and staff appointed in 2008/9	30 Monitoring reports	March 2010	23 monitoring reports	Partially achieved.	143 135
								0	Opex: Stationery, computer
								Partially achieved.	

STRATEGIC OBJECTIVE: To promote and strengthen the small commercial print and community media sector									
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			VARIANCE & REASONS	BUDGET
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL		
		3	20 Projects monitored through desktop reviews	5 Desktop reviews of projects in 2008/9	20 Projects monitored through desktop reviews	March 2010	17 Desktop reviews of projects done but not complete due to information outstanding from projects	Ongoing	Opex: telephone, computer, stationery
		4	20 Desktop review reports		20 Desktop review reports	March 2010	4 Capacity building projects monitored.	Ongoing	Opex: telephone, computer, stationery
Monitor capacity building intervention initiatives and prepare reports	Monitoring and evaluation	1	5 Capacity building initiatives involving 5 beneficiaries monitored	5 Capacity building initiatives monitored in 2008/9	5 Capacity building initiatives involving 5 beneficiaries monitored	March 2010	17 Desktop reviews of projects done but not complete due to information outstanding from projects 4 Capacity building initiatives reports in place	0	Opex: telephone, computer, stationery
		2	5 Capacity building monitoring reports in place	5 Capacity building initiatives reports in 2008/9	5 Capacity building monitoring reports in place	March 2010	Draft Terms of reference in place and currently under review	Partially achieved. Ongoing	Opex: telephone, computer, stationery
Undertake evaluation of MDDA projects	Ensure beneficiary projects are sustainable	1	Evaluation of a sample of 10 print projects in place	Evaluation of MDDA processes conducted in 2008/9	Evaluation of a sample of 10 print projects in place	March 2010	Evaluation of a sample of 10 print projects conducted	0	350 000
Review of quarterly / interim / final reports from Projects	Strengthen results reporting from projects	1	6 reports reviewed quarterly	N/E	6 Reports reviewed quarterly	March 2010	90% of Board submissions reviewed by M&E team – through GFC	Ongoing	Opex: Computer, stationery, email
Review of Board Submissions	Strengthen impact and results	1	90% of Board submissions reviewed by M&E team	N/E	90% of Board submissions reviewed by M&E team	March 2010	90% of Board submissions reviewed by M&E team – through GFC	0	
Training of Projects Team on Basic Monitoring and Evaluation	Improved project monitoring and project management	1	1 training session on basic M&E held with Projects team	N/E	1 Training session on basic M&E held with Projects team	August 2009	Training took place for the project team	0	35 000 (Staff development budget)
Provide, manage and commission research and research grants and applications through the GFC	Research grants	1	1 Research grant approved	2 Research grant issued in 2007/8 (MMP and Mahala Media	1 Research grant approved	October 2009	1 Research grant approved in 2009 (RCF)	0	29 1000

## KEY RESULT AREA 4: CAPACITY BUILDING INTERVENTIONS FOR BENEFICIARY ORGANISATIONS AND COMMUNITIES (INCLUDING MENTORSHIP)

**STRATEGIC OBJECTIVE:** - To enhance the sustainability of community and small commercial media.  
- To strengthen and consolidate beneficiary projects.

ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			BUDGET	
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL		VARIANCE & REASONS
Implement training plan	Capacity building and sustainability	1	25 Beneficiaries trained	<ul style="list-style-type: none"> <li>30 people trained in 2007/8</li> <li>A number of Projects mentored in 2007/8</li> </ul>	25 Beneficiaries trained	March 2010	31 Projects trained by the IA) co-ordinated training on Media Law, Ethics, Marketing & Branding, Community Mapping and writing & presenting reports.	0	Training budget (IA)
Grow the mentor and training database		2	30 Mentors / trainers on database in 2008/9	Call for mentors advertised in 2008/9	30 Mentors / trainers on database in 2008/9	August 2009	Responses to call have been received and are being reviewed.	Ongoing	Opex
Conduct training workshops for beneficiaries on identified capacity issue and needs		3	2 Workshops on financial management involving 60 beneficiaries conducted	1 Workshop on financial management involving 30 beneficiaries conducted in 2008/9	1 Workshop on financial management involving 20 beneficiaries conducted	March 2010	2 Workshops held (1 on financial management in April 2009, 35 projects trained) and (1 on Compliance held in March 2010, 15 projects trained).	0	Training budget: 300 000
Develop Basic Financial Management Guidebook		4	Basic Financial Management Guidebook developed	1 Financial management workshop conducted in 2007/8	Basic Financial Management Guidebook developed	November 2009	Total 50 beneficiaries. Ongoing	Ongoing	150 000
Print and disseminate handbooks and toolkits on marketing		5	100 Marketing handbook and toolkits printed and disseminated to MDDA projects	Toolkit developed in 2008/9	100 marketing handbook and toolkits printed and disseminated to MDDA projects	September 2009	3000 toolkits printed.	0	200 000
Facilitate accreditation for MDDA trainers	Use of accredited service providers	6	Accreditation agreement with MAPPSETA in place	46 registered service providers in MDDA database	Accreditation agreement with MAPPSETA in place	October 2009	Toolkit launched, distributed in the Eastern Cape and Free State. Few copies distributed in Gauteng.	Ongoing	Opex

**STRATEGIC OBJECTIVE: - To enhance the sustainability of community and small commercial media.  
- To strengthen and consolidate beneficiary projects.**

ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			BUDGET
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL	
							VARIANCE & REASONS	R
Facilitate accreditation for MDDA trainers	Use of accredited service providers	1	10 Accredited Service providers recorded in MDDA database	10 Accredited Service providers recorded in MDDA database	March 2010	47 Service providers recorded in MDDA database	0	Opex
Update report on the movement of trained people within the sector		1	Updated desktop research report on the movement of trained people within the sector in place.	Initial desktop research on the movement of trained people within the sector undertaken.	March 2010	8 Responses received. Questions are being mainstreamed into reporting and monitoring templates	Ongoing	Opex Telephone
Maintain database of people trained through MDDA funding		2	Database of trained people updated	Initial desktop research on the movement of trained people within the sector undertaken in 2008/9	March 2010	Ongoing	Ongoing	Opex
Implement Exchange programme	Strengthening and consolidation of beneficiaries	1	4 Exchange events are held	1 Exchange event in 2007/8	March 2010	4 Exchange events are held	Ongoing	Exchange programme budget
Provide support to existing projects	Strengthen, consolidate and ensure viable and sustainable beneficiaries	1	2 Community print projects supported for sustainability	Training and capacity building programmes conducted. Projects funded on a multi-year approach.	March 2010	2 Community print projects supported for sustainability	0	1 000 000
		2	4 Small commercial media projects supported for sustainability	Training and capacity building programmes conducted. Projects funded on a multi-year approach.	March 2010	4 Small commercial media projects supported for sustainability	0	1 000 000
						2 Projects community print projects have been supported for sustainability (Ngulu News and Bonteheuwel Community News)		
						1 Project deferred to April 2010 Board meeting.	Partially achieved.	



**STRATEGIC OBJECTIVE: - To enhance the sustainability of community and small commercial media.**  
**- To strengthen and consolidate beneficiary projects.**

ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			BUDGET R
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL	
		3	4 Community radio projects supported for sustainability.	Training and capacity building programmes conducted.  Projects funded on a multi-year approach.	4 Community radio projects supported for sustainability.	March 2010	5 Community radio projects supported through the Compliance Workshop in the Eastern Cape.  9 Community radio projects supported through the advertising and marketing toolkit in Free State.	2 000 000
		3	4 Community radio projects supported for sustainability.	Training and capacity building programmes conducted.  Projects funded on a multi-year approach.	4 Community radio projects supported for sustainability.	March 2010	2 Community radio stations supported through Highway Africa training.  5 Community radio projects supported through the Compliance Workshop in the Eastern Cape.  9 Community radio projects supported through the advertising and marketing toolkit in Free State.	2 000 000



## KEY RESULT AREA 5: RESEARCH AND KNOWLEDGE MANAGEMENT

STRATEGIC OBJECTIVE: To enhance innovation and learning in the sector										
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			BUDGET		
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL	VARIANCE & REASONS	R	
Develop a research and knowledge management plan	Research	1	Research and knowledge management plan in place	Project Officer appointed	Research and knowledge management plan in place	August 2009	Plan in place	Being revised on an ongoing basis	Opex	
		2	2 Research projects undertaken	2 Research projects supported in 2007/8	2 Research projects undertaken (media cooperatives and socio-economic impact study)	March 2010	2 Research projects are ongoing	Ongoing	600 000	
		3	2 Research reports published	Activity de-prioritised	2 Research reports published	March 2010	Done (Ownership and control of media research, Soweto TV research, Student Media research, MIP research published)	0	0	200 000
		4	1 Research seminars involving 20 beneficiaries conducted	2 Research seminars held in 2007/8	1 Research seminar involving 20 beneficiaries conducted	March 2010	Seminar held on the 19 <sup>th</sup> October 2009 – Media Freedom Day	0	0	100 000
Impact assessment and evaluation focusing on the projects, socio-economical impact of MDDA interventions	Social impact evaluation and assessment	1	Research report on the socio-impact of MDDA funding in place	Concept paper on impact assessment and evaluation developed in 2008/9	Research report on the socio-impact of MDDA funding in place	February 2010	Research report on the socio-impact of MDDA funding in place	Ongoing	600 000	
		1	Journal conceptualised and designed	N/A	Journal conceptualised and designed	December 2009	Journal conceptualised	Ongoing	Opex	
		2	Partnerships with existing journals explored.	N/A	Partnerships with existing journals explored.	March 2009	Discussions held with Wits	Ongoing	Opex	
		3	Journal outlined and business strategy developed	N/A	Journal outlined and business strategy developed	March 2009	Discussions held with Wits	Ongoing	Opex	
Publish an annual journal and monograph series of the state of media development and diversity in S.A.	State of media development and diversity	4	Journal published annually from 2009/10	N/A	Journal published annually from 2010/11	2010/11	Journal published annually from 2010/11	Ongoing	Ongoing	

STRATEGIC OBJECTIVE: To enhance innovation and learning in the sector									
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			BUDGET	
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL	VARIANCE & REASONS	R
Monitor and track legislative and policy issues affecting the media.	Policy and legislative issues	1	1 Article on the MDDA newsletter	An analysis of Electronic Communications Act of 2005 conducted.	1 Article on the MDDA newsletter	March 2010	More than 10 articles covered on the MDDA press office.	0	Opex
Conduct learning forum with project beneficiaries	Capacity building	1	1 Learning forum held	ICASA regulation making process monitored and submissions made. 1 exchange event held in 2007/8	1 Learning forum held	December 2009	MDDA created Facebook page. A number of articles published. 1 Learning forum held in Feb. 2010. 22 Projects participate.	0	150 000 (Training Budget)



## KEY RESULT AREA 6: MEDIA LITERACY AND CULTURE OF READING

STRATEGIC OBJECTIVE: To promote media literacy and the culture of reading									
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPIs	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			VARIANCE & REASONS	BUDGET
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL		
Maintain partnership with the Dept of Education (DoE), Dept of Provincial and Local Govt (DPLG), PMSA, READ and other relevant stakeholders in place	Promote media literacy and culture of reading	1	Partnership with North West Municipality in place	Partnerships with DPLG discussed and MDDA joined the process of convening the Multilingualism conference.	Partnership with North West Municipality in place	November 2009	Done	0	Opex
Convene media assemblies/summits on the role of media per district municipality	Media literacy and culture of reading	1	1 Summit in North West convened	1 Summit in Alfred Nzo district municipality convened in 2008/9	1 summit in North West convened	February 2010	Summit held in March 2010	0	150 000 (100 000 from Training programme and 50 000 from Other)
		2	Share results / report with DoE with the aim of high impact results at the DoE.	N/E	Share results / report with DoE with the aim of feeding results into high impact results at the DoE.	March 2010	Results of the Eastern Cape have been shared with the DoE	0	Opex

## KEY RESULT AREA 7: COMMUNICATIONS AND PUBLIC AWARENESS WITH REGARD TO THE SECTOR AND THE MDDA IN GENERAL

STRATEGIC OBJECTIVE: To enhance and position the MDDA as a leader in media development and diversity.									
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		BUDGET		
					2009/10 PERFORMANCE RESULTS	TIMELINES		ACTUAL	VARIANCE & REASONS
Target mainstream media to publish outcomes of the perception survey to relevant audiences	Raising public awareness and building MDDA profile	1	Increased MDDA awareness and maximum communication impact.	Perception survey conducted in 2008/9.	Increased MDDA awareness and maximum communication impact.	March 2010	SABC 2, SABC International, etv, all SABC-African language stations, Radio 702, Vukani CR, Alfred Nzo CR, Zibonele Radio, Facebook, MDDA Press office, Business Day, Sunday Times, City Press, BizCommunity, Politicweb, Mediastudies Blog Mail & Guardian, Financial Mail, etv, etc.	0	Opex
Maximise awareness of the MDDA brand	Raising public awareness	1	6 Branding opportunities (Press Freedom Day – Seminar on ownership and control media trends, Parliamentary presentations, Annual Report presentation, etc.)	MDDA covered in a number of media in 2008/9, Bizcommunity, SABC Radio, SABC TV, CEO Magazine, Alfred Nzo CR, Molejti CR, City Press, Business Day, Sowetan, Soweto TV, etc.	6 Branding opportunities	March 2010	1. Media Freedom Day 2. Rural Women Empowerment 3. Highway Africa 4. WSA 5. Launch of ownership & control report 6. Vukani CR 7. DTI mission	0	Opex
Strengthen MDDA presence at provincial level		2	4 Provincial activities attended	MDDA partnered with GCS (Limpopo (Waterberg), KZN (Durban), Free State, North West.	4 Provincial activities attended	March 2010	1. Free State 2. Partnership with IEC, KZN 3. Bay TV, KZN 4. Partnership with ECDC, Eastern Cape 5. Rural women empowerment, Eastern Cape 6. Partnership with NCRF in Upington, Northern Cape 7. River'side AGM, Upington, Northern Cape	0	Opex



<b>STRATEGIC OBJECTIVE: To enhance and position the MDDA as a leader in media development and diversity.</b>									
<b>ACTIVITY</b>	<b>KPA / Outcomes</b>	<b>KPI NO</b>	<b>Output indicator / KPI'S</b>	<b>BASELINE BENCHMARK</b>	<b>ACTUAL PERFORMANCE AGAINST TARGET</b>		<b>BUDGET</b>		
					<b>2009/10 PERFORMANCE RESULTS</b>	<b>TIMELINES</b>		<b>ACTUAL</b>	<b>VARIANCE &amp; REASONS</b>
Conducting seminars throughout different provinces and other similar initiatives, aimed at engaging the public regarding the state of media development and diversity in the country.	Recognition by stakeholders of the role of MDDA in media development and diversity	1	1 Provincial seminar conducted	MDDA presented to GCIS (Limpopo (Waterberg), KZN (Durban) and DPLG (Eastern Cape, Western cape).	1 Provincial seminar conducted	March 2010	Seminar held with CGE in Durban on the follow up on Media Freedom Day programme	0	
Produce an MDDA video	Raise public awareness and profile MDDA and its projects	1	MDDA corporate video	Discussions held with GCIS and a commitment to assistance made by GCIS.	MDDA corporate video	September 2009	Completed	0	GCIS budget
Fundraise for Communications Manager	Manage and implement communication strategy	1	Funds available for Communications Manager	Request submitted to National Treasury	Funds available for Communications Manager	March 2010	National Treasury did not approve.	Ongoing	Opex



## KEY RESULT AREA 8: QUALITY PROGRAMMING AND PRODUCTION IN COMMUNITY BROADCASTING SECTOR

<b>STRATEGIC OBJECTIVE: To enhance and improve programming, production and build capacity in community broadcasting sector</b>							<b>ACTUAL PERFORMANCE AGAINST TARGET</b>		<b>BUDGET</b>	
<b>ACTIVITY</b>	<b>KPA / Outcomes</b>	<b>KPI NO</b>	<b>Output indicator / KPI'S</b>	<b>BASELINE BENCHMARK</b>	<b>2009/10 PERFORMANCE RESULTS</b>	<b>TIMELINES</b>	<b>ACTUAL</b>	<b>VARIANCE &amp; REASONS</b>	<b>R</b>	
Programme Production funding (through GFC – both the MDDA Board and FINOPS)	Grant Funding (PPP)	1	2 Community radio stations approved per-4 Board / FinOps sitting including FINOPS meetings	5 Community radio stations provided with support in 2008/9.	2 Community radio stations approved per 4 Board / FinOps sitting including FINOPS meetings	Board Meeting dates: • April • July • October • January FINOPS dates: • March • July • September • December • February	6 Community radio stations funded in 2009/10 for 5 843 488	0	12 000 000	
<ul style="list-style-type: none"> <li>Prepare calls for applications</li> <li>Conduct project assessment</li> <li>Prepare and submit project reports</li> <li>Select projects and submit for board approval</li> <li>Enter project grant agreements</li> <li>Disburse grants</li> <li>Prepare reports on grant funding activity</li> </ul>										
Programme Production Monitoring	Monitoring of quality programmes	2	Monitoring visits and reports for 18 stations producing / developing quality programming	N/A	Monitoring visits and reports for 18 stations producing / developing quality programming	Start: July 2009 End: March 2010	Ongoing	Ongoing	200 000	
Research, training and capacity building	Training (programming and formatting)	1	Fund possible Service organisations to deliver training as follows: • MTC • ABC Ulw • IAJ • NEMISA • NCRF	N/E	Fund possible Service organisations to deliver training as follows: • MTC • ABC Ulw • IAJ • NEMISA • NCRF	Start: April / May 2009 End: March 2010	Partners contracted to deliver the training.	0	2 000 000	
	Research (Audience Research and Community Mapping)	1	Audience Research for the community radio sector developed	N/E	Audience Research for the community radio sector developed	March 2010	Not done due to lack of funds – delay in transfer	Ongoing	1 000 000	

<b>STRATEGIC OBJECTIVE: To enhance and improve programming, production and build capacity in community broadcasting sector</b>									
<b>ACTIVITY</b>	<b>KPA / Outcomes</b>	<b>KPI NO</b>	<b>Output indicator / KPI'S</b>	<b>BASELINE BENCHMARK</b>	<b>ACTUAL PERFORMANCE AGAINST TARGET</b>			<b>BUDGET</b>	
					<b>2009/10 PERFORMANCE RESULTS</b>	<b>TIMELINES</b>	<b>ACTUAL</b>	<b>VARIANCE &amp; REASONS</b>	<b>R</b>
	National Community Radio Workshop	1	National Workshop on programme production convened National workshop convened		National Workshop on programme production convened Review workshop convened	July 2009	The Workshop has been put on hold awaiting funds from Doc.	Ongoing	1 000 000 (budget)
Promotion, Marketing and sector mobilisation	Community Radio Hubs	1	Hub strategy developed (a clear hub strategy)		Hub strategy developed (a clear hub strategy)	November 2009	Ongoing (to consult with the NCRF and other sector bodies)	Ongoing	OPEX: telephone, paper
		2	1 Hub consultative meeting held		1 Hub consultative meeting held	October 2009	Eastern Cape hub meeting held in PE.	0	50 000
		3	Training on programming and marketing held		Training on programming and marketing held	February 2010	Ongoing	Ongoing	200 000
		4	3 Workshops on sector development held (NCRF, NEMISA)		3 Workshops on sector development held (NCRF, NEMISA)	September, November 2009 and March 2010	Ongoing	Ongoing	600 000 (200 000 each)
Project Evaluations	Baseline Study		Baseline study commissioned		Baseline study commissioned				

## KEY RESULT AREA 9: FUNDRAISING AND RESOURCE MOBILISATION

STRATEGIC OBJECTIVE: To strengthen, grow and protect the MDDA capital base; accordingly increase the funding and resource base of the MDDA and its beneficiaries									
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		TIMELINES	VARIANCE & REASONS	BUDGET
					2009/10 PERFORMANCE RESULTS	ACTUAL			
To increase the level of transfers from MDDA funders.	GCIS and partners transfer	I	100% transfer – 27,5million in 2009/10	97% transfer – 24,7million in 2008/9	100% transfer – 27,5million in 2009/10	March 2010	All existing funders renewed funding agreements. New funders signed.	0	Opex
To increase and maintain funding revenue streams for the MDDA.	Revenue / income generation	I	An increase of 3m for 2009/10, and 4m for 2010/11 from Government	An increase of 2 m for 2008/9, 3m for 2009/10, and 4m from Government	An increase of 3m for 2009/10, and 4m for 2010/11 from Government	March 2010	All existing funders renewed funding agreements. New funders signed.  An increase of 2m for 2009/10; 600 000 for 2010/11 and 2m for 2011/12. (etv increased its contribution to 1,2m ; Multichoice increased its contribution in 2009/10 by 5m from 8m, projected)	0	Opex
To grow the capital base of the MDDA.	Capital growth	I	25,4m in 2009/10	44,7m in 2008/9	25,4m in 2009/10	April 2009	All existing funders renewed funding agreements. New funders signed.  International missions undertaken leading to relations with UNESCO, SIDA and DTI.  25,05m received as at 31 <sup>st</sup> March 2010. (without SABC and Multichoice contribution)	0	Opex
To increase the number of MAPPSETA contracts with the MDDA for training services.	Increased training fund and thereby increase skills in the sector	I	I Contract signed	I Contract signed with DoC in 2008/9	I Contract signed	March 2010	MoU in process of being finalised.	Ongoing	Opex

<b>STRATEGIC OBJECTIVE: To strengthen, grow and protect the MDDA capital base; accordingly increase the funding and resource base of the MDDA and its beneficiaries</b>									
ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		TIMELINES	VARIANCE & REASONS	BUDGET
					2009/10 PERFORMANCE RESULTS	ACTUAL			
Implement the MDDA Fund Development Strategy and Plan	Increased funding levels of MDDA programs	1	At least 4 engagements with donors	Fund Development Strategy and Plan developed.  Roundtable with Broadcasting Service Licensees held. (2007)  Roundtable with Print Media held 30 September 2008.  Submissions made to ICASA on the draft Regulation.  Discussions held between USAASA, ICASA and MDDA	At least 4 engagements with donors	September 2009	Interaction with donors conducted (UNESCO, SIDA, SAMDEF, Free Voices and DTI)	0	Opex
International fundraising	Increase international fundraising for MDDA	1	International fundraising strategy and plan	Pre-planning meetings held in Jan 2008.  MDDA Chairs the Media Funders Forum of Southern Africa.  MDDA held discussions with World Bank.  MDDA held discussions with the Flemish Government regarding Community Television.  MDDA engaged funders at Highway Africa.	International fundraising strategy and plan	September 2009	Strategy has been approved by the Board.  International missions undertaken with DTI. Interaction with donors conducted (UNESCO, SIDA, SAMDEF, Free Voices and DTI)	0	Opex
		2	2 international trips held	1 Trip held in 2008/9	2 International trips held	March 2010	4 International missions undertaken (with UNESCO, SIDA, WSA and DTI)  4 Trips – India, Mexico, Sweden and Cuba	0	82 700



## KEY RESULT AREA 10: FINANCIAL MANAGEMENT

**STRATEGIC OBJECTIVE: To strengthen, grow and protect the MDDA capital base.**

ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			BUDGET	
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL	VARIANCE & REASONS	R
To maintain the regulated ratio of grant expenditure to capital	Compliance with Regulations	I	25% on admin and 75% on programs. 60% community media, small commercial media 25%, research 5%, unallocated 10%	25% on admin and 75% on programs. 25% on admin and 75% on programs. 60% community media, small commercial media 25%, research 5%, unallocated 10%	Ongoing	25% on admin and 75% on programs. 60% community media, small commercial media 25%, research 5%, unallocated 10%	22% on admin and 67% on programs. 60% community media, small commercial media 25%, research 5%, unallocated 10%	0	Opex 1. Printing and Stationery 2. Telephone expenses 3. Computer Expenses
To maintain adequate financial records of the MDDA.	Prudent financial management.	I	0% actual vs budget variance.	Board approved the MTEF 2007-2010  Low variance in 2007.	Ongoing	0% actual vs budget variance.	9% expenditure variance.	0	Opex 1. Printing and Stationery 2. Repair and maintenance 3. Telephone and Fax 4. Bank charges
To ensure a clean audit by the Auditor General.	Unqualified audit reports	I	Unqualified audit report	Reports up to 2006/7 remained unqualified  Unqualified audit report	September 2009	Unqualified audit report	2008/2009 audit report unqualified.	0	Opex 1. Bank Charges 2. Consumables 3. Printing and Stationery 4. Telephone and Fax

**STRATEGIC OBJECTIVE: To strengthen, grow and protect the MDDA capital base.**

ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		VARIANCE & REASONS	BUDGET R
					2009/10 PERFORMANCE RESULTS	TIMELINES		
Strengthen financial management capacity	Prudent financial management.	1	2 Training course attended.	Staff trained in 2008/9	2 Training course attended.	October 2009	Done 2 Training held May by Finance Admin staff. Second training of Pastel accounting year-end processing to be attended on 16 March 2010	0 Opex 1. Staff Training 2. Subistence and Travelling
		2		All vacancies filled			Done (except for the vacancy related to the DoC funded project whose funding is uncertain)	0 1. Recruitment costs 2. Subistence and Travelling
		3	2 Submissions to Treasury	Treasury submissions made	2 Submissions to Treasury	March 2009	2 Submissions made (ENE and additional funding application)	0 1. Subistence and Travelling 2. Printing and Stationery
To support the Accounting officer as well as senior managers with the processes of monthly forecast	Prudent financial management	1	0% variance		0% variance	Ongoing	9% Variance.	Opex 1. Printing and Stationery 2. Telephone and Fax
To maintain efficient and effective procurement	Compliance with Regulations – Supply Chain management		100% compliance		100% compliance	Ongoing	100% compliance.	0 Opex 1. Website maintenance 2. Printing and Stationery

## KEY RESULT AREA I I: INTERNAL BUSINESS PROCESSES

**STRATEGIC OBJECTIVE:** To strengthen the operational efficiencies of the MDDA so as to deliver sustainable media development and diversity content and impact

- To ensure that the identified risks within MDDA business processes are managed to an acceptable level as per the Risk Management strategy.
- To ensure continued compliance with the Executive Authority requirements in terms of the PFMA Act.
- To strengthen the Internal Audit function and the skills transfer from the service provider.

ACTIVITY	KPA / Outcomes	KPI NO	Output Indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			BUDGET	
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL		VARIANCE & REASONS
To improve efficiencies and accountability in the delivery of MDDA Programs	Contract management	1	100% funding based on contracts	Contract management systems in place	100% funding based on contracts	March 2010	Completed	0	Opex
			100% service provided based on Service Level Agreements		100% service provided based on Service Level Agreements				
To limit operational and consequential risk to the MDDA	Risk Management	1	Top ten risks and high risk areas within MDDA identified.	Risk Management Strategy and Plan exist	Top ten risks and high risk areas within MDDA identified.	April 2009	Top ten risks and high risk areas (including risks identified through Audit) were identified. Progress report on identified risk mitigation presented to the Audit and Risk Committee Meetings.	0	Opex
		2	100% implementation of mitigation of risks identified	Actions to mitigate risks in place	100% implementation of mitigation of risks identified	March 2010	Controls have been implemented for those risk identified with exception of the integration of Pastel and PTS.	Partially achieved.	Opex
		3	3-Year strategic Internal Audit Plan in Place.	Risk Management Strategy and Plan exist.	3-Year strategic Internal Audit Plan in Place.	April 2009	Revised 3 year Strategic Internal Audit Plan approved.	0	Opex
To limit fraud in the MDDA	Fraud Prevention	1	Reviewed Fraud Prevention Plan	Internal Audit outsourced. Fraud Prevention Plan exist	Reviewed Fraud Prevention Plan	September 2009	Revised and approved during the May 2009 Board meeting.	0	Opex
		2	Staff awareness of the Fraud Prevention Plan	Fraud Prevention Plan exist	Staff awareness of the Fraud Prevention Plan	April 2009	Staff members have included Fraud Line contact details on their emails signature. Email communication sent out to all staff members on Government's plan to combat fraud and corruption on 10 <sup>th</sup> Dec 2009.	0	Opex

**STRATEGIC OBJECTIVE: To strengthen the operational efficiencies of the MDDA so as to deliver sustainable media development and diversity content and impact**

- To ensure that the identified risks within MDDA business processes are managed to an acceptable level as per the Risk Management strategy.
- To ensure continued compliance with the Executive Authority requirements in terms of the PFMA Act.
- To strengthen the Internal Audit function and the skills transfer from the service provider.

ACTIVITY	KPA / Outcomes	KPI NO	Output Indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			BUDGET	
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL		VARIANCE & REASONS
Revise and develop a Materiality and Significance Framework	Comply with SLA with the Executive Authority	1	Revised Materiality and Significance Framework	Materiality and Significance Framework exist	Revised Materiality and Significance Framework	September 2009	Revised and approved during the May 2009 Board Meeting	0	Opex
Develop Business Continuity and Disaster Recovery Plan	Comply with SLA with the Executive Authority	1	Business Continuity and Disaster Recovery Plan	N/A	Business Continuity and Disaster Recovery Plan	September 2009	BCP/DRP in place. Implementation plan in process of being finalised.	Ongoing	Opex
To facilitate efficient decision making and communication as well promote participative democracy in the MDDA	Organisational structure and systems	1	Executive Management and General management meetings held	Approved Organogram.  Organisational structure and systems revised, meeting held bi-weekly.	Executive Management and General management meetings held	Bi-weekly	Ongoing  Executive management meetings take place depending on availability of Senior Management if there are no requests for either meetings or engagements with external stakeholders. In the absence of meeting Memorandums are developed and signed off by all Exec Mgt members.	0	Opex  Printing Paper Time
To improve corporate governance	Corporate Governance	1	Completed corporate governance checklist.	Compliance kept	Completed corporate governance checklist.	April 2009	Done	0	Opex
Revise Declaration of Conflict of Interest Policy		2	Declaration of interests' forms.		Declaration of interests' forms.	Before every Board meeting.	Declaration of interest forms completed at every Board Meeting (Ongoing)	Ongoing	Opex
Revise Code of Conduct and other policies		3	Revised policies	Policy exists. Board & Staff members do complete annual declaration of interests checklist.	Revised policy	September 2009	Ongoing Staff members completed conflict of interest forms. Board members sign at each meeting.	Ongoing	Opex
			Revised policies	Policies reviewed in 2008/9	Revised policies	January 2010	Revised Supply Chain Management Policy approved by the Board in July 2009. Revised Human Resources and Procedures Policy Manual approved by the Board in October 2009.	0	Opex

**STRATEGIC OBJECTIVE: To strengthen the operational efficiencies of the MDDA so as to deliver sustainable media development and diversity content and impact**

- To ensure that the identified risks within MDDA business processes are managed to an acceptable level as per the Risk Management strategy.
- To ensure continued compliance with the Executive Authority requirements in terms of the PFMA Act.
- To strengthen the Internal Audit function and the skills transfer from the service provider.

ACTIVITY	KPA / Outcomes	KPI NO	Output indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET			VARIANCE & REASONS	BUDGET
					2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL		
Compliance to Audit Committee requirements as well as SLA with the Executive Authority		4	Audit of Audit Committee decisions and SLA requirements in place.	Compliance historically kept	Audit of Audit Committee decisions and SLA requirements in place.	April 2009	Operational plan review currently being finalised.	Ongoing	Opex
To prevent under spending on grants	Internal Audit	1	Regular management meetings dealing with projects, follow up/site visits with projects by Project Managers. Strengthening of M&E capacity	M&E Department is set with the strategy and framework already developed. Projects audit completed during 2008/2009.	Regular management meetings dealing with projects, follow up/site visits with projects by Project Managers. Strengthening of M&E capacity	March 2010	Regular management meetings take place. (mgt. mock board, etc.). Site visits took place. M&E review currently being finalised.	0 Ongoing	Opex
To ensure that the Internal Audit and Risk Management functions are strengthened	Internal Audit capacity strengthening	1	Skills transfer plan	Internal Auditor outsourced and Internal Audit and Risk Manager appointed.	Skills transfer plan	April 2009	Skills transfer plan approved by the Audit and Risk Committee.	0	Opex
To give legal support to all MDDA components including projects and HR	Legal Advice	1	8 Legal opinions given, 5 Agreements drawn for projects, 12 Funding Agreements reviewed and amended, 6 SLAs reviewed and amended, 3 new templates created.	Agreements with projects to be signed. Funding Agreements being reviewed	8 Legal opinions given, 5 Agreements drawn for projects, 12 Funding Agreements reviewed and amended, 6 SLAs reviewed and amended, 3 new templates created.	March 2010	3 Legal opinions done. 9 Agreements drawn for projects. 14 Funding agreements signed with print and broadcast media. 6 SLAs drawn and reviewed. 1 Template created for funding agreements with projects	Ongoing (Partially achieved) 0 0 0 Ongoing (Partially achieved)	Opex

**STRATEGIC OBJECTIVE: To strengthen the operational efficiencies of the MDDA so as to deliver sustainable media development and diversity content and impact**

- To ensure that the identified risks within MDDA business processes are managed to an acceptable level as per the Risk Management strategy.
- To ensure continued compliance with the Executive Authority requirements in terms of the PFMA Act.
- To strengthen the Internal Audit function and the skills transfer from the service provider.

ACTIVITY	KPA / Outcomes	KPI NO	Output Indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		BUDGET	
					2009/10 PERFORMANCE RESULTS	TIMELINES		ACTUAL
To educate especially projects about the terms and conditions of our contracts and compliance thereof.	Legal Advice	I	Discussion with all funded projects	New Agreements have been forwarded to the projects.	Discussion with all funded projects	December 2009	Compliance workshop held in East London, March 2010	Opex
Maintain contacts database	Keep in touch with stakeholders	I	Stakeholder Contacts "Friends of MDDA" captured on database and updated regularly	5 Agreements drawn. Database developed	Stakeholder Contacts "Friends of MDDA" captured on database	March 2010	Contacts database exists	Opex
Maintain MDDA resource centre	Resource Centre	I	Updated Resource Centre records in place	MDDA Resource centre in place	Updated Resource Centre records in place	December 2009	Resource Centre fully functional .	Time (Other)
Maintain real time filing, archiving and information management system	Information Management System	I	Updated information management system and records in place	Information management system designed	Updated information management system and records in place	November 2009	Records Management System in place	Opex
To equip MDDA with appropriate technologies	Information management systems in place	I	Explore use of technology solutions for correspondence management	Information management plan designed	Explore use of technology solutions for correspondence management	June 2009	HR & Corporate Affairs will oversee the resource centre	50 000 Professional Services Opex
				No audit findings				



## KEY RESULT AREA 12: CUSTOMER PERSPECTIVE

ACTIVITY		KPA / Outcomes	KPI NO	Output Indicator / KPI'S	BASELINE BENCHMARK	ACTUAL PERFORMANCE AGAINST TARGET		BUDGET		
						2009/10 PERFORMANCE RESULTS	TIMELINES	ACTUAL	VARIANCE & REASONS	R
To develop and maintain high MDDA client satisfaction levels.	Service quality	1	80% satisfaction levels kept	Service provider appointed in 2010	80% satisfaction levels kept	March 2010	In progress		Ongoing	(professional service)
To support and promote positive working relations within all staff units of the MDDA	Human resources management	1	Staff Development and retention strategy and plan	Advert published for a service provider.	Staff Development and retention strategy and plan	May 2009	Prioritised for the HR and Corporate Services Manager.		Ongoing	Opex
		2	100% compliance to Employment Equity	Compliance held	100% compliance to Employment Equity	March 2010			0	(professional service)
	To maintain adequate staffing levels for the performance of the MDDA functions.	3	100% Funded positions filled	Organogram fully populated	100% Funded positions filled	Aug 2009	Done (Except for the vacancy related to the DoC funded project whose funding is uncertain).		0	Opex
	To improve performance levels and objectively measure the performance of staff in the MDDA	4	2 Session per year of Performance appraisal conducted	Performance appraisal conducted	2 Session per year of Performance appraisal conducted	March 2010	Performance reviews conducted in March 2010.		0	Opex
		5	Appointment of an HR and Corporate Services Manager	Organogram approved.	Appointment of an HR and Corporate Services Manager	September 2009	Done		0	Opex
	To comply with the legislative requirements governing Employers in South Africa	6	Organisational climate survey report	Compliance held	Organisational climate survey report	November 2009	Ongoing		Ongoing	Opex

## Definitions and acronyms:

0 – Activity completed

Ongoing - refers to activities that are either incomplete due a variety of reasons including that the implementation agents include partners outside of the control of the MDDA, to activities which by their very nature are implemented on an ongoing basis.

Opex – Operational Budget

KPA – Key Performance Area

KPI – Key Performance Indicator



## 7. Summary of Projects Supported for the Financial Year 2009/10



Sector	No of Projects	Total Rand Value of Approvals R	% Approved	Regulations
Community Radio	10	9 086 665	66%	60%
Community Television	1	1 078 000		
Community Print	5	2 559 762		
Small Commercial Print	8	5 555 732	29%	25%
Research and Training	1	291 000	2%	5%
Other	5	768 830	4%	10%
<b>Sub-total</b>	<b>30</b>	<b>19 339 989</b>		
Programme Production	6	5 843 488		
<b>TOTAL</b>	<b>36</b>	<b>25 183 477</b>		

### 7.1 Community Radio

#### Breakthrough Adventure / Whale Coast FM (R910 100)

The project was started by John Mathew and Frazer Barry in October 2009. Having recorded a music album with music group "Tribal Echo" in 2005 and being involved in a number of cultural projects, the founders realised that there was no way of airing local (Overberg Region) talent.

The MDDA has provided funding support to a total amount of R910 100 for purchasing studio / broadcasting equipment, capacity development, information technology upgrade and running costs.



**1.** Mpho Mhlongo, David "Slovo" Matlhanye & Sonnyboy Masingi (NCRF leadership).  
**2.** Kgotso Khumalo (Former ANC MP and member of Parliament Portfolio Committee on Communications) & Lumko Mtimde at ANCR launch. **3.** Presenters of Inkonjane FM at its 1<sup>st</sup> year anniversary.



### **National Community Radio Forum – Policy Training Workshop (R640 000)**

The project is designed to achieve a number of interrelated capacity building objectives such as the enhancement of quality programming of stations by conducting in depth workshops focusing on specific issues impacting on many communities.

The MDDA has provided funding support to a total amount of R640 000 to host Popular Mind Blast Workshop and bi-Annual General Meeting (BGM).

### **Eldos FM (RI 094 666)**

Eldos FM was conceptualised in 2005 and community members were made aware of the initiative to apply for a community radio license. The founding members received overwhelming support from the community and after two events licenses, the station was granted a Class Broadcast License by ICASA in July 2009. The station has formed partnerships with local NGOs. Eldorado Park is notorious with crimes such as gang violence, car theft, alcohol and drug abuse. The station therefore formed partnerships with SAPS, SANCA, WAWA, Kliptown Family Court and Love Life to name a few.

The MDDA has provided funding support to a total amount of RI 094 666 for On-air broadcast studio, office furniture and equipment, training and personnel costs including operational costs.

### **Emalahleni (former Witbank FM) - (RI 204 794)**

Witbank FM was established in 1999 after the merger of two separate community radio initiatives, Sunrise Radio and Witty Radio. This initiative came as a result of the lack of access to information by the residents of Emalahleni. Service delivery would be disrupted without any notice because there was no means of communication. The local artists did not have a platform where they could showcase their trade.

The MDDA has provided funding support to a total amount of RI 204 794 for setting up the station, start up equipment, training for staff, office furniture, administration and operational support.

### **Kanyamazane Community Radio (R923 813)**

The project was started by the youth of Kanyamazane under the leadership of Veli Mhlanga. The idea came as an empowerment tool for the community. This will be done by developing programming that will educate the community on social challenges whilst at the same time exposing the community to existing opportunities.

The MDDA has provided funding support to a total amount of R923 813 for purchasing studio / broadcasting equipment, capacity development, information technology upgrade and running costs.

### **Lukhanji Community Radio (RI 132 981)**

Lukhanji FM came about after a need for a community radio station in the area was identified by former radio veteran Thomas Alexander. A campaign was launched to assess if the community saw the need for their own community radio. The response was overwhelming. The purpose of the project is to provide development communication services to the local community in the Chris Hani District in the Eastern Cape.

The MDDA has provided funding support to a total amount of RI 132 981 for setting up the station, start up equipment, training of staff, office furniture, administration and operational support.

### **Radio Gamkaland (R966 020)**

Radio Gamkaland was initiated in 2004 by a group of people based in Beaufort West after the MDDA, ICASA and the NCRF visited to make a presentation about the opportunities that exists in community broadcasting. The project is used as a vehicle to address development issues such as drug abuse, alcoholism, teenage pregnancy and other social related problems.



The MDDA has provided funding support to a total amount of R966 020 for office equipment, office furniture, Board and Management training and operational costs.

### **Southern Cape Community Radio / Eden FM (R841 512)**

The Southern Cape Community FM initiative was formed on the 18th of October 2002 when people from the Southern Cape representing three organisations from the major towns in the area decided to join forces and form a community radio station, a station that will be the voice of those who previously had no voice.

The MDDA has provided funding support to a total amount of R841 512 to replace its 13 year old on-air and production studios, capacity development (training) and news filed recording equipment and outside broadcast unit fees.

### **Unique FM (R642 180)**

Unique FM was initiated in 1997 by a group of young people in the community. The station broadcast throughout the Ukhahlamba District Municipality. The station is based in an area where the community does not have access to a media product that addresses their needs. It offers a platform where the communities are not able to access information in their language but also own the medium and are active participants in its operations.

The MDDA has provided funding support to a total amount of R642 180 for the installation of some components of On-air and production studios, purchase office equipment, install communication system, provide mentorship, training and capacity building.

### **Youth Media Movement (R730 600)**

The purpose for the project is to train young people in media skills and expose them to digital media training through learnerships and internships with already existing media companies in the Western Cape and everywhere else where such opportunities are made available. The project established itself as section 21 Company without shareholding. The project currently operates in the Western Cape Province, in townships such as Mitchels Plain, Gugulethu and Khayelitsha. The project operates in schools through media clubs and these clubs consists of school going children at the age between 15 and 18 years, those that are ready to go out of school.

The MDDA has provided funding support to a total amount of R730 600 to cover the costs of training young people from historically disadvantaged townships such as Mitchells Plain, Gugulethu and Khayelitsha on amongst others digital media and media literacy issues. The costs will cover salaries, stipends, transport, administration, venue hire, audit, bookkeeping, training, and evaluation of the project activities.

## **7.2 Community Television**

### **Cape Town Community Television (R1 078 000)**

CapeTown TV (CTV) is a non-profit, free-to-air community television station operating in the greater CapeTown metropolitan area. CTV was founded by over 100 Non-Profit Organisations in 2006 and launched in September 2008. CTV is committed to providing community access to the powerful medium of television as a tool to promote community development, human rights and social justice.

The MDDA has provided funding support to a total amount of R1 078 000 for personnel, transmission, production, and administration costs.



## 7.3 Programme Production Projects

### **ABC Ulwazi, IAJ & MTC Consortium (R4 321 934)**

The ABC Ulwazi Consortium was established by 3 training providers in the field of programme production and issue based programming. These training providers are: the Institute for the Advancement of Journalism (IAJ), ABC Ulwazi Radio Training & Production House (ABC Ulwazi), as well as the Media Training Centre for health (MTC). This consortium will assist in building the technical capacity of community radio stations in South Africa and capacitating these stations with valuable programme production skills.

The MDDA has provided funding support to the Consortium to a total amount of R4 321 934 for training delivery to all on air community radio stations that would want to participate in the project. The intermediate objective of the program production training project is to develop the human resource capacity of community radio stations to produce quality programs on issues that are relevant and critical to communities in which the radio stations are located. The duration of the support is 2 years.

### **Moletjie Community Radio (R145 800)**

Moletjie Community Radio was started by ordinary members of rural Moletjie and it started broadcasting in November 2000. The station caters for 118 villages and surrounding areas. It is situated in the Capricorn district municipality and its listenership is estimated to be 450 000. The MDDA has provided funding support to the Moletjie CR to a total amount of R591 600 for the production and broadcast of radio programmes in the following thematic areas: HIV & AIDS, Children & Women in the following formats: Magazine, Drama & Educational programme. Through quality programming Moletjie wants to reduce the challenges that are faced by its listenership as well as to benefit its community. The duration of the support is 6 months.

### **Radio Bushbuckridge (R460 200)**

Radio Bushbuckridge was started in 1996. It is controlled and owned by the community of Bushbuckridge through the board of directors comprising of community members who originate in the greater Bushbuckridge region. It is located in the Mapulaneng EMPC which is the former Mapulaneng College, in the Ehlanzeni District Municipality, in Mpumalanga.

The station broadcasts around the areas of Bushbuckridge, Sabie, Hoedspruit and Kruger Park and hosts approximately 113 000 listeners. The languages used are Sesotho, isiSwati and xiTsonga. Radio Bushbuckridge strives to improve rural community initiatives through an improved communication system and act as a forum for community members to exchange development ideas and local, regional and national issues. The MDDA has provided funding support to the Radio Bushbuckridge to a total amount of R460 200 for the production and broadcast of radio programmes in the following thematic areas: Women, Crime prevention, HIV & AIDS & Disability in the following formats: Magazine, Drama & Educational programmes. The duration of the support is 8 months.

### **Radio Namakwaland (R433 314)**

Radio Namakwaland obtained a 4 year broadcast license in 1998. The station has been broadcasting for 12 years now and its programming focuses on issues of local relevance. It caters largely for the Afrikaans, Christian Community of the Vredendal area. The radio station is largely visible in its community and participates actively in community activities that address among others, issues of crime, HIV & AIDS, strengthening the family structure, substance abuse and issues affecting the youth and women of the community.

Radio Namakwaland broadcasts from a rural area in the Vredendal area and reaches the towns of: Vredendal, Klawer, Clanwilliam, Citrusdal, Graafwater, Leipodville, Lambertsbaai, Elandsbaai, Strandfontein, Ebenhaeser, Lutzville, Koekenaap, Nuwerus, Bitterfontein, Vanrhynsdorp and Niuwoudville. The station's broadcast languages are: Afrikaans, English and





isiXhosa, to a minimal extent. The MDDA has provided funding support to the Radio Namakwaland to a total amount of R433 314 for the production and broadcast of radio programmes in the following thematic areas: Women, Functions of government, Rural development, Crime prevention, Children's rights, Know your rights, & Disability in the following formats: Talk shows, Documentaries, Dramas, Mini dramas & PSAs. The duration of the support is 1 year.

### **Radio Zibonele (R292 000)**

Radio Zibonele was established in 1993 in Khayelitsha Cape Town, firstly as a homemade radio station broadcasting from an old shipping container. However, in the past decade, Radio Zibonele has shown huge growth in that it received the 2nd highest ratings in terms of listenership figures in the Western Cape Province and was rated 4th nationally. As a trusted medium of learning, Radio Zibonele's community - centred broadcasts engage and enrich the community through distinctive programming. Radio Zibonele broadcasts only in isiXhosa. The station's footprint area is characterized by high levels of illiteracy and unemployment; hence the station has massive listenership as listeners gain from the educational programmes that are provided by it.

The MDDA has provided funding support to the Radio Zibonele to a total amount of R292 000 for the production and broadcast of radio programmes in the following thematic areas: Women, Functions of government, & HIV&AIDS in the following formats: Drama, Mini dramas, Talk shows & Educational programmes. The duration of the support is 5 months.

### **Tshwane University of Technology (TUT) Community Radio (R190 240)**

TUT Community Radio was initiated by the management of the University in 1995 as a development facility for students studying journalism. The university was granted a campus radio licence covering a 30 km radius. In 1998 the station was converted into a community radio and its broadcast radius was also extended to 50 km. The extension of the radius meant that the station was fully a community radio catering both for the needs of the university and the surrounding community. The station's listenership is between 26 000 and 48 000.

While Tshwane University of Technology is the licence holder, the station is independent from university control and is governed by a board of directors consisting of university personnel and community members elected at bi-annual general meetings. The station is situated within the premises of Tshwane University of Technology South Campus in Soshanguve under the City of Tshwane Municipality. The station is licensed as a "community of interest radio station" serving the youth, specifically those in tertiary institutions within the broadcast area.

The MDDA has provided funding support to Tshwane University of Technology Community Radio to a total amount of R394 240 for the production and broadcast of radio programmes in the following thematic areas: Women, People with disabilities, & Crime prevention in the following formats: Features, Educational programmes, Talk shows & PSAs. The duration of the support is 8 months.

## **7.4 Community Print Media**

### **Behind the Mask (R561 942)**

Behind the Mask (BTM) was launched in 2000 as a communication initiative around lesbian, gay, bisexual, transgender and intersex (LGBTI) rights and affairs in Africa. The organisation considers information, communication technology (ICT) and independent journalistic activism as its main tools. By way of publishing a website magazine, the organisation gives voice to the African LGBTI communities and provides a platform for exchange and debate for LGBTI groups, activists, individuals and allies.

The MDDA has provided funding support to a total amount of R561 942 for production, printing and distribution costs of the publication. The publication will be distributed in four provinces as a supplement in the City Press.



### **Cape Flats Community News (R581 320)**

The Cape Flats News was previously known as Bonteheuwel Community News. The newspaper was initiated in 2002 to bring information news which directly impacts on local residents who are more often than not to a degree marginalised by the mainstream media and / or only grab the headlines when gang activity rears its ugly head.

The MDDA has provided funding support to a total amount of R581 320 printing and marketing and sales costs.

### **Children's Resource Centre (R542 000)**

Children's Resource Centre was established in 1983 to help children to organise themselves into a children's movement. The objective of the organisation is to establish a social movement for children between ages 7 and 14 years of age. The philosophy of the organisation is that children are seen as potential change agents and as such can become active participants in building and sustaining a better world for themselves as individuals and a collective. This was also based on the fact that children constitute about 45% of the country's population and half of these are girl children.

The MDDA has provided funding support to a total amount of R581 320 for publishing a community newsletter; salaries, stipends, transport, administration, venue hire, audit, bookkeeping, training, printing, equipment and evaluation.

### **Sinawe Community Development Foundation /Ezasexopho News (R400 000)**

Sinawe Community Foundation is a development nonprofit organisation based in Highflats, in Ixopo region of Southern KwaZulu Natal. The organisation was established in 2000. The project started a community newspaper in 2008 as an educational tool.

The MDDA has provided funding support to a total amount of R400 000 for printing, editorial training, organisational development and running costs.

### **Upstart Magazine (R474 500)**

Upstart Magazine is a David Rabkin Project for Experimental Journalism. The David Rabkin Project for Experimental Journalism started on the 1st September 2003 after the Rhodes University was approached to purchase Grocott's Mail. The newspaper is used as a training ground for Rhodes University journalism students whilst at the same time continues to serve the community of Grahamstown and surrounding areas.

The MDDA has provided funding support to a total amount of R474 500 for the production and distribution of 8 editions of Upstart Magazine.



*1-2. MDDA supported newspapers from all over the country. 3. Idekelethu News launch.*

## **7.5 Small Commercial Print Media**

### **Phumelela Express/Free State Gazette (R632 496)**

Phumelela Express T/A Free State Gazette was established early in January 2004, with only two pages published in isiZulu, Southern Sotho and English. The newspaper is owned and published by a young black woman from the community of



Thembelihle next to Vrede in the Eastern Free State.

The newspaper is distributed in the areas of Vrede, Memel, Roadside, Warden, Cornelia, Villiers, Frankfort, Rietz, Bethlehem, QwaQwa and surrounding farms within the Phumelela Municipality under the Thabo Mofutsanyane District Municipality.

The MDDA is providing grant support to cover the costs of printing, office rental, distribution, equipment, software, telecommunication, stipends, layout & design, stationery, marketing material, insurance, audit fees, bank charges and training.

### **Ezakhwazulu News (R632 589)**

Ezakhwazulu News is a Small Commercial Newspaper which publishes 100% isiZulu. The newspaper is distributing 10 000 copies mainly in Pinetown, Durban city centre, Pietermaritzburg, Berea, Pinetown, Hammarsdale, Kwandengezi, Klaarwater, Clermont, Kwa – Dabeka and Chatsworth.

The primary target market for the publication is isiZulu speaking people 16 – 35 and LSM 4-7. The newspaper is owned and published by a young black woman from the community of Kwanyuswa in Kwazulu Natal.

The MDDA is providing grant support to cover the costs of printing, office rental, distribution, equipment, software, telecommunication, stipends, layout & design, stationery, marketing material, insurance, audit fees, bank charges and training.

### **Diza Media/Dizindaba News (R933 424)**

The project is based in the City of Cape Town, Western Cape Province and publishes in isiXhosa. The newspaper has been established with the main objective of reintroducing a fully-fledged Xhosa newspaper in the Cape Peninsula since the only such newspaper, Imvo Zabantsundu closed two decades ago. Since then the semi-literate Xhosa speaking people have been without a fully-fledged Xhosa newspaper. Dizindaba Newspaper is distributed in the areas of Khayelitsha, Nyanga, Mfuleni, Gugulethu and Langa including surrounding townships such as Crossroads, Maccasar, Philippi and site C in the South.

With the growth of the project it will also target areas within reasonable distance such as, Paarl Franschoek, Klapmuts, Kraaifontein, Mbekweni, Greenfields, Fairyland, Kayamandi, Malmesbury and Worcester (Zwelethemba) where a majority of "Eastern Cape migrant workers" who mainly do not understand Afrikaans reside.

The MDDA is providing grant support to cover the costs of mentorship, printing, office rental, marketing and advertising, distribution, equipment, software, transport, water and electricity, stipends for staff, stationery, insurance, audit fees and telecommunication costs, including bank charges.

### **Lema Printing and Media House/ Puisano News (R549 515)**

The project is based in Sasolburg in the Metsimaholo Local Municipality under the Fezile Dabi District Municipality in the Free State Province. The newspaper is published in Sesotho, and is being distributed to readers in Zamdela (Sasolburg), Tumahole (Parys), Refengkgotso (Deneysville) and Phiritona (Heilbron).

During 2007/8 Lema was approved for a feasibility study to ascertain the viability of the publication. The feasibility study recommended approval and implementation of the project with a print run of 7000 copies in a fortnight.

The MDDA is providing grant support to cover the costs of printing, office rental, distribution, equipment, software, mentoring, telecommunication, stipends, travel, layout & design, stationery/marketing material, insurance, audit fees, bank charges and training.

### **Agenda Media/Agenda Magazine (R1 218 800)**

The project is based in Mmabatho in the North-West Province. The Agenda Magazine is distributed in the Ngaka Modiri-Molema District Municipality. According to the census 2001, the district has a population of more than 762 969 and this has not changed significantly according to the Community Survey conducted in 2007.



The Ngaka Modiri-Molema District is composed of Mafikeng Local Municipality (Mmabatho), Ditsobotla Local Municipality (Lichtenburg), Ramotshere Moiloa Local Municipality (Zeerust) and Ratlou Local Municipality (Setlagole). The Agenda Magazine is targeting residents between the age 18 – 49, published in Tswana, English and Afrikaans.

This project initially received support in 2008 for a feasibility study to determine its viability and sustainability. The feasibility study recommended approval and implementation of the project. The MDDA is providing grant support to cover the costs of Office Furniture, Equipment, Software, Rent and Services, Salaries, Telecommunications, Printing, Bookkeeping and Marketing

### **Umjindi-Guardian (R670 600)**

The Umjindi – Elukwatini Guardian is a bilingual (English & IsiSwati), small commercial newspaper covering the communities of Umjindi Municipality and Albert Luthuli municipality, incorporating the towns of Elukwatini, Barberton, Badplaas, Nhlazatje, Tjakastad, Empuluzi and Carolina. The project was officially launched in 2005 after a market test addition in 2004.

The project was founded for three reasons; as an alternative to the Barberton Times, which is a market soft newspaper in Albert Luthuli, to meet the needs of this rural community which did not have a community newspaper of its own, for Elukwatini – in recognition of community's need for print news medium strictly focused and in recognition of the growth and development of the area and for the lack of adequate coverage of serious issues affecting both communities by national titles.

The MDDA is providing grant support to cover the costs of printing, distribution, salaries, equipment and telephone costs.

### **Ponelopele New (R473 609)**

The project is based in Ganyesa under the Kagisano Local Municipality in the Dr Ruth Mompati District Municipality in the North West Province. The newspaper is distributed in the Kagisano Local Municipality and the whole of Dr Ruth Mompati District Municipality, and is published in Setswana and English.

During 2007/8 Ponelopele News was approved for a feasibility study to ascertain the viability of the publication. The feasibility study recommended training and capacity building of Ponelopele News members as they lacked the necessary skills to run and manage a newspaper company.

The project was therefore approved for a structured mentoring – “action learning process” in order to produce a dummy newspaper and full edition during the period of mentorship and training. The training and mentorship took place and the project was also supported by the Office of the Mayor and the Local Economic Development Directorate of the Kagisano Local Municipality which are providing infrastructure and logistic support to the project.

During the structured mentoring, the project successfully produced 3 editions and these were published during the months of November, December 2009 and January 2010. The MDDA is providing grant support to cover the costs of marketing, layout & design, printing, transport, distribution, rent, mentor, stipends, training, telecommunications, bookkeeping, office furniture, stationery, camera and accessories, audit fees, insurance and bank charges.

### **Genuine Magazine (R444 699)**

The project is based in the City of Durban, in the EThekweni District Municipality. Genuine is an English lifestyle family magazine which aims to inspire, educate and entertain its readers with the type of content that it carries. Genuine circulates throughout the Province of KwaZulu-Natal, utilising the distribution network of Independent Newspapers, who distribute the magazine to major outlets such as CNA, Shoprite Checkers and Spar in the Province.

Genuine Magazine CC and its publications are solely owned by a Black female. The aim of Genuine Magazine is to feature relevant, inspiring and educative information about individuals and organisations that are impacting positively in other people's lives.



The MDDA is providing grant support to cover the costs of printing, upgrading of equipment & software, marketing, audit fees, website design, website update and maintenance and bank charges.

## 7.6 Research, Training and Development

### Rainbow Circle Films (R291 000)

The MDDA Board has approved grant support funds to Rainbow Circle Films (RCF) for purposes of conducting research into a viable business model for alternative film distribution in South Africa. The key beneficiaries of the research are community film-makers and the community television sector.

One of the key results of the research is to develop a distribution strategy for locally produced films, explore creative and editorial freedoms, as well as manage intellectual property rights on films and multi-media products produced by local / community producers.

## 7.7 Other



1. Print Media Roundtable. 2-3. Launch of the Report on Trends of Ownership & Control of Media.

### Monitoring and Evaluation

In the reporting period, the following projects were monitored by the MDDA's Monitoring and Evaluation Unit:

#### Monitoring Site Visits

1. Alex FM2, Asenze Youth Development Initiative
3. Iqhawe Communications
4. Kasi 2 Kasi
5. Northwest on Sunday
6. Whale Coast FM
7. Maputaland Mirror
8. Maputaland Community Radio
9. Shine FM
10. Radio Graaff-Reinet







*Vukani CR - New location and studios (partnership between Dept of Public Works, MDDA & DoC)*

11. Vukani Community Radio
12. Alfred Nzo Community Radio
13. Cape Town Community TV
14. Radio Atlantis
15. Satyagraha, In Pursuit of Justice news
16. IAJ (CTV Training)
17. IAJ (Student Media)
18. Franschoek FM
19. Amandla Publishers
20. Newcastle Community Radio
21. Inanda FM
22. Vibe FM
23. Voice of Thembisa FM

**Desktop Monitoring:**

1. Aganang Community Radio
2. Coal City News
3. Indlovukazi Community Newspaper
4. Ndzamana News
5. Women's Net
6. Ambani Communications
7. Botlokwa Community Radio
8. Hope Community Newspaper
9. Radio Bushbuckridge
10. Umbele Wolwazi Education Trust
11. Motheo FM





12. Kathorus Community Radio
13. Moutse Community Radio
14. Kwaito Blue Prynt
15. Zisize Educational Project
16. Coal City News
17. Ngulu News

### **Capacity Building Initiatives:**



Four capacity building initiatives were monitored and these were as follows:

1. Whale Coast FM
2. Botlokwa Community Radio
3. Motheo FM
4. Moutse Community Radio

Monitoring and Evaluation had monitored 23 projects through the site visits and also did a desktop monitoring to 17 projects. There were only 4 projects were capacity building evaluation projects were monitored.

The Monitoring and Evaluation also reviewed about 90% of the Board submissions through the Grant Funding Cycle process.

## **7.8 Grants Written Back**

The Board approved the write backs of the following projects:

### **7.8.1 Community Media**

#### **Resource Mobilisation (R21 051)**

The Board approved the write back of the Resource Mobilisation workshops on the basis that the workshops have taken place.

### **7.8.2 Small Commercial Media**

#### **Exellor (R75 982)**

The Board approved the write back of Exellor on the basis that the project is no longer functional.

**North West on Sunday (R227 648)**

The Board approved the write back of North West on Sunday on the basis that the organisation has failed to comply with their contractual obligations in terms of reporting.

**Kasi to Kasi (R140 000)**

The Board approved the write back of Kasi 2 Kasi on the basis that the organisation has failed to comply with their contractual obligations in terms of reporting.

**Agenda Magazine (R3 647)**

Mentoring complete and mentor has been fully paid for services rendered.

**Kruger Park Times (R268)**

Project fully disbursed.

**Maliqee Marketing (R136)**

Mentoring complete and mentor has been fully paid for services rendered.

**Nhluvuko (R4 000)**

Mentoring complete and mentor has been fully paid for services rendered.

**Rainbow News (R4)**

Mentoring complete and mentor has been fully paid for services rendered.

**Hope Community News (R15 024)**

Mentoring complete and mentor has been fully paid for services rendered.

**Lema Printing & Media House (R6 900)**

Mentoring complete and mentor has been fully paid for services rendered.

**7.8.3 Research and Training**



*1. Delegates of the Learning Forum. 2. Helet Venter (MDDA) in conversation with delegates at the Financial Management workshop. 3. Manana Stone (MDDA).*

**IAJ Kids Radio (R21 336)**

The Board approved the write back of IAJ Kids Radio Training on the basis that the project is fully disbursed.



### **Advertising Roundtable (R215)**

The Board approved the write back of Advertising Roundtable on the basis that the workshop had taken place and all costs have been paid.

### **Association of Independent Publishers (AIP) (R80 000)**

The Board approved the write back of the AIP on the basis that the organisation has failed to comply with their contractual obligations in terms of reporting.

### **Wits Research (R32 000)**

The Board approved the write back of Wits University research on the impact of commercialism on community newspapers on the basis that the organisation has failed to comply with their contractual obligations in terms of reporting.

### **Mahala Media (R115 092)**

The Board approved the write back of Mahala Media on the basis that the organisation has failed to comply with their contractual obligations in terms of reporting.

### **Systems Approach Short Term Evaluation (R52 339)**

The Board approved the write back of Systems Approach Short Term Evaluation on the basis that the service provider had been paid.

### **Print Roundtable (R5 249)**

The Board approved the write back of Print Roundtable on the basis that the workshop had taken place and all costs have been paid.

### **Toolkits on Advertising (R37 976)**

The Board approved the write back of Toolkits on Advertising on the basis that the service provider had been fully paid.



*1-2. Print Media Roundtable Projects. 3. Claire Dyer (Department of Basic Education) & Manana Stone (MDDA) at the North West Media Literacy Summit.*

## **7.9 Additional Training Projects**

### **Transformation, Gender and the Media Dialogue (Press Freedom Day) (R154 000)**

In promoting media freedom, access to information and media diversity, the Media Development and Diversity Agency (MDDA), the Commission for Gender Equality (CGE), the South African Broadcasting Corporation (SABC) and the Independent Communications Authority of South Africa (ICASA) formed a partnership to host a dialogue platform on the 19th October 2009, to address issues of Transformation, Gender and the Media in South Africa.

The dialogue was a joint project to commemorate Black Wednesday, 19th October 1977.

The main aim of the Dialogue was to bring together media organizations in the print, broadcast and advertising sectors, civil





**1. Harry Letsebe & delegates at the Financial Management workshop.**

**2-3 Joe Thloloe (Press Ombudsman), Noluthando Mayende-Sibiya (Minister of Women, Youth, Children & People with Disabilities)**

society organisations, leading academics, regulatory and other relevant Chapter 9 Institutions.

The main focus of the Dialogue was to address the portrayal of women in the media, gender in the media and the issues of transformation in ownership and control of the media.

Over a hundred and forty (140) people attended the Dialogue and the MDDA supported four (4) project beneficiaries with travel arrangements. The project beneficiaries were: women on farms, Gender Advocacy Programme, Agenda Magazine and the Southern African Media and Gender Institute (SAMGI).



**1. Yoliswa Makhasi (FPB), & MDDA Board Siviwe Minyi & Phumelele Nzimande. 2. SAHRC (Former CEO) Tseliso Thipanyane & MDDA CEO 3. Mikki Ndhlovu (SABC) & participant at Media Freedom Day 4. Pregs Govender (SAHRC) & Phumelele Nzimande (SABC CPO). 5. COSATU participants at Media Freedom Day.**



**1. ICASA Councillor Brenda Ntombela, 2. Criselda Kananda & CEO at Media Freedom Day, 3. Sandile Memela at Media Freedom Day**

### **Compliance Workshop (Eastern Cape) (R1 14 830)**

The MDDA supported 15 beneficiaries which comprised of ten (10) community and 5 small commercial media projects, to attend the Compliance Workshop on the 30th March 2010 in East London, Eastern Cape. The aim of the workshop was to assist projects currently funded by the MDDA to understand their funding contractual obligations, the MDDA's funding cycle, and the monitoring and evaluation process; in an attempt to improve the overall standards of reporting, both the narrative and financial from the projects side.

The workshop included a series of presentations (done by MDDA Managers) and group work sessions. One of the key outcomes of the Compliance Workshop for the MDDA was to receive feedback from its grants beneficiaries on the current reporting criterion and processes as well as how to strengthen the Agency's working relationship with its grantees.

### **Media Literacy & Culture of Reading Summit (R150 000)**

The Media Development and Diversity Agency (MDDA) convened a Media Literacy and Culture of Reading Summit on 26-27 March 2010 at the Council Chambers, Ngaka Modiri Molema District Municipality in Mafikeng, North West province.

The Summit was attended by the Executive District Mayor, Ms. Pinky Mokoto, Department of Education (DoE), Ms. Clare Dyer, Press Ombudsman, Mr. Joe Thloloe, Government Communications and Information Services (GCIS) – Mafikeng Office and other local civil society organisations.







*Media literacy learners with Gail January at Highway Africa.*



**1. Media Literacy learners at Ngaka Modiri Molema District Municipality. 3. Ngaka Modiri Molema District Municipality Executive Mayor Pinky Mokoto 5. Press Ombudsman Joe Thlooe**

Ten (10) high schools selected to participate in this Summit were from both Ratlou and Mafikeng Local Municipalities in the Ngaka Modiri Molema District Municipality.

The participating schools were Madiba, Batloug, Setlopo, Mmoledi, Mothibinyane, Reikanne, Tshoganyetso, Kagiso Marolong, Kebalepile and Leteane High Schools. Fifty (50) learners from these schools attended the Media Literacy training workshop facilitated by the Institute for the Advancement of Journalism (IAJ) and The Star - Newspapers in Education (NIE).

The aim of the Summit is to introduce a culture of reading and basic media literacy amongst learners in schools, to promote debate and dialogue on media for learners and to encourage learners to be involved in producing their own media.



*1. Media Literacy learners at Ngaka Modiri Molema District Municipality.*

### **Handbooks/Toolkits on Advertising and Marketing (R200 000)**

In 2008 the MDDA appointed a service provider to develop guides/toolkits to assist members of the community and small commercial media sectors, to enhance their skills in marketing and advertising. The toolkit contains information on the structure of the respective industries; tips on how to sell advertising; how to use research; how to develop rate cards; marketing; putting together sales presentation as well as tips on how to approach clients. Through the development and distribution of the toolkit, the MDDA is fulfilling its mandate (particularly Key result Area 4) which cater for the creation of an enabling environment, particularly in the areas of marketing and advertising. Three thousand (3000) copies were printed to be distributed.

The MDDA successfully launched the toolkit at the Eastern Cape Compliance Workshop on the 30th March 2010, for fifteen (15) beneficiaries.

### **Learning Forum (R150 000)**

The Learning Forum, 2010, took place in February 2010 and was held in Braamfontein, Johannesburg. The Learning Forum was put together as a learning tool for small commercial media houses to encourage the development of human resources, training and capacity building. The Forum serves as a platform through which the MDDA interacts with its funded beneficiaries to solicit feedback on what works and how to better improve relations going forward.

The Learning Forum was attended by 22 actively printing small commercial publications, coming from the Eastern Cape, Western Cape, Kwa-Zulu Natal, Limpopo, Mpumalanga, Free State, North West and Gauteng provinces. These projects were also complemented by about 6 mentors working with projects in the small commercial team and the MDDA project team.

Challenges faced by small commercial media projects were discussed at length and suggestions made about how to solve some of the problems. Inputs from industry experts were also made, particularly in the field of marketing and advertising. Industry experts who have knowledge on editorial support also provided some guidance in terms of strategies to follow to produce high quality products.



Delegates at Learners Forum with FIFA World Cup 2010 Rich Mkhondo (LOC Spokesperson)

## 7.10 No. of Approved Projects per District Municipality and Metropolitans

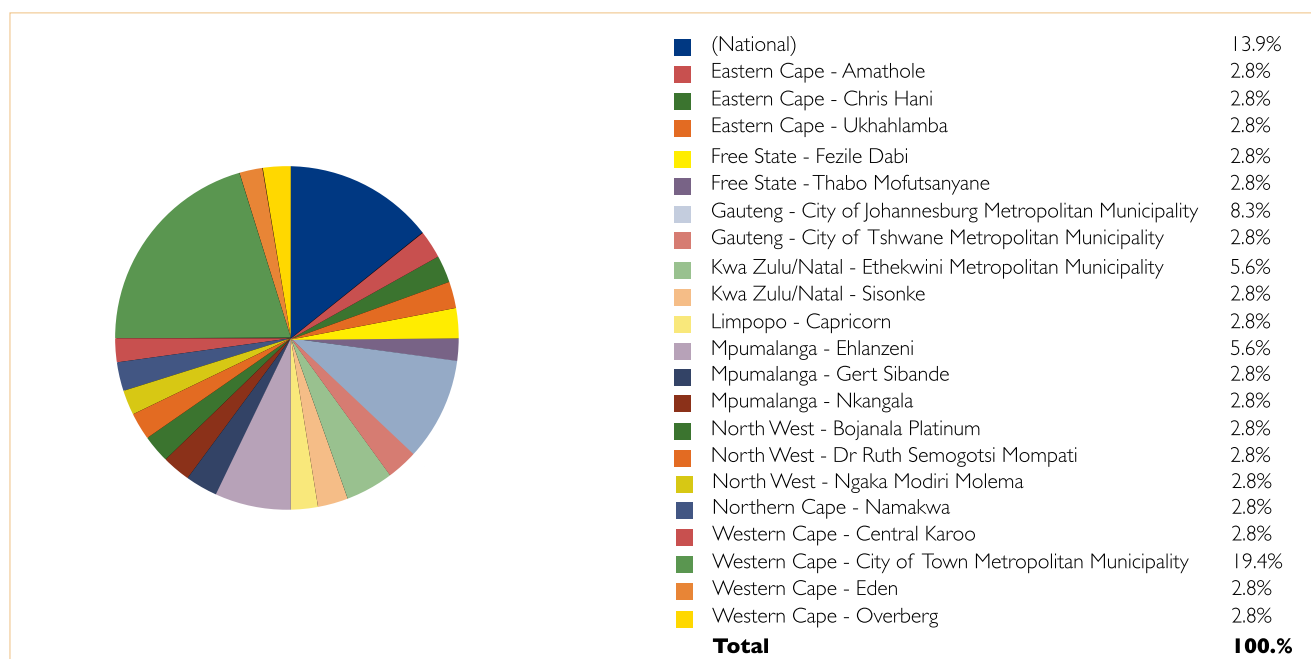
### MDDA District Municipality List

MDDA - District	No. of Projects	No. as %
National	3	10%
Gauteng - City of Tshwane	1	3%
Gauteng - City of Johannesburg	1	3%
Limpopo - Capricorn	1	3%
Mpumalanga - Gert Sibande	1	3%
Mpumalanga - Nkangala	1	3%
Mpumalanga - Ehlanzeni	2	6.70%
Kwa Zulu Natal - eThekweni Metropolitan	2	6.70%
Kwa Zulu Natal - Ssonke	1	3%
Western Cape - City of Cape Town	7	23.30%
Western Cape - Overberg	1	3.30%
Western Cape - Central Karoo	1	3.30%
North West - Ngaka Modiri Molema	1	3.30%
North West - Dr Ruth Mompati	1	3.30%
Northern Cape - Namakwa	1	3.30%
Free State - Thabo Mofutsanyane	1	3.30%
Free State - Fezile Dabi	1	3.30%
Eastern Cape - Cacadu	1	3.30%
Eastern Cape - Chris Hani	1	3.30%
Eastern Cape - Ukhahlamba	1	3.30%
	<b>30 (excluding 6 community radio programme production projects)</b>	<b>100%</b>





## Projects per District Municipality



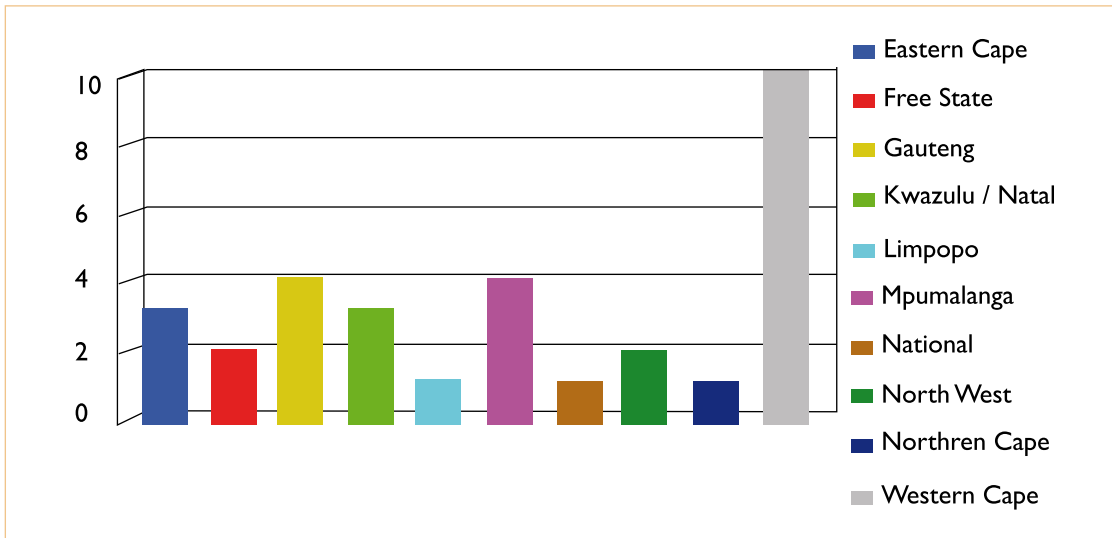
### 7.11 Breakdown of Projects per District Municipality

	NAME OF DISTRICT MUNICIPALITY	COMMUNITY RADIO	COMMUNITY PRINT	SMALL COMMERCIAL PRINT	COMMUNITY TV	RESEARCH & TRAINING	PROGRAMME PRODUCTION PROJECT
<b>GAUTENG PROVINCE</b>							
1.	CITY OF TSHWANE METROPOLITAN MUNICIPALITY						Tshwane University of Technology CR
2.	CITY OF JOHANNESBURG METROPOLITAN MUNICIPALITY	Eldos FM					
3.	EKURHULENI METROPOLITAN MUNICIPALITY						
4.	SEDIBENG (DC 42)						
5.	METSWEDING (DC46)						
6.	WEST RAND (DC48)						
<b>LIMPOPO PROVINCE</b>							
7.	MOPANI (DC33)						
8.	VHEMBE (DC34)						
9.	CAPRICORN (DC35)						Moletjie CR
10.	WATERBERG (DC36)						
11.	GREATER SEKHUKHUNE (DC47)						
<b>MPUMALANGA PROVINCE</b>							
12.	GERT SIBANDE (DC30)			Umjindi Guardian			
13.	NKANGALA (DC31)	Emalahleni CR					
14.	EHLANZENI (DC32)	Kanyamazane CR					Bushbuckridge CR
<b>KWAZULU-NATAL PROVINCE</b>							
15.	ETHEKWINI METROPOLITAN MUNICIPALITY (Previously Durban Metropolitan Municipality)			Ezakwazulu News, Genuine Magazine			
16.	UGU (DC21)						
17.	UMGUNGUNDLOVU (DC22)						
18.	UTHUKELA (DC23)						

	NAME OF DISTRICT MUNICIPALITY	COMMUNITY RADIO	COMMUNITY PRINT	SMALL COMMERCIAL PRINT	COMMUNITY TV	RESEARCH & TRAINING	PROGRAMME PRODUCTION PROJECT
19.	UMZINYATHI (DC24)						
20.	AMAJUBA (DC25)						
21.	ZULULAND (DC26)						
22.	UMKHANYAKUDE (DC27)						
23.	UTHUNGULU (DC28)						
24.	ILEMBE (DC29)						
25.	SISONKE (DC43)		Sinawe Community Foundation (Ezasexobho News)				
<b>WESTERN CAPE PROVINCE</b>							
26.	CITY OF CAPE TOWN METROPOLITAN MUNICIPALITY	Youth Media Movement	Bonteheuvel Community News, Childrens Resource Centre (CRC)	Diza Media/ Dizindaba News	Cape Town Community TV	Rainbow Circle Films (RCF)	Zibonele CR
27.	WEST COAST (DC1)						
28.	CAPE WINELANDS (DC2)						
29.	OVERBERG (DC3)	Whale Coast FM					
30.	EDEN (DC4)	Southern Cape CR (Eden FM)					
31.	CENTRAL KAROO (DC5)	Radio Gamkaland					
<b>NORTH WEST PROVINCE</b>							
32.	BOJANALA PLATINUM (DC37)						
33.	Ngaka Modiri Molema District (CENTRAL) (DC38)			Agenda Media (Agenda Magazine)			
34.	Dr Ruth Mompoti District (BOPHIRIMA) (DC39)			Ponelopepe News			
35.	SOUTHERN (DC40)						
<b>NORTHERN CAPE PROVINCE</b>							
36.	KGALAGADI (DC45)						
37.	FRANCES BAARD (DC9)						
38.	NAMAKWA (DC6)						Namakwaland CR
39.	PIXLEY SEME (DC7) (Formerly Karoo)						
40.	SIYANDA (DC8)						
<b>FREE STATE PROVINCE</b>							
41.	XHARIEP (DC16)						
42.	MOTHEO (DC17)						
43.	LEJWELEPUTSWA (DC18)						
44.	THABO MOFUTSANYANE (DC19)			Phumelela Express / Free State Gazette			
45.	FEZILE DABI (DC20) (Previously known as Northern Free State)			Lema Printing and Media House (Puisano News)			
<b>EASTERN CAPE PROVINCE</b>							
46.	NELSON MANDELA BAY METROPOLITAN MUNICIPALITY						
47.	CACADU (DC10)		Grocott's Publishing and Printers (Upstart Magazine)				
48.	AMATHOLE (DC12)						
49.	CHRIS HANI (DC13)	Lukhanji CR					
50.	UKHAHLAMBA (DC14)	Unique FM					
51.	O R TAMBO (DC15)						
52.	ALFRED NZO (DC44)						
<b>NATIONAL</b>							
	ABC Ulwazi Consortium (ABC, IAJ) and MTC)						
	Behind the Mask						
	AIDC / NCRF Policy workshop						

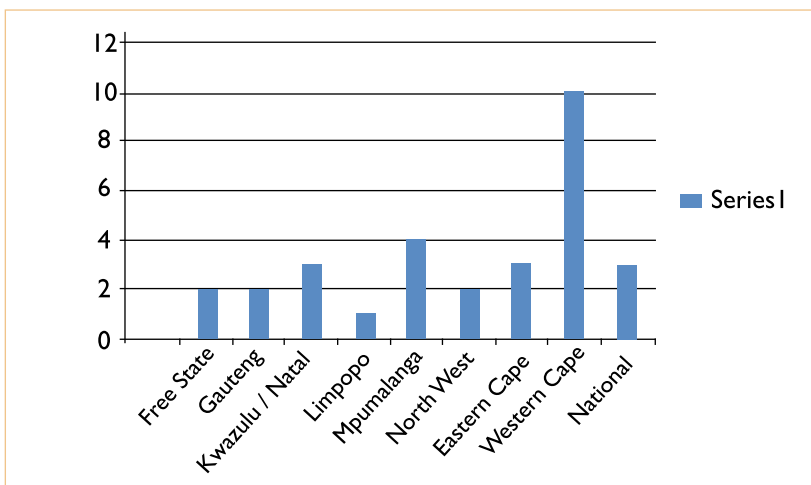


## 7.12 Projects per Provinces



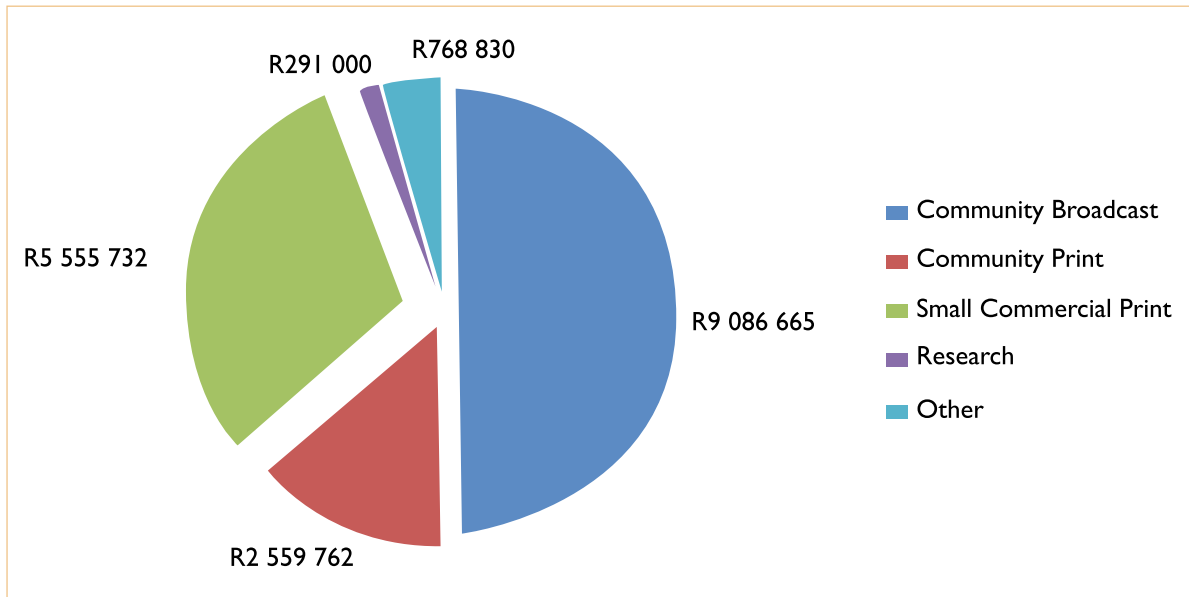
## 7.13 No. of Approved Projects per Province

MDDA province	No. of Projects	No. as %
Free State	2	7
Gauteng	2	7
Kwa Zulu Natal	3	10
Limpopo	1	3
Mpumalanga	4	13
North West	2	7
Eastern Cape	3	10
Western Cape	10	33
National	3	10
	<b>30</b>	<b>100</b>

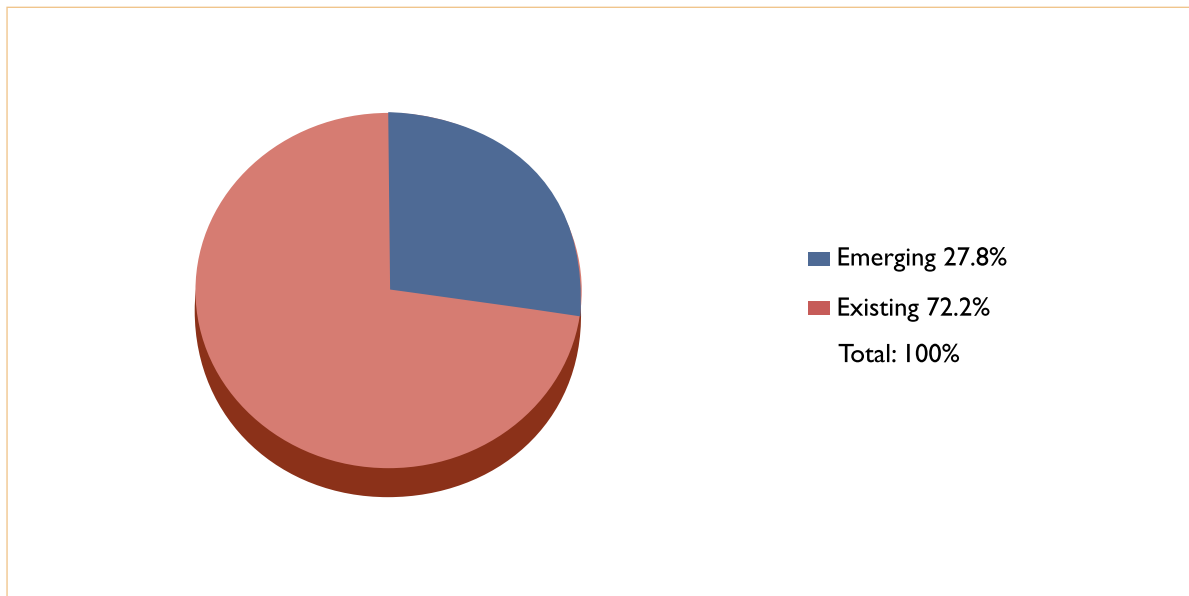


### 7.14 Breakdown of Approved Amount per Sector

Community Broadcast	R9 086 665
Community Print	R2 559 762
Small Commercial Print	R5 555 732
Research	R291 000
Other	R768 830



### 7.15 Emerging vs Existing Projects Approvals



## 7.16 Requested Amounts vs Approved Amounts

PROJECT	CURRENT	TOTAL REQUESTED	TOTAL APPROVED
<b>(Programme Production)</b>			
ABC Ulwazi (Programme Production)	Disbursement 17/02/2010	5 286 903	4 321 934
Moletjie Progressive Community Radio (Programme Production)	Approved 28/10/2009	871 000	145 800
Radio Bushbuckridge Community Radio (Programme Production)	Disbursement 31/03/2010	0	460 200
Radio Namakwaland (Programme Production)	Disbursement 31/03/2010	377 000	433 314
Radio Zibonele Fm (Programme Production)	Approved 28/01/2010	0	292 000
Tshwane University of Technology - Programme Production	Approved 28/10/2009	871 000	190 240
	Amount requested:		7 405 903
	Amount approved:		5 843 488
<b>(Research and development)</b>			
Rainbow Circle Films (SMME Distributor)	Disbursement 16/03/2010	284 000	291 000
	Amount requested:		284 000
	Amount approved:		291 000
<b>(Training and Development)</b>			
Compliance Workshop	Fully paid 31/03/2010	114 830	114 830
Handbooks and Toolkits on Marketing	Disbursement 26/02/2010	200 000	200 000
Learning Forum	Fully paid 31/03/2010	150 000	150 000
Media Literacy Summit (North West)	Disbursement 14/05/2010	150 000	150 000
Transformation, Gender and the Media dialogue (Press Freedom)	Disbursement 23/02/2010	154 000	154 000
	Amount requested:		1 010 630
	Amount approved:		768 830
<b>Broadcasting - Community Radio</b>			
Breakthrough Adventures/Whale Coast FM	Disbursement 30/04/2010	642 400	910 100
Eldos FM	Contracting 26/02/2010	550 000	1 094 666



## PROJECT LIST

PROJECT	CURRENT	TOTAL REQUESTED	TOTAL APPROVED
<b>(Programme Production)</b>			
Emalahleni Community Radio	Disbursement 01/03/2010	0	1 204 794
Kanyamazane Community Radio Station	Disbursement 13/11/2009	440 000	923 813
Lukhanji Community Radio	Approved 28/01/2010	1 500 000	1 132 980
NCRF/AIDC - Partnership	Disbursement 01/03/2010	2000 000	640 000
Radio Gamkaland	Approved 31/07/2009	724 200	966 020
Southern Cape Community FM (Trading as Eden FM)	Disbursement 22/06/2010	833 384	841 512
Unique FM - Radio Unique	Approved 22/10/2009	406 982	642 180
Youth Media Movement	Disbursement 31/03/2010	3 521 925	730 600
	Amount requested:		10 618 891
	Amount approved:		9 086 665
<b>Broadcasting - Community TV</b>			
Cape Town Community TV	Approved 28/01/2010	849 000	1 078 000
	Amount requested:		849 000
	Amount approved:		1 078 000
<b>Print - Community newspaper</b>			
Behind the Mask	Approved 28/10/2009	3 679 452	561 941
Bonteheuwel Community News/Cape Flats - Approved for Sustainability	Disbursement 25/06/2010	481 320	581 320
Children's Resources Centre	Disbursement 31/03/2010	600 000	542 000
Grocott's Publishing and Printers/Upstart Magazine	Contracting 24/02/2010	518 700	474 500
Sinawe Community Foundation (Ezasexobho News Project)	Disbursement 30/04/2010	690 000	400 000
	Amount requested:		5 969 472
	Amount approved:		2 559 761
<b>Print - Small commercial</b>			
Agenda Magazine	Disbursement 22/06/2010	356 999	1 218 800
Dizindaba News	Disbursement 16/04/2010	1 000 000	933 424
Ezakwazulu News	Disbursement 30/04/2010	250 000	632 589



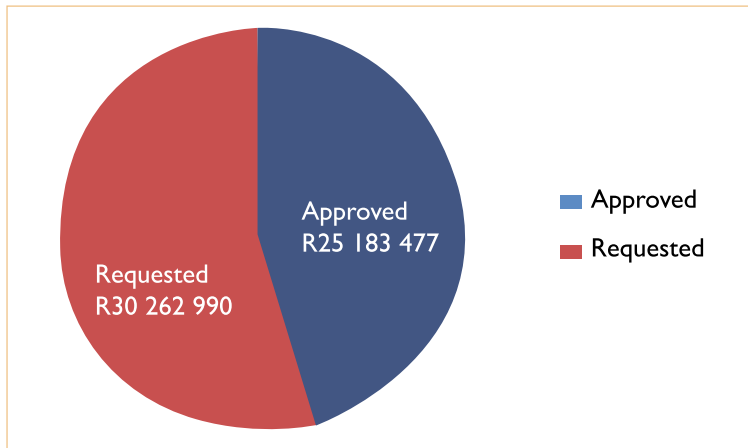


## PROJECT LIST

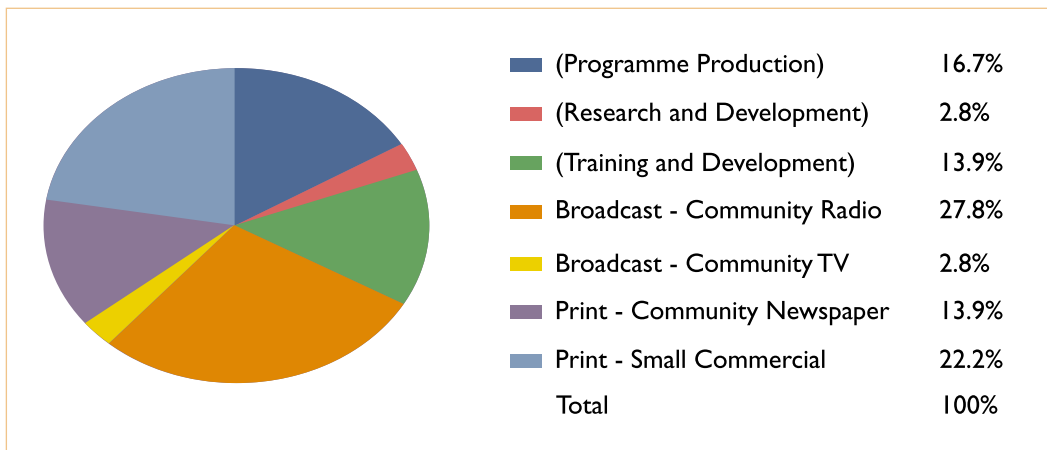
PROJECT	CURRENT	TOTAL REQUESTED	TOTAL APPROVED
Genuine Magazine	Disbursement 19/01/2010	337 392	444 699
Lema Printing and Media House t/a Puisano	Disbursement 16/04/2010	576 000	549 515
Phumelela Express T/A Free State Gazette	Disbursement 30/03/2010	707 196	632 496
Ponelopele Newspaper	Disbursement 30/04/2010	0	473 609
The Umjindi - The Elukwatini Guardian	Disbursement 31/08/2009	897 507	670 600
		Amount requested:	4 125 094
		Amount approved:	5 555 732
		<b>Total projects:</b>	<b>36</b>
		<b>Total received:</b>	<b>30 262 991</b>
		<b>Total approved:</b>	<b>25 183 477</b>



Approved 25 183 477  
 Requested 30 262 990



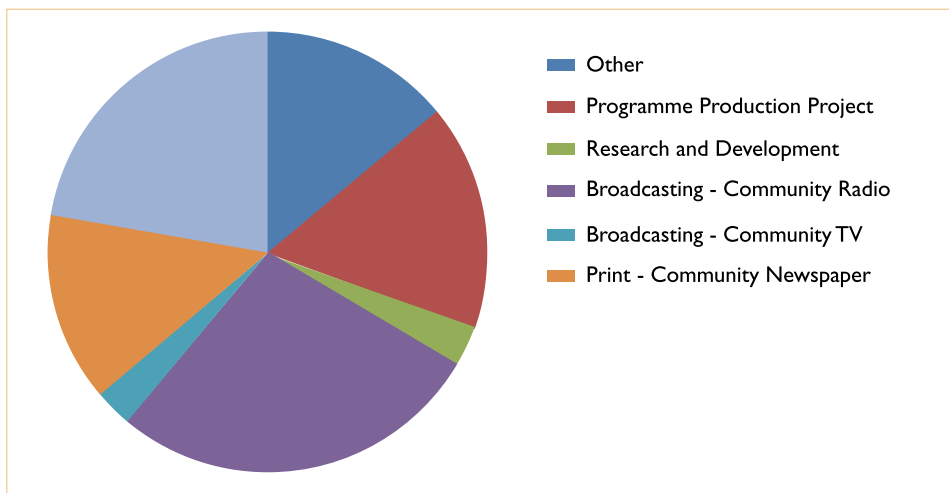
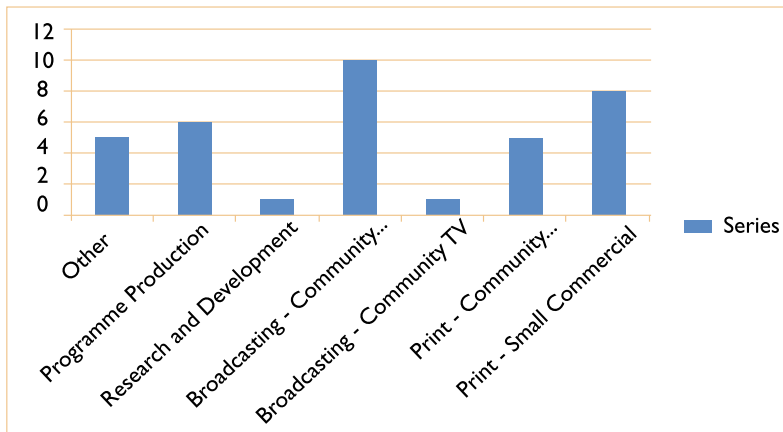
### 7.17 Percentage distribution of approved projects per sector



### 7.18 No. of approved projects per industry sector

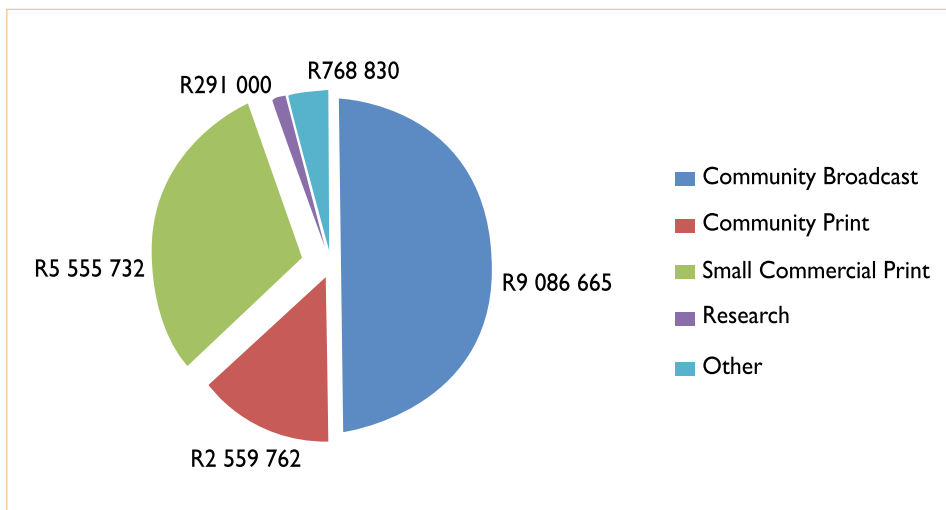
INDUSTRY SECTOR	No. of Projects	No. as %
Other	5	14
Programme Production Project	6	16
Research and Development	1	3
Broadcasting - Community Radio	10	28
Broadcasting - Community TV	1	3
Print - Community Newspapers	5	14
Print - Small Commercial	8	22
	36	100





### 7.19 Breakdown of Approved Amount per Sector

Community Broadcast	R9 086 665
Community Print	R2 559 762
Small Commercial Print	R5 555 732
Research	R291 000
Other	R768 830



## 7.20 Reconciliation list of projects approved in 2009/10

Projects	Sector	Approval Amount R	Percentage
Whale Coast FM	Community Radio	910 100	
Eldos FM	Community Radio	1 094 666	
Emalahleni Community Radio	Community Radio	1 204 794	
Kanyamazane Community Radio	Community Radio	923 813	
Lukhanji Community Radio	Community Radio	1 132 980	
NCRF /AIDC Policy Workshop	Community Radio	640 000	
Radio Gamkaland	Community Radio	966 020	
Southern Cape Community FM	Community Radio	841 512	
Unique FM (Radio Unique)	Community Radio	642 180	
Youth Media Movement	Community Media (New Media)	730 600	
<b>Total</b>		<b>9 086 665</b>	

Cape Town Community TV	Community Television	1 078 000	
<b>Total</b>		<b>1 078 000</b>	

Behind the Mask	Community Print	561 941	
Bonteheuwel Community News	Community Print	581 320	
Children's Resource Centre	Community Print	542 000	
Grocott's Publishing and Printers (Upstart Magazine)	Community Print	474 500	
Sinawe Community Foundation (Ezasexobho News)	Community Print	400 000	
<b>Total</b>		<b>2 559 762</b>	

Agenda Magazine	Small Commercial Print	1 218 800	
Dizindaba News	Small Commercial Print	933 424	
Ezakwazulu News	Small Commercial Print	632 589	
Genuine Magazine	Small Commercial Print	444 699	
Lema Printing and Media House (t/a Puisano)	Small Commercial Print	549 515	
Phumelela Express (t/a Free State Gazette)	Small Commercial Print	632 496	
Ponelopele Newspaper	Small Commercial Print	473 609	
Umjindi - The Elukwatini Guardian	Small Commercial Print	670 600	
<b>Total</b>		<b>5 555 732</b>	

Rainbow Circle Films	Research	291 000	
<b>Total</b>		<b>291 000</b>	



Compliance Workshop	Additional Training	1 14 830	
Handbooks and Toolkits on Marketing	Additional Training	200 000	
Learning Forum	Additional Training	150 000	
Media Literacy Summit (North West)	Additional Training	150 000	
Transformation, Gender and the Media Dialogue (Press Freedom)	Additional Training	154 000	
<b>Total</b>		<b>768 830</b>	

<b>TOTAL</b>		<b>19 339 989</b>	<b>100%</b>
ABC Ulwazi Consortium	DoC Project, Programme Production	4 321 934	
Moletjie Progressive Community Radio	DoC Project, Programme Production	145 800	
Radio Bushbuckridge	DoC Project, Programme Production	460 200	
Radio Namakwaland	DoC Project, Programme Production	433 314	
Radio Zibonele, 98.2 Fm	DoC Project, Programme Production	292 000	
Tshwane University of Technology	DoC Project, Programme Production	190 240	

<b>Total</b>		<b>5 843 488</b>	
<b>GRAND TOTAL</b>		<b>25 183 477</b>	



## 7.21 Number of people trained and skills attained

The MDDA has through its projects and training partner organisations provided training to a number of people, most of whom have now left the sector and have joined other organisations. The majority of them are now working for the mainstream media organisations, especially those who come from the community radio sector. In total, the MDDA has trained 213 people – through the MDDA and the exchange programme and some through the MDDA grant approved for projects. The following is a table to show the number of people trained and skills attained through the training provided:

Nr	Type of training provided	No. of people	Organisation type	Training provider (organisation)
1	Essentials of Broadcast Management	4	Community TV	SPL
2	Media Management and Journalism training (Various)	48	Print, Radio and TV	IAJ
3	Marketing and Advertising	13	Print and Radio	AMASA
4	Media Management, New Media and networking	15	Print and Radio	Highway Africa Conference
5	Financial Management and Compliance	15 in East London and 35 in Gauteng =50	Print, Radio and TV	MDDA (internal staff)
6	Learning Forum (Peer review and Mentoring)	23	Print (small commercial)	MDDA and mentors (internal workshop)
7	Media Literacy (North West)	60	Grade 9 – 11 learners and educators	MDDA (Newspapers in Education and Institute for the Advancement of Journalism)

### Training Summary:

- Financial Management Training (Eastern Cape, East London 15 people and Gauteng, Johannesburg 35 people) = 50 people
- Essentials of Broadcast Management (SPL – Training Programme) = 4 people
- Highway Africa 2009 (Training Programme) = 15 people
- AMASA advertising (training Programme – not all MDDA project beneficiaries) = 13 people
- IAJ Training (Training programme) = 48 People
- Media Literacy (North West) = 60 people
- Learning Forum, February 2010 = 23



1. Learning forum. 2. MDDA Board members at work. 3. Inkonjane FM presenters.







# **PART THREE**

ENVIRONMENTAL  
LANDSCAPE  
AND FUNDING

## 8. Environmental Landscape



### Introduction

The MDDA Act No. 14 of 2002 established the Agency to help create an enabling environment for media development and diversity that is conducive to public discourse and which reflects the needs and aspirations of all South Africans. The Agency is established as an independent body which must be impartial and exercise its powers and perform its duties without fear, favour or prejudice, and without any political or commercial interference. (Section 2 of the MDDA Act). It acts through the Board and does not interfere in the editorial content of the media. Accordingly, the President of the Republic appointed the Board to perform its functions and commit to fairness, freedom of expression, openness and accountability; further to uphold and protect the Constitution and the other laws of the Republic.

In the main, its objective is to promote development and diversity in the South African media throughout the country, consistent with the right to freedom of expression as entrenched in Section 16 (1) of the Constitution. Transformation of the media remains a challenge for the South African democracy. This, even though a lot has changed since 2004. Free, independent and pluralistic media can only be achieved through not only many media products but by diversity of ownership and control of media.

### Interventions

The Agency has conducted a number of research work from its inception which assist in the understanding of the media landscape and its challenges. These reports are available on the website [www.mdda.org.za](http://www.mdda.org.za), they also inform the Agency's strategic approach. The Advertising and Marketing tool kit is but one of the results of research outcomes.

In February 2010, MDDA convened a successful seminar with broadcast media and telecommunication practitioners at Wits University deliberating on the question of ownership and control, in the context of the ICASA's discussion paper on ownership and control. This dialogue also took into account the research report on ownership and control of media in South Africa which was published in 2009. This research has been of use to a number of academic institutions and to opinion makers in respect of transformation of media in the country.



**1. Toolkits. 2. MDDA supported newspapers from all over the country. 3. Idekelethu News launch**

Beside, the above, the Agency has been part of advocating for media freedom, creation of an enabling environment for media development and diversity, and capacity building (including mentorship programmes). On the 19th October 2009, jointly with ICASA, SAHRC, CGE and SABC organised a dialogue speak to research, emerging issues and proposed



recommendations for addressing the portrayal of women in the media, women's representation in newsrooms, the issues of transformation in ownership and control and other related issues.

The opportunity brought together media organizations in the print, broadcast and advertising sectors; civil society organisations which are working on media and / or gender issues; trade unions; leading academics from media and journalism schools; regulatory and other relevant Chapter 9 Institutions; journalists and practitioners. Such platforms have to be sustained and recommendations arising from these should be considered by all in order for a collective approach to ensuring that the media which is critical and essential for sustaining democracy, serves the public interest and media freedom is enjoyed by all.

## **Growth and development**

Despite the economic downturn, according to latest Radio Audience Measurement Survey (RAMS), in the community radio sector, seven stations grew their audiences over the previous year:

- In Gauteng, TUT Top Stereo 93.6 grew its weekly audience from 0.3% in June 2009 to 0.7% currently, with an audience of 48:000.
- In the Western Cape, Eden FM continues its strong upward trend, extending its reach into the province from 3.4% in the year previous to 5.6% currently (past 7 days). Its audience is now at 177 :000 in total.
- In the Eastern Cape, two stations' growth over June 2009 contributed to stronger levels overall for the province on an annual basis. Alfred Nzo Community Radio 98.3/93.8 fm grew its weekly reach from 0.7% to 6.4% (314 000 listeners), and Bay FM's weekly reach rose from 1.0% to 1.9% (92 000 listeners).
- In KwaZulu-Natal, overall listening to community radio is significantly improved over June 2009, thanks to weekly audience increases from Izwi loMzansi 98.0 fm (from 1.7% to 2.7%, 179 :000 listeners), Icora FM (from 2.2% to 3.3%, 219 000 listeners) and Radio Khwezi (from 2.0% to 3.5%, 235 000 listeners).
- While no individual community stations in the North West province showed significant year-on-year gains, the sector in total grew its weekly reach from 19.6% in June 2009 to 25.7% in the current release.

The following stations showed higher listening levels when compared to the previous year (April 2009 - April 2010):

- Alfred Nzo Community Radio 98.3/93.8 FM: from 0.7% a year ago to 6.4%
- Eden FM: from 3.2% reach to 4.9%
- Icora FM: from 2.2% to 3.2%
- Izwi loMzansi 98.0 FM: from 1.4% to 2.7%
- Radio Khwezi: from 2.0% to 3.4%
- Thetha FM 100.6: from 2.0% to 3.1%

RAMS indicate that community radio is significantly up on the year previous (22.4%).



## Advertising income for Community Radio – a reflection

Since 2008/9, the Agency has been investigating how much advertising revenue has been received by the community radio sector through the respective agencies like The Media Connection, Motswako Media, Serongwanyane, etc. Below, is information from GCIS and Media Connection.

### The Media Connection: Station Nett – 2005 to 2010 (Excluding VAT)

Community Radio Station	2004	2005	2006	2007	2008	2009	2010
Alfred Nzo Community Radio						74 876	81 608
ALX-FM Stereo	431 162	52 510			60 018	196 523	319 129
Bay FM	91 131	135 943	101 126	103 147	89 986	259 543	272 230
BCR	159 735	57 355	60 248	47 458	110 309	108 720	124 769
Botlokwa Community Radio	459 668	85 330	85 378	65 115	82 674	131 131	261 170
Bush Radio	503 159	341 803	425 828	256 008	275 099	410 889	518 292
Durban Youth Radio		165 152	155 340	182 769	194 570	337 385	85 416
East Rand Stereo	211 320	225 207	257 965	338 018	285 740	207 167	223 503
East Wave Radio	278 727	55 141	108 506	120 431	71 166	45 389	22 884
Eden FM					84 714	82 493	133 233
Fine Music Radio	249 513	117 216	141 308	163 526	84 258	26 628	75 702
Franschhoek FM					9 895	45 666	54 754
GNCR	69 195	25 202	30 006	10 442		17 597	5 337
Grahamstown Radio	134 865	20 538	27 059	16 514			
Greater Lebowakgomo Community Radio				21 950	42 889	57 289	97 506
Greater Middelburg FM	162 170	95 359	46 732	41 325	114 215	36 133	33 584
Highway Radio	231 741	219 730	302 690	308 235	273 535	244 943	218 499
Hindvani FM	25 351	12 384	29 389	70 093	43 976	46 170	26 162
ICORA FM	53 605	62 782	12 320	9 109	31 167	148 799	34 765
IFM Stereo	137 806	63 663	76 256	130 720	94 488	163 671	80 152
Ilitha Community Radio	39 395	8 688	22 134				
Imbokodo 96.8		3 086	27 653	90 737	247 645	266 477	175 729
Imonti Community Radio	133 027						
Impact Radio	240 600	109 315	78 016	106 483	73 697	188 488	136 645
Inanda FM							74 177.17
Inkonjane Community Radio							40 648.48
Izwi LomZansi						148 130	122 194
Jozi FM Stereo			350 790	1 625 866	2 484 816	2 602 492	2 425 405
Kangala Community Radio	249 274	123 776	133 465	87 173	183 243	156 149	221 755
Karabo FM						11 648	15 786
Kasie FM					8 983	282 803	203 955
Khanya Community Radio	216 164	34 525	41 866	72 627	74 528	158 005	208 127
Kingfisher FM	281 234	170 429	244 319	203 079	160 338	365 228	424 640
Kovsie FM	84 792	45 412	32 419	37 399	41 953	31 846	24 584
Lentswe Stereo	153 308	18 580	15 847	13 807	25 790	68 262	8 977
Letlhabile Community Radio	199 416	120 690	104 887	107 074	114 541	209 757	125 565
Lichtenburg/Lichvaal			5 453	5 095	5 990	45 699	39 182
Link FM Stereo	295 208	60 222	32 237	26 364	53 724	252 859	244 960
Mafikeng FM							26 734.12
Maputaland Community Radio	281 435	80 821	35 939	62 608	44 501	183 645	229 256
MFM 92.6	81 483	38 073	39 624		88 112	32 270	58 256
Mohodi FM Stereo	220 697	66 046	95 619	110 218	137 957	189 037	195 660
Mokopane Community Radio		30 167	40 699	56 178	36 496	39 155	41 060
Moletsli FM	252 408	120 262	136 871	110 864	97 008	145 230	208 142
Moretele Community Radio	205 510	161 254	199 411	232 655	219 911	262 505	273 161
Mosupatsela FM	281 722	63 760	80 268	66 150	85 146	186 852	62 127
Moutse Community Radio	220 768	137 240	146 026	127 027	169 956	185 914	162 157
Musina Community Radio							11 852.98
Naledi FM Stereo	41 822	11 390	10 160	3 392	22 073	55 026	13 511
Newcastle Community Radio		25 520	64 103	71 613	136 332	194 893	236 439
Nkqubela Community Radio		16 163	38 788	39 212	69 055	293 839	246 162
Overvaal Stereo	134 595	102 591	53 006	25 268	69 942	65 438	54 941
Phalaborwa Community Radio					2 535	72 840	47 646



Community Radio Station	2004	2005	2006	2007	2008	2009	2010
PUKfm	73 012	36 719	23 169	50 906	17 932	37 703	12 468
Qwa-Qwa Radio	331 517	132 754	84 839	22 056	156 622	297 293	160 994
Radio 1584	194 905	8 081	6 734	12 392	2 284	18 816	
Radio 786	221 558	147 783	112 065	196 731	71 942	89 857	102 420
Radio Alpha	433 631	52 717	40 009	89 859	83 253	81 369	57 249
Radio Atlantis	117 777	43 607	7 409	23 204	62 965	64 792	80 508
Radio Bushbuckridge	339 100	92 834	121 604	181 317	193 824	371 847	285 166
Radio CCFM	366 904	137 278	142 066	132 008	55 260	194 873	162 682
Radio Graaf Reinet	96 149	16 678	22 217	2 909			8 592
Radio Helderberg	306 115	53 032	41 708	39 577	92 709	71 699	95 697
Radio Kaboesna	162 551	11 269	54 236	9 357	11 668	26 589	8 388
Radio KC	199 676	55 547	59 134	101 429	117 570	151 222	194 674
Radio Khwezi	380 062	173 696	130 118	135 043	208 994	314 418	424 085
Radio Kragbron	98 683	47 865	36 480	123 779	157 297	151 725	215 191
Radio Laeveld	106 338	41 017	61 196	77 545	67 021	79 166	102 476
Radio Mafisa	265 840	213 769	354 344	260 916	179 994	29 121	291 340
Radio Maritzburg	298 016	80 592					
Radio Midrand						149 802	187 013
Radio Namakwaland	108 526	17 830	11 920	19 229	39 519	24 472	51 156
Radio Panorama	311 191	17 368	24 038	12 541	32 118	49 889	39 035
Radio Pretoria	427 037	174 865	205 352	209 541	163 456	164 622	163 385
Radio Riverside	129 154	47 223	69 577	52 437	42 811	111 536	127 677
Radio Rosestad	88 484	31 854	32 534	39 801	32 186	175 793	249 881
Radio Sunny South			7 980	61 942	31 615	56 282	130 467
Radio Teemaneng	197 476	125 941	159 868	106 951	165 940	414 574	405 228
Radio Today	269 467	154 689	292 411	257 864	8 920	111 969	39 646
Radio Turf	190 166	63 739	26 510	13 690	5 972	45 077	45 598
Radio Tygerberg	175 705	155 125	239 004	283 516	207 433	248 997	373 794
Radio West Coast		362	484	17 883	58 746	61 333	94 527
Rainbow FM 90.7		48 894	36 877	103 130	31 741	142 238	
Rhodes Music Radio	78 729	17 197	62 864	36 683	33 826	88 847	33 139
Rippel FM	255 819	143 724	78 093	76 695	24 855	44 146	103 790
Sekgoses Community Radio				33 041	84 139	158 136	123 971
Setsoto FM Stereo	386 199	19 405	25 772	4 760	16 285	24 975	17 731
Soshanguve Radio	342 595	271 038	393 021	417 565	440 943	589 285	384 691
Takalani Community Radio	261 233	19 921	38 743	4 192	41 412	80 869	55 527
Teks FM Stereo	30 198						
Theta FM				236 029	407 530	675 731	595 865
Tuks FM	240 621	129 930	153 375	114 981	124 765	52 936	17 730
TUT FM	110 375	42 671	13 023	19 602	13 380	31 671	20 261
TUT Top Stereo		15 297			1 510		4 106
UCT Radio	251 392	41 435	45 739	64 910	50 708	24 622	
UJFM	82 227	76 512	22 468	80 683	55 693	34 086	47 640
Unique FM					2 487	39 047	16 378
Unitra Community Radio	426 361	182 935	247 053	200 887	335 712	489 660	552 196
Univen Community Radio	214 405	138 448	162 421	157 785	236 073	262 455	81 977
Vaal Community Radio	293 980	196 553	164 840	369 074	251 333	251 926	245 757
Vaal University of Technology				16 452	33 304	88 076	
Vaaltar FM	67 802	38 985	96 446	106 986	113 690	259 214	193 172
Valley FM	224 583	10 484	10 726	40 357	58 502	250 235	168 710
Vibe FM							9 586.79
Voice of Tembisa				81 652	237 858	264 777	132 604
Voice of the Cape	142 067	110 160	197 612	147 774	71 595	170 923	305 653
Voice of Wits				12 455	46 768	17 982	
Vukani Community Radio	110 347	69 037	53 820	54 689	73 113	194 075	219 870
Westrand Radio	446 449	22 306					
Zibonele	396 798	362 741	356 174	471 984	698 679	752 033	1 224 251
Zululand Community Radio							41 328.00
<b>TOTALS</b>	<b>17 065 227</b>	<b>7 377 236</b>	<b>8 417 831</b>	<b>10 554 546</b>	<b>12 358 928</b>	<b>17 920 288</b>	<b>17 735 416</b>

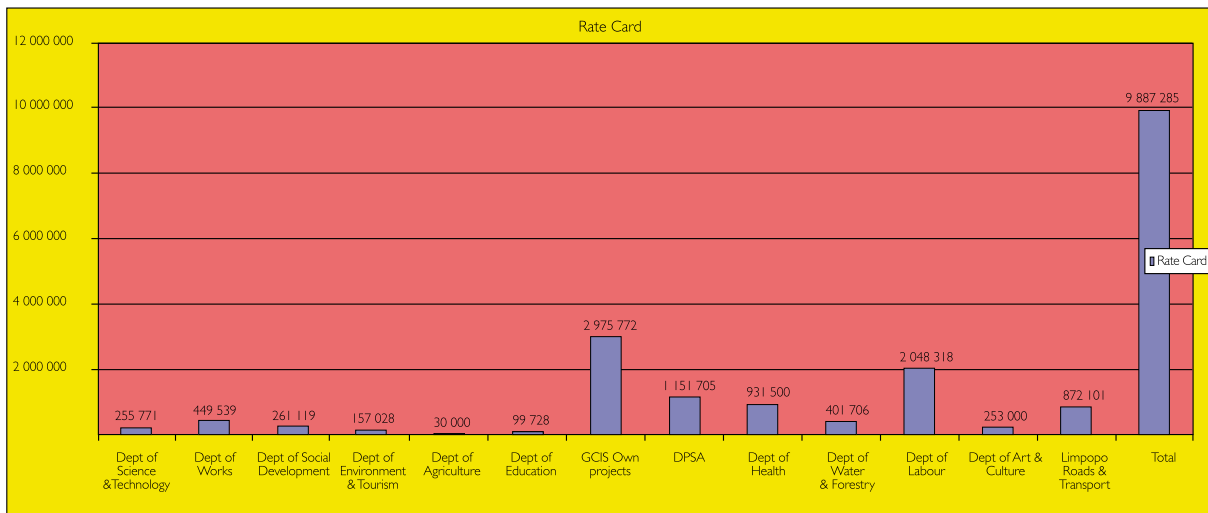
(Source: The Media Connection)



## Government payments to Community Radio Stations (2009/10) through GCIS

Client Name	Rate Card
Dept of Science & Technology	255 771
Dept of Public Works	449 539
Dept of Social Development	261 117
Dept of Environment & Tourism	157 028
Dept of Agriculture	30 000
Dept of Education	99 728
GCIS Own projects	2 975 772
DPSA	1 151 705
Dept of Health	931 500
Dept of Water & Forestry	401 706
Dept of Labour	2 048 318
Dept of Arts & Culture	253 000
Limpopo Roads & Transport	872 101
<b>Total</b>	<b>9 887 285</b>

(Source: GCIS)



Not much information is available with respect to community newspapers and small commercial newspapers and magazines as defined in terms of the MDDA Act. The Agency has been able to facilitate certification of some of these projects by the Audit Bureau of Circulations of South Africa (ABC) which is a non-profit organisation registered in terms of Section 21 of the Companies' Act. ABC is based on a bi-partite agreement between advertiser and advertising agencies and media owners. Its primary function is the certification and provision of accurate and comparable circulation figures, to assist the bi-partite groupings (advertisers/marketers and publishers) in the buying and selling of advertising and promotional material. This is achieved through agreement or auditing standards, on the certificates and on the reports submitted. ABC has designed ABC Grassroots Certificate to audit smaller rural, township and neighbourhood publications that cannot afford the costs associated with full ABC membership. The certificate confirm print orders, methods of distribution, and frequency of publication, but not actual circulation. "Grassroots newspapers" that apply for certification are required to provide the ABC with invoices from their printers confirming the exact print run and frequency of each of their publications over the preceding six-month period. They also file details of whether their publications are sold or free, and how they are distributed. The resulting certificate is valid for six (6) months. Only publications that abide by both Press Ombudsman and Advertising Standards Authority (ASA) codes are eligible for the new certificate. This new certificate is intended to give smaller publishers the tools to compete for that advertising on a more even footing.



The challenge remains on what is grassroots newspapers and magazines. The tendency is for this definition to cloud conglomerates owned grassroots newspapers and magazine with those owned by individual/s and those owned by communities. The Agency follows the definitions as in the MDDA Act which then excludes the conglomerate owned newspapers and magazines, even if they are published at grassroots level. It is hoped that in future the ABC would be able to provide such circulation information data as it relates community newspapers and small commercial newspapers and magazines as defined in terms of the MDDA Act.

### Community Media and 2010 FIFA World Cup



**1.** FIFA's Jerome Valcke and the LOC's Danny Jordaan with some of the Bush Radio staff and trainees. FIFA General Secretary Jerome Valcke accompanied by Local Organising Committee Chief Executive Officer Danny Jordaan were in studio with Everyday People's Sive Msolo and Freedom Raphela. Central to their discussions was the state of readiness for Africa's first ever soccer showpiece. **2.** Mondli Makhanya (SundayTimes Editor) & Lumko Mtimde at the Shanduka Awards. **3-4.** Learning Forum Participants & the 2010 FIFA LOC Spokesperson, Rich Mkhondo.

Community and small commercial media played their own role in connecting the grassroots communities and the 2010 FIFA World Cup. In February 2010, the 2010 OC Chief Communications Officer Rich Mkhondo joined the MDDA Learners Forum to share opportunities for community and small commercial media in the World Cup.

### Six years of MDDA

The Agency celebrates six years in operation, and has made its mark in developing and diversifying the media landscape, through the guidance of the MDDA Board, the dedication of management and staff, and the adherence to the dictates of the Public Finance and Management Act.

### Conclusion

The success of the Agency work is thanks to the SABC, Multichoice Africa (Pty) Ltd, Primedia (Pty) Ltd, MNET, etv (Pty) Ltd, Jacaranda FM; East Coast Radio, MIDITV, Algoa FM, OFM, Capricorn FM, YFM (Pty) Ltd, Media 24 Ltd, CTP Limited, Independent Newspapers Ltd and AVUSA Media Ltd.

South African media believes and support the noble principles enshrined in the MDDA Act. The partnership they have with the MDDA attests to their commitment to media diversity and working together towards ensuring that each and every South African citizen has access to a choice of a diverse range of media.



**1.** Mzimkulu Malunga (BDFM, Managing Director) & Ryland Fischer at Media Freedom Day, **2.** Mothobi Motloatse at Media Freedom Day, **3.** Firdoze Bulbulia at Media Freedom Day



## 9. Funding for the MDDA



Section 15 of the MDDA Act provides for funding of the Agency consisting of:

- (a) Money appropriated by Parliament;
- (b) Money received in terms of agreements contemplated in section 21;
- (c) Domestic and foreign grants;
- (d) Interest derived from any investments; or
- (e) Money lawfully accruing from any other source.

The money referred to above must be utilised to:

- (a) Fund projects and activities connected therewith, including project evaluation, feasibility studies, needs analyses, research and training; and
- (b) Defray expenses, including expenses regarding remuneration, allowances, pensions and other service benefits referred to in section 12(6) of the Act, incurred by the Agency in the performance of its functions under the Act as long as such expenses do not exceed the prescribed percentage of the funds referred to above.

Below is a table showing the contributions by all funding partners:

Description	2009/10 R	2010/11 R	2011/12 R	2012/13 R
Total budget from GCIS	16 709 000	18 449 000	20 318 000	21 091 000
<b>Total budget from GCIS (as per deduction, December 2009)</b>	<b>16 592 000</b>	<b>17 265 000</b>	<b>19 115 000</b>	<b>21 091 000</b>
Total from DoC				
Broadcasting Service Licensees	17 861 784	11 868 787	11 868 787	11 868 787
Print Funders	4 800 000	4 800 000	4 800 000	4 000 000
Write-backs	786 529			
<b>TOTAL</b>	<b>40 040 313</b>	<b>33 933 787</b>	<b>35 783 787</b>	<b>36 959 787</b>

Income	R
Government (GCIS)	16 592 000
Print Media	4 800 000
Broadcast Media	17 861 784
Foreign Grants	0
Other Income	8 056
Other Income – Grants Written Back	786 529
Interest	4 622 804
Management and Admin Fee (DoC Project)	0
<b>Total Income</b>	<b>44 671 173</b>



The Minister in the Presidency, Dr Essop Pahad, had entered into memoranda of understanding with print and broadcasting stakeholders prior to the establishment of the MDDA. These MoU's committed individual print and broadcasting companies to provide support to the MDDA for five years, from 2003 - 2008. Subsequently, the Board signed the five year long funding agreements with the following Print and Broadcast Media partners. In 2009, the Agency renewed these funding agreements with all partners and also welcomed new partners supporting the MDDA Act:

### Print Partners

CTP Ltd  
Independent Newspapers (Pty) Ltd  
AVUSA  
Media 24 Ltd

### Broadcast Partners

etv (Pty) Ltd  
Kagiso Broadcasting (Pty) Ltd  
Electronic Media Network Ltd (M-Net)  
Primedia Broadcasting (Pty) Ltd  
South African Broadcasting Corporation Ltd (SABC)  
Multichoice Africa  
Capricorn FM  
AME  
YFM (Pty) Ltd



### Foreign Grants

No foreign grant was received in the year under review.

### Rollover

For the period under review, there was R13 730 rollover of funds for the Project Tracking System cost centre.

### Balance

At the end of the financial year, the MDDA reflects an amount of R56 427m remaining in its bank account. This includes:

- R25 183m grants accrued (to be disbursed in tranches over the period of the grant).
- R454 000 of funds remaining from broadcast and print partners to be expended between 1 April 2009 and 30 November 2010.

### Funding Cycles

The MDDA is funded by government through the Government Communications Information Systems (GCIS) and by print and broadcast media companies as per funding agreements signed between the MDDA and these partners. The funding cycle from government is in line with the Agency's financial year which is April to March. However the funding cycles for print funds is July to July and for broadcast funds November to November. Due to the different cycles of funding, the MDDA will always, at the financial year end, reflect funds from print and broadcast funders that still need to be approved. It is hoped that with the new agreements, this challenge will be minimised, as the effective date has been aligned to the Agency financial year cycle.

## Regulatory and Contractual Requirements

MDDA regulations state that:

- At least 60% of Grant Funds should go to community media projects
- At least 25% to small commercial projects
- 5% to research projects.
- 10% is unallocated and can be allocated over all three categories
- A maximum of 25% of funds received from government should be utilised for administration expenses.
- A maximum of 10% of funds received from Print and Broadcast media should be utilised for administration expenses.

	<b>R</b>
Total Administration costs (incl. depreciation)	6 006 000
Total Administration costs (excl. depreciation)	5 677 000
Personnel Exp.	3 958 000
Training Exp.	79 000
Administration cost as a % of total income (includes personnel costs)	22%
Personnel cost as a % of total income	9%
Training cost as a % of total income	1%

NB: The MDDA is required in terms of regulation to spend a maximum of 25% of its income on administration.



**1. Kaiser Kganyago (SABC spokesperson), 2. Yvonne Kgame (SABC) at Media Freedom Day, 3. Ingrid Louw (PMSA) taking an Oath after her appointment by the President into the MDDA Board.**





# **PART FOUR**

HUMAN  
RESOURCE  
MANAGEMENT AND  
GOVERNANCE



# 10. Human Resource Management



Green boxes reflect approved positions but vacant subject to the availability of funds.





## Tabulated staff head count

Position	African		Asian		Coloured		White		Disabled	Sub-total	Total
	Male	Female	Male	Female	Male	Female	Male	Female			
Chief Executive Officer	1									1	1
CFO	1									1	1
Project Director	1									1	1
Internal Audit and Risk Manager	1									1	1
HR and Corporate Services Manager <sup>1</sup>		1								1	1
Project Managers	1	3								4	4
Programme Production Co-ordinator (DoC project – 2 years contract)		1								1	1
Project Officer	1	2								3	3
PA to the CEO		1								1	1
Manager in the CEO's Office		0								0	0
Legal and Contract Mgt		1								1	1
Finance Admin Officer		1								1	1
Finance Disbursement Officer	1									1	1
Project Administrator		1								1	1
Receptionist		1								1	1
Office Assistant		1								1	1
<b>Total Head Count</b>	<b>7</b>	<b>13</b>								<b>20</b>	<b>20</b>





### Personnel Costs 2009/10

R'000

Total Expenditure	33 495
Personnel Expenditure	3 958
Training Expenditure	79
Personnel Costs as a % of Total Expense	12%

### Declaration of Directors' Emoluments (excluding Non-Executive Directors)

#### Executive Management

Employee	Salary R'000	Bonus R'000	Total R'000
<b>CEO</b>			
- Lumko Mtimde	965	57	1022
<b>CFO</b>			
- Mshiyeni Gungqisa	488	99	587
<b>PROJECT DIRECTOR</b>			
- Harry Letsebe	237	-	237
<b>Human Resource &amp; Corporate Affairs Manager</b>			
- Ms Thembalihle Mndebela	94		94
<b>Total</b>	<b>1 784</b>	<b>156</b>	<b>1 940</b>



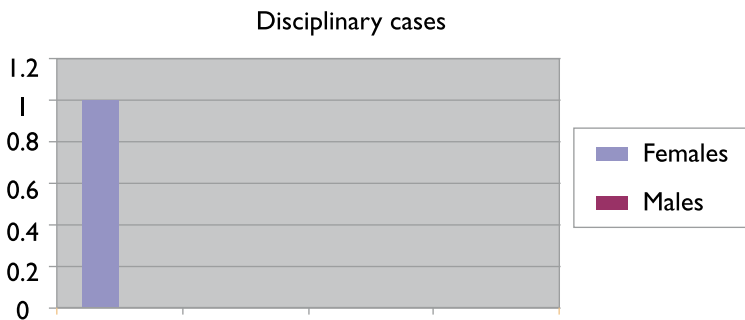
## Allowances

There were no overtime, housing allowance or other allowances made.

## Labour Relations

On the 14<sup>th</sup> of July 2009, the MDDA signed an agreement acknowledging NEHAWU as a recognised trade Union. The MDDA is in a process of concluding a Recognition Agreement with NEHAWU. The MDDA had one disciplinary hearing case on the 1st March 2010, the case was later abandoned due to the resignation of the employee.

## DISCIPLINARY CASES STATISTICS



## Wage Negotiations

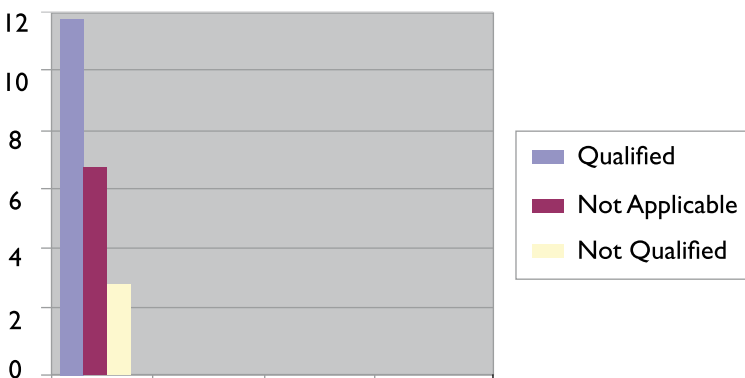
In March 2010 the Agency embarked on a wage negotiation process with its employees and the process went very well. A proposal of 5% inflation linked increase was proposed by employees, the Remuneration and Human Resources Committee approved an increase of 5.50% for Executive Management and 5.9% for other employees on the 17th March 2010.

## Performance Management

The MDDA is implementing the Performance Management Policy on an ongoing basis to, among other things develop a result and service orientated culture that ensures that the Agency operates efficiently and effectively. The MDDA had a formal performance review process, in line with the Performance Management Policy and the following is reported:

- The Agency had a staff compliment of 22 at the time;
- 12 employees qualified for the performance bonuses;
- 7 employees had not completed their full term to qualify for a performance bonus; and
- 3 employees did not qualify for a performance bonus.

## PERFORMANCE MANAGEMENT STATISTICS

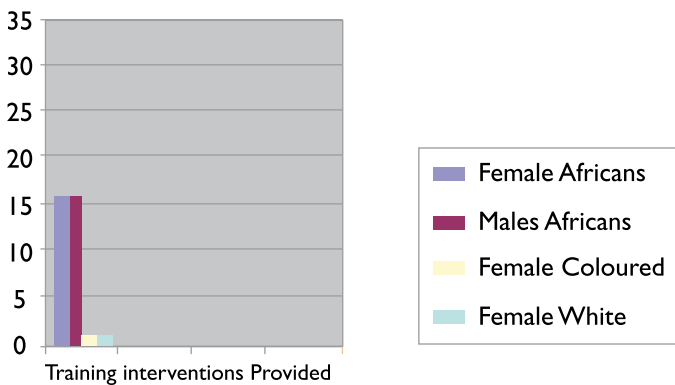


## Training and Development

The MDDA is implementing the Leadership, Learning and Development policy in compliance with the Skills Development Act. The objective is to cultivate the culture of learning throughout the Agency by providing staff with opportunities for development in line with the Agency's objectives and providing various forms of financial assistance to enable staff to pursue their development plans. Training activities are reported as follows:

Number of employees trained	Training intervention	Costs R	Male			Female		
			A	C	W	A	C	W
3	Annual Secretaries & Admin. Professionals Symposium	18 821	0	0	0	3	0	0
9	Open Workbench Course	7 800	3	0	0	5	1	0
7	Monitoring and Evaluation	27 918	2	0	0	5	0	0
1	Pastel Evolution	1 400				1		
3	Budgeting, Procurement & Asset Management	13 500	2	0	0	1	0	0
2	Project Management	12 502	0	0	0	1	1	0
1	Post-graduate Diploma: Contracts Management	9 345	0	0	0	1	0	0
12	Project Tracking System	7 230	5				6	1
13	Customer Service Training	Internal	4				8	1
		<b>R98 516</b>	<b>16</b>				<b>16</b>	<b>1</b>

## TRAINING STATISTICS



Training	R'000
Management	.
Middle management	6
Highly skilled	38
Lower skilled	35
<b>Total</b>	<b>79</b>



<b>Service Provider</b>	<b>Function/Service</b>	<b>BEE Status</b>
Con-coms	IT Services	100%
Anthromark (PTY) LTD	Website Maintenance	100%
Creative Hut	Annual Report Production	100%
Cheadle Thompson & Hayson	Legal Services	50%
Umhlaba	Research on Low Interest Loan Study	100%
ORCA	Internal Audit Services	125%
Acacia Florists	Supplier of Reception Flowers	
Kidz Africa	Project Tracking System	65%
Spark	Research on Student Media	50%
Nkopane Maphiri	Media Marketing & Advertising Toolkits	100%
Sterikleen Pty (Ltd)	Pest Control Services	
Ebony Travel	Travel Agency	135%
The Office Plant	Maintenance / Rental of Interior Plants	65%
Nashua	Printing and Maintenance	10%
Waltons Stationery	Office Stationery	
Kalno Investments services	Printing and Maintenance (Office Copiers)	100%
Milk Brown Designs & Communications	Design and Printing of Banner	100%
BCS Consultants	Relocation & Space Planning	0%



# II. GOVERNANCE



## The Board

All Board members are appointed by the President of the Republic of South Africa, in terms of the MDDA Act of 2002. The Board consists of nine members, six members are appointed on the recommendation of Parliament, after a public nomination process which is open, transparent, with a publication of a shortlist of candidates for appointment. Three members are appointed by the President, taking into consideration the funding of the Agency, of whom one is from the commercial print media and another one from the commercial broadcast media.

The President of the Republic of S.A., appoints one of the members as Chair of the Board. Members are appointed on a non-executive basis and are required to commit to fairness, freedom of expression, openness and accountability. Members take an oath or affirmation before performing duties, committing themselves to upholding and protecting the Constitution and the other laws of the Republic.

The Board acts as an Accounting Authority and has appointed the Chief Executive Officer in terms of Section 13 of the MDDA Act to act as an Accounting Officer. In the year under review, the Board consists of:

Ms Gugu Msibi (*Chair*)

Ms Baby Tyawa

Ms Nomonde Gongxeka

Mr Siviwe Minyi

Prof Guy Berger

Mr Dan Moyane

Ms Ingrid Louw

Dr. Tanja Bosch

Ms Phumelele Nzimande

The Agency acts only through the Board and is required by law to be:

- independent,
- impartial,
- and exercise its powers and perform its duties without fear, favour or prejudice, and
- without any political or commercial interference.

Further, the Act provides for the Agency not to interfere in the editorial content of the media.

## Code of Ethics

The Board has adopted a Code of Ethics to ensure each member acts with integrity when performing his or her responsibilities on behalf of the MDDA.

The Code outlines the Board's fiduciary duties and defines its responsibilities towards stakeholders, staff members, and government. In terms of the Code, each member of the Board must make an annual declaration of interests, in order to ensure decisions are fair and to protect the Agency against perceptions of bias or conflict of interest.





Members of the Board took an oath or affirmation committing them to the following principles:

- Fairness
- Freedom of expression
- Openness
- Accountability, and
- Upholding and protecting the Constitution and other laws of South Africa.

Four Board meetings are held annually in accordance to Section 10 of the MDDA Act. During the period under review, the Board met quarterly as required. All meetings were duly constituted and quorate.

## Audit of Board and Committee meetings attended

### Attendance of meetings – 2009/10

	Board Member	Board meetings attended	FinOps meetings attended	REM & HR meetings attended	Audit Committee meetings attended	Tender Committee Meetings attended	Policy, Legislative & Regulatory Committee meetings attended	Other meetings (stakeholder, site visits, parliament, interviews etc.)
1.	Ms Gugu Msibi	4		2				3
2.	Ms Nomonde Gongxeka	3	1				2	5
3.	Prof. Guy Berger	3						3
4.	Mr Siviwe Minyi	5		1			2	5
5.	Ms Ingrid Louw	2			2		1	7
6.	Mr Dan Moyane	4	1				1	1
7.	Ms Baby Tyawa	1						0
8.	Ms Phumelele Nzimande	2						2
9.	Dr Tanja Bosch	4		2			2	1

## Schedule of Board and Committee meetings (2009/10)

### Board meeting dates

Date
29 May 2009
30-31 July 2009
28 October 2009
29 January 2010 - Board Strategic Planning Session

### Finance and Operations (FinOps) Committee

Date
10 July 2009

### Remuneration and HR (REM & HR) Committee

Date
14 April 2009
10 March 2010

### Audit Committee

Date
20 May 2009
29 July 2009 (Teleconference)
6 August 2009
10 November 2009
16 February 2010

### Bi Annual meeting with the Minister

Date
30 July 2009
23 February 2010

### Tender Committee

Date
No meetings were held



## Special Committee (Policy, Legislative & Regulatory Committee)

Date
13 August 2009
14 October 2009
20 November 2009

## Other meetings attended

Name	Date	Other meetings attended
<ul style="list-style-type: none"> <li>Ms Gugu Msibi</li> <li>Ms Ingrid Louw</li> <li>Ms Nomonde Gongxeka</li> <li>Mr Siviwe Minyi</li> <li>Ms Phumelele</li> </ul>	10 June 2009	Strategic Plan Presentation
<ul style="list-style-type: none"> <li>Ms Gugu Msibi</li> <li>Ms Ingrid Louw</li> <li>Dr Tanja Bosch</li> <li>Ms Nomonde Gongxeka</li> <li>Prof. Guy Berger</li> <li>Mr Dan Moyane</li> <li>Mr Siviwe Minyi</li> </ul>	30 July 2009	Launch of the Trends of Ownership and Control Research Report
<ul style="list-style-type: none"> <li>Ms Nomonde Gongxeka</li> <li>Ms Ingrid Louw</li> <li>Ms Phumelele Nzimande</li> <li>Prof. Guy Berger</li> <li>Mr Siviwe Minyi</li> </ul>	19 October 2009	Media Freedom Day
<ul style="list-style-type: none"> <li>Mr Siviwe Minyi</li> </ul>	30 November 2009	IEC Community Media Workshop
<ul style="list-style-type: none"> <li>Ms Ingrid Louw</li> <li>Ms Nomonde Gongxeka</li> </ul>	15 February 2010	Roundtable Discussion on Ownership and Control of Media
<ul style="list-style-type: none"> <li>Ms Ingrid Louw</li> </ul>	05 February 2010	Disciplinary Hearing
<ul style="list-style-type: none"> <li>Ms Gugu Msibi</li> <li>Mr Siviwe Minyi</li> <li>Ms Ingrid Louw</li> <li>Ms Nomonde Gongxeka</li> <li>Prof. Guy Berger</li> </ul>	11 March 2010  11 March 2010	Strategic and Business Plan Presentation  Strategic and Business Plan Presentation



Minister Chabane and MDDA Board







## **PART FIVE**

ANNUAL  
FINANCIAL  
STATEMENTS

## 12. Report of the Audit and Risk Committee for the year ended 31 March 2010



The Audit and Risk Committee has pleasure on presenting to the Board and Parliament its report for the financial year ended 31 March 2010, as required by the Treasury Regulations issued in terms of the PFMA .

### Audit and Risk Committee Members and Attendance:

In accordance with the Audit and Risk Committee Charter, the audit committee consists of the members listed hereunder and meets at least two times per annum. During the year under review, four meetings were held.

Name of Member	Number of Meetings Attended
Ms ZP Manase (Chair, until September 2009)	2
Ms I Louw (Chair, from September 2009)	2
Ms G Sibiyi	4
Ms S Mbongo	2
Mr A Dzuguda	3
Ms P Williams (GCIS)	4
Mr N D Modiba (GCIS)	4
Mr Jayce Nair (National Treasury)	0

### Audit and Risk Committee Responsibility

The Audit and Risk Committee reports that it has complied with its responsibilities arising from **section 38(1)(a) of the PFMA** and **Treasury Regulation 3.1**.

The Audit and Risk Committee also reports that it has adopted appropriate formal terms of reference as its audit committee charter; has regulated its affairs in compliance with this charter and has discharged all its responsibilities as contained therein.

### The effectiveness of internal control

The system of controls is designed to provide cost effective assurance that assets are safeguarded and that liabilities and working capital are efficiently managed. In line with the PFMA requirements, Internal Audit provides the Audit and Risk Committee and management with assurance that the internal controls are appropriate and effective. This is achieved by means of the risk management process, as well as the identification of corrective actions and suggested enhancements to the controls and processes. From the various reports of the Internal Auditors, the Audit Report on the Annual Financial Statements and the management letter of the Auditor-General. The Audit Committee notes the findings and issues raised, these have been considered for actioning. Accordingly, we can report that the system of internal control for the period under review was efficient and effective.





## **The quality of in year management and monthly/quarterly reports submitted in terms of the PFMA and the Division of Revenue Act.**

The Audit and Risk Committee is satisfied with the content and quality of monthly and quarterly reports prepared and issued by the Accounting Officer of the Public Entity during the year under review.

### **Evaluation of Financial Statements**

The Audit and Risk Committee has:

- reviewed and discussed the audited annual financial statements and performance information to be included in the annual report, with the Auditor-General and the Accounting Officer;
- reviewed the Auditor-General's management letter and management's response thereto;

The Audit and Risk Committee concurs and accepts the Auditor-General's conclusions on the annual financial statements and performance information, and is of the opinion that the audited annual financial statements and performance information be accepted and read together with the report of the Auditor-General.



**Ms Ingrid Louw**

**Chair**

**Audit and Risk Committee**



# Annual Financial Statements

for the year ended 31 March 2010



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### 13. Report of the Accounting Authority for the year ended 31 March 2010



The Chair of the Board, the Accounting Authority has delegated to the Chief Executive Officer, in his capacity as Accounting Officer, the responsibility for the preparation and integrity of the annual financial statements and related information included in this annual report.

In order for the Accounting Officer to discharge his responsibilities, executive management has developed and continues to maintain an effective system of internal control and risk management. The operations of the Agency are reviewed primarily through internal audit and risk management activities and the Audit and Risk Management Committee.

The internal controls include a risk-based system of internal and administrative controls designed to provide reasonable, but not absolute, assurance that are in line with Section 42 of the Public Finance Management Act (PFMA), assets are safeguarded and that transactions are executed and recorded in accordance with generally accepted business practices and the Agency's policies and procedures. Trained, skilled personnel with an appropriate segregation of duties implement these controls. These are monitored by the executive management and include a comprehensive budgeting and reporting system operating within strict deadlines and an appropriate control framework. The Board provides oversight in accordance with its fiduciary duties and responsibilities.

In order to ensure the system of internal control works efficiently, in addition to the outsourced services of Internal Auditors, an internal audit and risk management unit has been set up. Internal Auditors conduct operational, financial and specific audits, and coordinates compliance audit coverage with the Auditor-General. The Auditor-General is responsible for performing the audit of the annual financial statements.

The annual financial statements have been prepared in accordance with South African Generally Recognised Accounting Practice Standards and incorporate disclosure in line with the PFMA. The annual financial statements are based on appropriate accounting policies consistently applied and supported by reasonable and prudent judgments and estimates. The Board believes that the Agency will be a going concern in the year ahead. For this reason, it continues to adopt the going concern basis in preparing the annual financial statements.

The MDDA is financially dependent on (amongst others) a transfer payment from the National Treasury and contributions from the Broadcasting Service Licensees and Print Media funders. On the basis that the transfer payment has been listed in the Estimates of National Expenditure and the signed agreements with the Broadcasting Service Licensees and Print Media funders, the Board believes that the MDDA will continue to be a going concern in the year ahead. For this reason, the board continued to prepare the annual financial statements on a going concern basis.

The Annual Financial Statements for the year ended 31<sup>st</sup> March 2010, set out on pages 102 to 135, have been approved by the Board and signed on its behalf by:

**Gugu Msibi**  
Chair  
31<sup>st</sup> May 2010

**Lumko Mtimde**  
Chief Executive Officer  
31<sup>st</sup> May 2010



# 14. Report of the Auditor-General for the year ended 31 March 2010



## REPORT OF THE AUDITOR-GENERAL TO PARLIAMENT ON THE FINANCIAL STATEMENTS OF THE MEDIA DEVELOPMENT AND DIVERSITY AGENCY FOR THE YEAR ENDED 31 MARCH 2010

### REPORT ON THE FINANCIAL STATEMENTS

#### Introduction

1. I have audited the accompanying financial statements of the Media Development and Diversity Agency, which comprise the Statement of Financial Position as at 31 March 2010, and the statement of financial performance, statement of changes in net assets and cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory information, as set out on pages 108 to 133.

#### Accounting Authority's responsibility for the financial statements

2. The accounting authority is responsible for the preparation and fair presentation of these financial statements in accordance with the South African Standards of Generally Recognised Accounting Practice (SA Standards of GRAP) and in the manner required by the Public Finance Management Act, 1999 (Act No. 1 of 1999) (PFMA). This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

#### Auditor-General's responsibility

3. As required by section 188 of the Constitution of South Africa, section 4 of the Public Audit Act, 2004 (Act No. 25 of 2004) (PAA) and section 15(3) of the Media Development and Diversity Agency Act, 2002 (Act No. 14 of 2002) (MDDA Act), my responsibility is to express an opinion on these financial statements based on my audit.
4. I conducted my audit in accordance with International Standards on Auditing and *General Notice 1570 of 2009* issued in *Government Gazette 32758 of 27 November 2009*. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.
5. An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.
6. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.



## Opinion

7. In my opinion, the financial statements present fairly, in all material respects, the financial position of the Media Development and Diversity Agency (MDDA) as at 31 March 2010, and its financial performance and its cash flows for the year then ended are prepared, in all material respects, in accordance with SA Standards of GRAP and in the manner required by the PFMA.

## Emphasis of matter

I draw attention to the matter below. My opinion is not modified in respect of this matter:

## Restatement of corresponding figures

8. As disclosed in note 19 and note 20 to the financial statements, the corresponding figures for 31 March 2009 were restated as a result of errors discovered during 2010 in the financial statements of MDDA at, and for the year ended, 31 March 2009.

## Additional matter

I draw attention to the matter below. My opinion is not modified in respect of this matter:

## Unaudited supplementary schedule

9. The supplementary information set out on page 134 does not form part of the financial statements and is presented as additional information. I have not audited this schedule and accordingly I do not express an opinion thereon.

## REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENTS

In terms of the PAA of South Africa and *General notice 1570 of 2009, issued in Government Gazette No. 32758 of 27 November 2009* I include below my findings on the report on predetermined objectives, compliance with the PFMA, MDDA Act and financial management (internal control).

## Findings

### Predetermined objectives

10. No matters to report.

### Compliance with laws and regulations

11. No matters to report.

## INTERNAL CONTROL

I considered internal control relevant to my audit of the financial statements and the report on predetermined objectives and compliance with the PFMA and the MDDA Act but not for the purposes of expressing an opinion on the effectiveness of internal control.

12. No matters to report.

Auditor-General

Johannesburg

29 July 2010



## 15. Statement of Responsibility for the Annual Financial Statements for the year ended 31 March 2010



It is with great pleasure that on behalf of the Board, I present to the Executive Authority and the Parliament of the Republic of South Africa, the annual financial statements of the Media Development and Diversity Agency (MDDA) for the year ended 31st March 2010.

### Background

The MDDA Act No. 14 of 2002 established MDDA (the Agency) to help create an enabling environment for media development and diversity that is conducive to public discourse and which reflects the needs and aspirations of all South Africans. The Agency is established as an independent body which must be impartial and exercise its powers and perform its duties without fear, favour or prejudice, and without any political or commercial interference (Section 2 of the MDDA Act). It acts through the Board and does not interfere in the editorial content of the media. Accordingly, the President of the Republic appointed the Board to perform its functions and commit to fairness, freedom of expression, openness and accountability; further, to uphold and protect the Constitution and the other laws of the Republic.

In the main, its objective is to promote development and diversity in the South African media throughout the country, consistent with the right to freedom of expression as entrenched in Section 16 (1) of the Constitution. In pursuit of its mandate, the Agency's approach is:

- Grant funding – provision of subsidies – both to individual media projects and to create an enabling environment for the development of a diverse media;
- Leveraging resources and support through technical assistance;
- Conducting and funding research;
- Facilitating capacity building;
- Advocating for media.

### Review of financial affairs

The Agency was allocated R31 863 600 for the 2009/10 financial year from the GCIS, Broadcast and Print media partners in accordance with its budget in terms of the Strategic and Business Plan (SBP) for the MTEF. The Agency continues to adhere to sound financial management as stipulated in the PFMA and National Treasury Regulations.

The Agency's policies are reviewed ideally annually, but practically every second year to ensure that they are aligned to the changed financial and business environment. In between, the Board, whenever necessary, would amend the policies.

### Performance information

The Agency has a performance management system and the performance is measured through various processes. After the approval of the SBP for the MTEF, Managers (through a Management Lekgotla) analyse the SBP and package it into a





performance information report. This in turn is broken down into an operational plan for each "business unit" and informs the performance contract of every manager.

Programme Managers are required to submit monthly reports to the Projects Director, who in turn submits a monthly report to the Chief Executive Officer. The Human Resources and Corporate Affairs Manager and the Chief Financial Officer also submit monthly reports to the Chief Executive Officer. These reports reflect on activities of the previous month and planned activities for the following month, together with progress thereof in accordance with the performance information report of the financial year.

In addition, a quarterly performance information report of milestones and variances is prepared and tabled at every Audit and Risk Committee meeting, Finance and Operations Committee meeting, Board meeting, meeting with Government Communication and Information System (GCIS) CEO and meetings with the Minister. The Agency holds meetings with the Minister in the Presidency to report on its overall performance of activities and with the GCIS CEO to report administratively on expenditure trends as well as performance.

### **Events after reporting date**

The Board and executive management are not aware of any matter or circumstance arising since the end of the financial year, not otherwise dealt with, within the financial statements, which would affect significantly the financial statements.

### **Approval**

The annual financial statements have been approved by the Accounting Authority and signed on its behalf by the Accounting Officer.



**Lumko Mtimde**

Chief Executive Officer



## 16. Statement of Financial Position for the year ended 31 March 2010



	Notes	2010 R000	2009 R000
<b>(Restated)</b>			
<b>ASSETS</b>			
<b>Non-current assets</b>		<b>806</b>	<b>663</b>
Property, plant and equipment	2	765	625
Intangible assets	3	41	38
<b>Current assets</b>		<b>81 132</b>	<b>65 991</b>
Trade and other receivables	4	24 705	10 345
Cash and cash equivalents	5	56 427	55 646
<b>TOTAL ASSETS</b>		<b>81 938</b>	<b>66 654</b>
<b>LIABILITIES</b>			
<b>Current liabilities</b>		<b>51 118</b>	<b>47 010</b>
Trade and other payables	6	1 727	985
Deferred lease costs	7	104	16
Projects in progress	8	7 816	13 659
Grants accrued	9	41 471	32 350
<b>NET ASSETS</b>		<b>30 820</b>	<b>19 644</b>
<b>Accumulated surplus</b>	10	30 820	19 644
<b>TOTAL NET ASSETS AND LIABILITIES</b>		<b>81 938</b>	<b>66 654</b>





## 17. Statement of Financial Performance

for the year ended 31 March 2010

2010 R000		Notes	2010 R000	2009 R000
<b>Budget</b>			<b>(Restated)</b>	
<b>REVENUE</b>				
32 864	Gross revenue	11	40 048	27 825
3 932	Investment income	12	4 623	6 090
<b>36 796</b>	<b>Total revenue</b>		<b>44 671</b>	<b>33 915</b>
<b>EXPENDITURE</b>				
26 188	Grant costs	13	23 512	18 557
5 508	Administrative costs	14	5 677	5 607
4 702	Employee costs	15	3 958	2 805
221	Depreciation and impairment loss	16	303	309
	Amortisation	17	26	32
-	Losses on asset	18	19	-
<b>36 619</b>	<b>Total expenses</b>		<b>33 495</b>	<b>27 310</b>
<b>177</b>	<b>SURPLUS FOR THE YEAR</b>		<b>11 176</b>	<b>6 605</b>





## 18. Statement of Changes in Net Assets

for the year ended 31 March 2010

		<b>2010</b>	<b>2009</b>
		<b>R000</b>	<b>R000</b>
	<b>Notes</b>	<b>Accumulated surplus</b>	<b>Accumulated surplus</b>
<b>ACCUMULATED SURPLUS</b>			<b>(Restated)</b>
Opening accumulated surplus as previously reported		19 398	11 049
Correction of errors		246	1 990
• Interest received		-	2040
• Operating lease costs		-	(47)
• Assets	19	(3)	(3)
• Accrual for leave pay	20	249	-
Opening accumulated surplus as restated		19 644	13 039
Surplus for the year		11 176	6 605
<b>Closing accumulated surplus</b>		<b>30 820</b>	<b>19 644</b>





## 19. Cash Flow Statement for the year ended 31 March 2010

	Notes	2010 R000	2009 R000
<b>Cash flows from operating activities</b>			<b>(Restated)</b>
<i>Cash receipts</i>			
Grants		25 054	25 858
Interest received		4 606	5 922
Other receipts		321	10 010
		<b>29 981</b>	<b>41 790</b>
<i>Cash paid to suppliers and employees</i>		<b>(28 709)</b>	<b>(25 547)</b>
Employee costs		(3 790)	(2 684)
Administrative costs		(5 928)	(5 177)
Grant costs – disbursement		(18 991)	(17 686)
<b>Net cash inflows from operating activities</b>	21	<b>1 272</b>	<b>16 243</b>
<b>Cash flows from investing activities</b>			
Acquisition of property, plant and equipment	2	(462)	(253)
Acquisition of intangible assets	3	(29)	(24)
<b>Net cash flows from investing activities</b>		<b>(491)</b>	<b>(277)</b>
<b>Net increase/(decrease) in cash and cash equivalents</b>		<b>781</b>	<b>15 966</b>
<b>Cash and cash equivalents at beginning of the year</b>		<b>55 646</b>	<b>39 680</b>
<b>Cash and cash equivalents at end of the year</b>	5	<b>56 427</b>	<b>55 646</b>



# 20. Notes to the Annual Financial Statements

## for the year ended 31 March 2010



### I Accounting policies

The following are the principal accounting policies of MDDA, which are not consistent with those applied in the previous year as a result of full adoption of GRAP standards. The historical cost convention has been used, except where indicated otherwise.

Management has used assessments and estimates in preparing the annual financial statements- these are based on the best information available at the time of preparation. The financial statements have been prepared on a going concern basis. All amounts have been presented in the currency of South African Rand which is the functional currency of the agency.

#### I.1 Basis of preparation

The financial statements have been prepared in accordance with the effective Standards of Generally Recognised Accounting Practice (GRAP) using the accrual basis of accounting, including any interpretations, guidelines and directives issued by the Accounting Standards Board.

##### I.1.1 Standards and pronouncements comprising the GRAP financial reporting framework

Reference	Topic
GRAP 1	Presentation of financial statements
GRAP 2	Cash flow statements
GRAP 3	Accounting policies, changes in accounting estimates and errors
GRAP 4	The effects of changes in foreign exchange rates
GRAP 5	Borrowing costs
GRAP 6	Consolidated and separate financial statements
GRAP 7	Investments in associates
GRAP 8	Interests in joint ventures
GRAP 9	Revenue from exchange transactions
GRAP 10	Financial reporting in hyper inflationary economies
GRAP 11	Construction contracts
GRAP 12	Inventories
GRAP 13	Leases
GRAP 14	Events after reporting date
GRAP 16	Investment property





GRAP 17	Property plant and equipment
GRAP 19	Provisions, contingent liabilities and contingent assets
GRAP 100	Non-current assets held for sale and discontinued operations
GRAP 101	Agriculture
GRAP 102	Intangible assets
IFRS 3	Business combinations
IFRS 4	Insurance contracts
IFRS 6	Exploration for and evaluation of mineral resources
IFRS 7	Financial instruments: Disclosures
IAS 12	Income taxes
IAS 19	Employee benefits
IAS 32	Financial instruments: Presentation
IAS 39	Financial instruments: Recognition and measurement
IPSAS 20	Related party disclosures
IGRAP 1*	Applying the probability test on initial recognition of exchange revenue
IFRIC 2	Members' shares in co-operative entities and similar instruments
IFRIC 4	Determining whether an arrangement contains a lease
IFRIC 9	Reassessment of embedded derivatives
IFRIC 12	Service concession arrangements
IFRIC 13	Customer loyalty programmes
IFRIC 14	IAS 19 - The limit on a defined benefit asset, minimum funding requirements and their interaction
IFRIC 15	Agreements for the construction of real estate
IFRIC 16	Hedges in a net investment in a foreign operation
SIC 21	Income taxes - Recovery of re-valued non-depreciable assets
SIC 25	Income taxes - Changes in the tax status of an enterprise or its shareholders
SIC 29	Disclosure - Service concession arrangements
Directive 1	Repeal of existing transitional provisions in, and consequential amendments to, standards of GRAP
Directive 2	Transitional provisions for the adoption of standards of GRAP by public entities, municipal entities and constitutional institutions
Directive 3	Transitional provisions for the adoption of standards of GRAP by high capacity municipalities
Directive 4	Transitional provisions for the adoption of standards of GRAP by medium and low capacity municipalities
Directive 5	Determining the GRAP reporting framework
Directive 7	The application of deemed cost on the adoption of Standards of GRAP
ASB guide 1	Guideline on accounting for public private partnerships
<p>* An entity first adopts the Standard of GRAP before it applies the related Interpretation of the Standards of GRAP. Therefore, IGRAP 1 is applicable if an entity applies GRAP 9 <i>Revenue from exchange transactions</i>.</p>	



### 1.1.2 The cash flow statement can only be prepared in accordance with the direct method

### 1.1.3 The following GRAP standards have been approved but not yet effective as at 31 March 2010:

GRAP 18	Segment reporting
GRAP 21	Impairment of non-cash-generating assets
GRAP 23	Revenue from non-exchange transactions (Taxes and transfers)
GRAP 24	Presentation of budget information
GRAP 25	Employee benefits
GRAP 26	Impairment of cash-generating assets
GRAP 103	Heritage assets
GRAP 104	Financial instruments

The application of the above Standards of GRAP will not have a significant impact on the Agency's financial statements.

## 1.2 Property, plant and equipment

Items of property, plant and equipment are stated at cost less accumulated depreciation and impairment losses.

The cost of an item of property, plant and equipment is recognised as an asset when:

- It is probable that future economic benefits associated with the item will flow to the Agency; and
- the cost of the item can be measured reliably.

Costs include costs incurred initially to acquire or construct an item of property, plant and equipment and costs incurred subsequently to add or replace part of. If replacement cost is recognised in the carrying amount of an item of property, plant and equipment, the carrying amount of the replaced part is derecognised.

All property, plant and equipment are initially recorded at cost.

Property, plant and equipment are stated at historical cost less accumulated depreciation and accumulated impairment losses.

Assets are recorded in the asset register, at cost, on receipt of the item. Cost of an asset is defined as the total cost of acquisition. Assets procured in previous financial periods, may be stated at fair value where determinable, or R1, in instances where the original costs of acquisition or fair value cannot be estimated.

Depreciation is provided on straight-line basis which, it is estimated, will reduce the carrying value of the assets to their residual values at the end of their useful lives. Each part of an item of property, plant and equipment with a cost that is significant in relation to the cost of the item is depreciated separately. Where the carrying value is greater than estimated recoverable amount, it is written down immediately to its recoverable amount.



The major categories of assets are depreciated at the following rates:

- |                      |                  |
|----------------------|------------------|
| • Furniture          | 20% per annum    |
| • Office equipment   | 20% per annum    |
| • Computer equipment | 33.33% per annum |
| • Lease improvements | 33.33% per annum |

Lease improvements are written off/amortised over the term of the operating lease.

The gain or loss arising on the disposal or retirement of an item of plant and equipment is determined as the difference between the sales proceeds and the carrying amount of the asset and is recognised in surplus or deficit.

Subsequent expenditure incurred on items of property, plant and equipment is only capitalised to the extent that such expenditure enhances the value or previous capacity of those assets. Repairs and maintenance not deemed to enhance the economic benefit or service potential of items of property, plant and equipment are expensed as incurred.

### **1.3 Intangible assets**

An intangible asset is recognised when:

- it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity; and
- the cost of the asset can be measured reliably.

Intangible assets are carried at cost less any accumulated amortisation and any impairment losses.

Computer software is capitalised to computer equipment where it forms an integral part of computer equipment.

Amortisation is provided to write down intangible assets, on a straight-line basis, to their residual values as follows:

- Licences and software 33.33% per annum

### **1.4 Financial instruments**

#### **Recognition**

The MDDA classifies financial instruments, or their component parts, on initial recognition as a financial asset, financial liability or an equity instrument in accordance with substance of the contractual arrangement.

Financial assets and financial liabilities are recognised on the Agency's statement of financial position when the Agency becomes a party to the provisions of the instrument.

#### **Measurement**

Financial instruments are initially measured at cost, which includes transaction costs. Subsequent to initial recognition, these instruments are measured as set out below:

#### **Trade and other receivables**

Trade and other receivables are stated at their nominal value, as reduced by appropriate allowances for estimated irrecoverable amounts.



## Cash and cash equivalents

Cash and cash equivalents are initially and subsequently measured at cost. For the purpose of the cash flow statement, cash and cash equivalents comprise cash on hand and deposits held on call with banks, net of bank overdrafts, all of which are available for use unless otherwise stated.

## Financial liabilities

The entity's principal financial liabilities include trade and other payables that are measured at cost, and are subsequently measured at amortised cost, which, due to their short term nature, closely approximate their fair value.

## Offsetting

Transactions are offset when such offsetting reflects the substance of the transaction or event. Where a legally enforceable right of offset exists for recognised financial liabilities, and there is an intention to settle the liability and realise the asset simultaneously, or settle on a net basis, all related financial effects are offset.

## 1.5 Revenue recognition

The Agency is financed from money appropriated by Parliament.

Revenue includes grants from the Government Communication and Information System as well as from the Print Media and the Broadcast Media (Broadcast Service Licensees) which is recognised at fair value when there is reasonable assurance that the conditions attached to them will be complied with and that the grant will be received.

Interest income is recognised as it accrues on a time apportionment basis taking into account its effective yield.

Grants relating to projects approved for funding but not yet transferred are accrued for:

## 1.6 Accounting for leases

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership. A lease is classified as an operating lease if it does not transfer substantially at the risks and rewards incidental to ownership.

### 1.6.1 Operating leases - lessee

Leases for assets under which all the risks and benefits of ownership are effectively retained by the lessor are classified as operating leases. Payments made under operating leases are charged to the statement of financial performance on a straight-line basis over the period of the lease. The difference between the amounts recognised as an expense and the contractual payments are recognised as an operating lease asset. The liability is not discounted.



## **1.7 Corresponding figures**

Where necessary, the corresponding figures have been adjusted to conform to changes in presentation in the current year.

## **1.8 Taxation**

No provision has been made for income tax as the Agency is exempt in terms of section 10 (1)(cA)(1) of the Income Tax Act, 1962 (Act No.58 of 1962.)

The Agency has deregistered for VAT in terms of section 24(1) of the VAT Act of 1991

## **1.9 Irregular, fruitless and wasteful expenditure**

Irregular expenditure means expenditure incurred in contravention of, or not in accordance with, a requirement of any applicable legislation, including:

- The Public Finance Management Act 1999 (Act No 1 of 1999) as amended, or
- Any legislation providing for procurement procedures in Government.

All irregular, unauthorised, fruitless and wasteful expenditure is accounted for as expenditure in the statement of financial performance in the year that the expenditure was incurred. The expenditure is classified in accordance with the nature of the expense, and where recovered, it is subsequently accounted for as revenue in the statement of financial performance.

## **1.10 Provisions**

A provision is recognised in the financial statements when the Agency has a present legal or constructive obligation as a result of a past event and it is probable that an outflow of economic benefits will be required to settle the obligation, and a reliable estimate can be made of the obligation. All the provisions of the agency are short-term in nature and thus ignore the effect of discounting.

## **1.11 Leave pay accrual**

Employee entitlements to annual leave are recognised when it accrues to employees. A provision, based on total employment cost is raised for the estimated liabilities as a result of services rendered by employees up to the date of the statement of financial position.

## **1.12 Employee benefits**

The cost of short term employee benefits (those payable within 12 months after the service is rendered, such as paid vacation leave and bonus), are recognised in the period in which the service is rendered and are not discounted.

The Agency does not have any retirement benefit costs for its employees as all annual salary packages are calculated inclusive of all benefits including medical aid, provident fund and annual bonus.

The expected cost of compensated absences is recognised as an expense as the employees render services that increase their entitlement or, in the case of non-accumulating absences, when the absence occurs.



The expected cost of bonus payments is recognised as an expense when there is a legal or constructive obligation to make such payments as a result of past performance.

### **1.13 Accruals and contingencies**

Accruals are recognised when:

- The Agency has a present obligation as a result of a past event;
- It is probable that an outflow of resources embodying economic benefits will be required to settle the obligation, and
- A reliable estimate can be made of the obligation.

The amount of accruals is the present value of the expenditure required to settle the obligation.

Where some or all of the expenditure required for settling a provision is expected to be reimbursed by another party, the reimbursement shall be recognised when, and only when, it is virtually certain that reimbursement will be received if the Agency settles the obligation. The reimbursement shall be treated as a separate asset. The amount recognised for the reimbursement shall not exceed the amount of the accruals.

Contingent liability is disclosed in the financial statements when:

- The Agency has a present obligation as a result of past events;
- It is not possible that an outflow of resources embodying economic benefits will be required to settle the obligation; or
- The amount of the obligation cannot be measured with sufficient reliability.

### **1.14 Grants accrued**

Grant accrued represents funds committed and allocated to specific projects for which contracts have been entered into and which await cash payments in terms of payment agreed contracts.

### **1.15 Projects in progress**

Projects in progress represent grants received from the Department of Communications for funding programme production projects; the grants are treated as liabilities in the statement of financial position in the year it was received or accrued and reduced by the expenses incurred on these special projects.

### **1.16 Grant Costs**

Grants costs represent funds allocated to specific projects and operational costs directly related to projects.

Grants costs are allocated as follows:

- 75 % of funds received from Government Communication and Information System.
- 90% of funds received from Print and Broadcast funders.



### **I.17 Related parties**

By virtue of the fact that the Agency is a national public entity and controlled by the national government and any other controlled entity of the national government is a related party. All transactions with such entities are at arms length and on normal commercial terms, except where employees of national departments or national public entities participate in our processes and do not receive any remuneration.

### **I.18 Events after the reporting date**

Events after the reporting period are those events, favourable and unfavourable, that occur between the end of the reporting period and the date when the financial statements are authorised.

The Agency shall recognise and adjust amounts relating to adjusting events after the reporting period in its financial statements.

### **I.19 Estimates and judgements made by management in applying the accounting policies**

In preparing the financial statements, management is required to make judgements, estimates and assumptions that affect the application of policies and the reported amounts of assets, liabilities, income and expenses, and related disclosures. Historical experience and various other factors believed to be reasonable under the circumstances are used in these instances. Actual results in the future could differ from these estimates: Significant judgement has been exercised in determining the following:

- Fair value estimation.

The amortised cost (using the effective interest method); less impairment provision of trade receivables and payables are assumed to approximate their fair values. The present value of future cash flows (using the effective interest method), is assumed to approximate the fair value of revenue and expenditure transactions.





## 2 Property, plant and equipment

	<b>2010</b>	<b>2009</b>
	<b>R000</b>	<b>R000</b>
Cost		
Computer equipment	412	410
Furniture	871	824
Office equipment	337	337
Photo artwork	-	62
Lease improvements	390	-
	<b>2 010</b>	<b>1 633</b>

Accumulated depreciation and accumulated impairment losses

Computer equipment	330	265
Furniture	557	436
Office equipment	271	245
Photo artwork	-	62
Lease improvements	87	-
	<b>1 245</b>	<b>1 008</b>

Carrying value **765**      **625**

Reconciliation of carrying amounts	Computer equipment	Furniture	Office equipment	Photo artwork	Lease Improvement	Total
	R000	R000	R000	R000	R000	R000
Carrying value – 2010						
Carrying value at beginning of year	145	388	92	-	-	<b>625</b>
Additions	25	47	-	-	390	<b>462</b>
Disposals	(19)	-	-	-	-	<b>(19)</b>
Depreciation and impairment	(69)	(121)	(26)	-	(87)	<b>(303)</b>
<b>Carrying value at 31 March 2010</b>	<b>82</b>	<b>314</b>	<b>66</b>	<b>-</b>	<b>303</b>	<b>765</b>

Reconciliation of carrying amounts	Computer equipment	Furniture	Office equipment	Photo artwork	Lease Improvement	Total
	R000	R000	R000	R000	R000	R000
Carrying value – 2009						
Carrying value at beginning of year	147	407	65	62	-	<b>681</b>
Additions	59	118	76	-	-	<b>253</b>
Disposals	-	-	-	-	-	<b>-</b>
Depreciation and impairment	(61)	(137)	(49)	(62)	-	<b>(309)</b>
<b>Carrying value at 31 March 2009</b>	<b>145</b>	<b>388</b>	<b>92</b>	<b>-</b>	<b>-</b>	<b>625</b>



### 3 Intangible assets

	<b>2010</b>	<b>2009</b>
	<b>R000</b>	<b>R000</b>
Cost		
Licences and software	230	201
	<b>230</b>	<b>201</b>
Amortisation		
Licences and software	189	163
	<b>189</b>	<b>163</b>
Carrying value	<b>41</b>	<b>38</b>
Reconciliation of carrying amounts 2010		
Carrying value at beginning of year	38	<b>38</b>
Additions	29	<b>29</b>
Disposals	-	-
Amortisation	(26)	<b>(26)</b>
<b>Carrying value at 31 March 2010</b>	<b>41</b>	<b>41</b>
Reconciliation of carrying amounts 2009		
Carrying value at beginning of year	46	<b>46</b>
Additions	24	<b>24</b>
Disposals	-	-
Amortisation	(32)	<b>(32)</b>
<b>Carrying value at 31 March 2009</b>	<b>38</b>	<b>38</b>
<b>4 Trade and other receivables</b>		
Deposits paid (water, lights etc)	488	177
Debtors – Broadcast contribution	14 200	-
Debtors – Interest income	17	168
Department of Communication (DoC) Programme Production Projects	10 000	10 000
	<b>24 705</b>	<b>10 345</b>
<b>5 Cash and cash equivalents</b>		
Current account	335	22
Petty cash	-	<b>1</b>
Call account	56 092	<b>55 623</b>
	<b>56 427</b>	<b>55 646</b>
<b>6 Trade and other payables</b>		
Accrual for salaries and wages	2	<b>7</b>
Accrual for creditors	555	<b>768</b>
Accrual for provident fund	58	17
Accrual for leave pay	234	193
Other accruals	878	-
	<b>1 727</b>	<b>985</b>
<b>7 Deferred lease costs</b>		
Opening balance	16	47
Payments	(16)	-



	<b>2010</b>	<b>2009</b>
	<b>R000</b>	<b>R000</b>
Operating lease cost amortised	104	(31)
Closing balance	<b>104</b>	<b>16</b>

## 8 Projects in progress

Opening balance	13 659	-
Grants received during the year	-	10 000
Grant accrued	-	10 000
	13 659	20 000
Management and administration fees	-	(2 000)
Programme production costs	(5 843)	(4 341)
Closing balance	<b>7 816</b>	<b>13 659</b>

During the year 2008/09 MDDA entered into MOU with the Department of Communication for Programme production projects for an amount of R20 000 000, of which R10 000 000 was received during the 2008/09 year. The management and administration fee levied by MDDA is 10% of the grant fund.

## 9 Grants accrued

Opening balance	32 350	28 295
New grants issued	25 183	19 618
Grants approved in previous financial year – now written back	(786)	(1 157)
Payments for the year	(15 276)	(14 406)
Closing balance	<b>41 471</b>	<b>32 350</b>

## 10 Accumulated surplus

<b>30 820</b>	<b>19 644</b>
---------------	---------------

All GCIS funds were spent as at 31 March 2010. However, the Accumulated Surplus represents funds still to be disbursed from Print partners (received in July 2009) and Broadcast partners (received in November 2009) and also part of Print and Broadcast partners funds from previous year.

## 11 Gross revenue

Grant received – Print and Broadcast	22 662	10 100
Grant received – Government Communication and Information System	16 592	14 558
Management and administration fees	-	2 000
Other income – Insurance refund	8	-
Other income – Grants written back	786	1 167
	<b>40 048</b>	<b>27 825</b>



	<b>2010</b>	<b>2009</b>
	<b>R000</b>	<b>R000</b>
<b>I2 Investment income</b>		
Interest received	<b>4 623</b>	<b>6 090</b>
<b>I3 Grants costs</b>		
Grants approved	<b>19 340</b>	<b>15 277</b>
Funding Government Communication and Information System	12 444	10 919
Funding Print and Broadcast	6 896	4 358
Project tracking expenses	50	43
Programme administration	3 310	2 460
Low interest loans study	-	326
Workshops and travelling costs	812	451
	<b>23 512</b>	<b>18 557</b>
<b>I4 Administrative costs</b>		
Administration costs	3 023	3 700
Audit fees	760	553
Board costs	381	452
Lease costs:		
• Rental	1 317	562
• Contingent rent	104	16
Professional services costs	92	324
	<b>5 677</b>	<b>5 607</b>
<b>I5 Employee costs</b>		
Salaries and wages	3 910	2 764
UIF contribution	16	21
SDL contribution	32	20
	<b>3 958</b>	<b>2 805</b>
<b>I6 Depreciation and impairment loss</b>		
Computer equipment	69	61
Furniture	121	137
Office equipment	26	49
Leasehold improvements	87	-
Photo artwork	-	62
	<b>303</b>	<b>309</b>



	<b>2010</b>	<b>2009</b>
	<b>R000</b>	<b>R000</b>
<b>17 Amortisation</b>		
Licenses and software	26	32
	<b>26</b>	<b>32</b>

#### **18 Losses on asset**

Loss of stolen laptop	19	-
	<b>19</b>	<b>-</b>

#### **19 Correction of error - Assets**

During the 2007/08 financial year, the Agency made adjustments on fixed assets in the financial statements but did not make the required corrections in the general ledger; this resulted in the financial statements showing different figures to those appearing in the general ledger. The comparative statements for 2009 have been restated to correct the error. The effect of the error is an increase in accumulated depreciation of R3 247 for specific assets and decrease in the carrying amount of assets by R3 247. Opening accumulated surplus for 2009 has been reduced by R3 247 which is the amount of the adjustment relating to 2008 period.

#### **20 Correction of error – Accrual for leave pay**

During 2008/09 the Agency overprovided on the Accrual for leave amounting to R249 290. The comparative statements for 2009 have been restated. The effect of the error is a decrease in employee costs and decrease in accrual for leave by R249 290 respectively. Opening accumulated surplus for 2009 have been increased by R249 290.

	<b>2010</b>	<b>2009</b>
	<b>R000</b>	<b>R000</b>
<b>Accrual for leave pay</b>		
Opening balance	193	73
Amounts reversed during the year	-	(249)
Additional provision raised during the year	93	433
Amounts utilised during the year	(52)	(64)
<b>Closing balance</b>	<b>234</b>	<b>193</b>



	<b>2010 R000</b>	<b>2009 R000</b>
<b>21 Net cash inflows from operating activities</b>		
<b>Non-cash movements</b>	<b>11 176</b>	<b>6 605</b>
Grants accrued	9 121	4 055
Depreciation and impairment	303	309
Amortisation	26	32
(Increase)/ decrease in working capital		
(Increase)/decrease in trade and other receivables	(14 360)	(8 968)
Increase/(decrease) in trade and other payables	830	551
Increase/(decrease) in projects in progress	(5 843)	13 659
Losses on asset	19	-
	<b>1 272</b>	<b>16 243</b>

## 22 Operating lease commitments

At balance sheet date, the Agency has outstanding commitments

under non-cancellable operating lease, in respect of land and buildings which are due as follows:

Not later than 1 year	1 468	165
Later than 1 year and not later than 5 years	2 192	-
	<b>3 660</b>	<b>165</b>

## 23 Emoluments

### Executive Management – Total

**2 228**      **1 687**

Mr Lumko Mtimde – CEO

Salary	965	735
Bonus and performance payment	57	43

**1 022**      **778**

Mr Mbuyiseni Jafta – CFO (former)

Salary	-	225
Bonus and performance payment	-	52

Resigned in September 2008

**-**      **277**

Mr Mshiyeni Gungqisa – CFO



	<b>2010</b>	<b>2009</b>
	<b>R000</b>	<b>R000</b>
Salary	488	152
Bonus and performance payment	99	-
Employed in December 2008	<b>587</b>	<b>152</b>

### **Emoluments continued**

Ms Jayshree Pather – Project Director

Salary	288	458
Bonus and performance payment	-	22
Resigned in September 2009	<b>288</b>	<b>480</b>

Mr Harry Letsebe – Project Director

Salary	237	-
Bonus and performance payment	-	-
Promoted in October 2009	<b>237</b>	<b>-</b>

Ms Thembelihle Mndebela – HR & Corporate Affairs Manager

Salary	94	-
Bonus and performance payment	-	-
Employed in January 2010	<b>94</b>	<b>-</b>

### **Non Executive Management – Total**

Ms G Msibi – Chair

Board meeting fees	13	7
Other meetings fees	2	10
	<b>15</b>	<b>17</b>

Ms NP Gongxeka

Board meeting fees	6	7
Other meetings fees	4	5
	<b>10</b>	<b>12</b>

Prof. G Berger

Board meeting fees	5	6
Other meetings fees	1	3
	<b>6</b>	<b>9</b>





	<b>2010</b>	<b>2009</b>
	<b>R000</b>	<b>R000</b>
Mr S Minyi		
Board meeting fees	8	10
Other meetings fees	4	5
	<b>12</b>	<b>15</b>
Ms I Louw		
Board meeting fees	8	4
Other meetings fees	3	5
	<b>11</b>	<b>9</b>
Mr D Moyane		
Board meeting fees	7	1
Other meetings fees	2	4
	<b>9</b>	<b>5</b>

#### **Emoluments continued**

Ms P Nzimande		
Board meeting fees	2	1
Other meetings fees	1	3
	<b>3</b>	<b>4</b>
DrT Bosch		
Board meeting fees	7	1
Other meetings fees	2	2
	<b>9</b>	<b>3</b>
Ms F Sekha		
Board meeting fees	-	1
Other meetings fees	-	-
	<b>-</b>	<b>1</b>
Mr C Molusi		
Board meeting fees	-	1
Other meetings fees	-	-
	<b>-</b>	<b>1</b>
Mr C Moerdyk		



	<b>2010</b>	<b>2009</b>
	<b>R000</b>	<b>R000</b>
Board meeting fees	-	6
Other meetings fees	-	8
	<b>-</b>	<b>14</b>
 Mr M Jara		
Board meeting fees	-	3
Other meetings fees	-	7
	<b>-</b>	<b>10</b>

## 24 Post balance sheet events

The agency received R5 000 000 during April 2010 from the Department of Communication which relate to project in progress funds of R10 000 000 outstanding as at the end of March 2009, refer note 8.

## 25 Contingent liabilities

There are no contingent liabilities at year end.

## 26 Related parties

By virtue of the fact that the Agency is a national public entity and controlled by the national government and any other controlled entity of the national government is a related party. All transactions with such entities are at arms length and on normal commercial terms, except where employees of national departments of national public entities participate in our processes and do not receive any remuneration.

Government Communication and Information System (GCIS) – funder	16 592	14 558
Department of Communication – Programme production funder	-	20 000
	16 592	34 558
Less: Receipts	(16 592)	(24 558)
<b>Balance outstanding as at 31 March</b>	<b>-</b>	<b>10 000</b>

## 27 Risk management

The MDDA in the course of normal operations has limited exposure to Financial risks: e.g.: Liquidity risks, credit risks and interest rate risks. However, the MDDA attempts to manage the following financial risks:



## Liquidity risk

Liquidity risk management involves the maintenance of sufficient cash and cash equivalents, the availability of funding from adequate banking facilities ranging from call to 30 days facilities.

The MDDA is exposed to liquidity risk only with regards to the payment of its trade payables. The trade payables are all due within a short time. The MDDA manages its liquidity risk by holding sufficient cash in its bank account, supplemented by cash available in a money market account.

The MDDA manages liquidity risk according to its finance policy and working capital management, capital expenditure versus forecasted cash flows. The amount of cash invested in call deposits: 7 days, 14 days and 30 days is guided by the projected future cash requirements.

The ageing of trade receivables and payables at reporting date was as follows:

Trade Receivables	2010	2009
Not past due		
Past due 0-30 days	14 217 260	168 482
Past due 31- 120		
> 120	10 000 000	10 000 000

Trade payables	2010	2009
Not past due		
Past due 0-30 days	555 000	768 449
Past due 31- 120	60 637	24 033
> 120		

## Credit risk

Credit risk consists mainly of cash deposits, cash and cash equivalents, derivative financial instruments and trade debtors. The MDDA deposits cash only with major banks with high quality credit standing and limits exposure to any other counter party.

The MDDA receives grant funding from the Government through GCIS and contributions from both Broadcasting and Print media partners; therefore, its exposure to credit risk is minimal. The MDDA manages credit by continually engaging with credit related financial instruments.

## Receivables

The receivables are exposed to a low risk and no amounts are overdue.

## Cash and cash equivalents

Cash and deposits are regarded as having insignificant credit risk.



## Interest rate risk

This is a risk that fair value or future cash flows from financial instruments will fluctuate as a result of changes in the market interest rates. Values in the financial instruments may change, thus resulting in both potential gains and losses. The MDDA's activities do not expose it to significant market interest rate risks. Therefore, there are no procedures in place to mitigate these risks.

Cash in the bank account is kept at a minimum in order to maximise interest earned on cash.

The MDDA has invested any surplus cash in a short-term money market account. The interest rates on this account fluctuates in line with movements in current money market rates

## Receivables

The receivables are exposed to an insignificant amount of interest rate risk.

## Cash and cash equivalents

Cash in the bank account is kept at a minimum in order to maximise interest earned on any cash.

## Market risk

The MDDA is not exposed to market risk since it is not involved in foreign exchange transactions, and also not trading in bonds and or shares.

	<b>2010</b>	<b>2009</b>
<b>28 Net surplus</b>	<b>R000</b>	<b>R000</b>

Net surplus for the year after taking into account items detailed below:

### **Disclosable income (included in revenue and other income)**

Interest income	4 623	6 090
-----------------	-------	-------

### **Disclosable expenses (included in administrative expenses)**

Auditor's remuneration:

Audit fees: External	502	237
Audit fees: Internal	258	316



	<b>2010</b>	<b>2009</b>
	<b>R000</b>	<b>R000</b>
<b>29 Lease improvements</b>		
Total leasehold improvement costs	689	-
Installation allowance	(300)	-
Leasehold improvement capitlised	<b>389</b>	<b>-</b>
Depreciation/amortisation 33.33% per year (three year lease)	130	-
Depreciation/amortisation 33.33% per month	11	-

The MDDA entered into a lease agreement with Alchemy Property Investment Trust to use their premises for three years. The MDDA was allowed to make alterations or improvement at the Agency's cost and were paid installation/alteration allowance of R300 000.00 when alterations were completed.

The MDDA has capitalised the alterations or improvement and amortised the lease improvement in terms of the lease period.



## 21. Budget vs Actual Statement Of Financial Performance for the year ended 31 March 2010



	<b>2010</b>	<b>2010</b>	
	<b>R000</b>	<b>R000</b>	<b>R000</b>
	<b>Budget</b>	<b>Actual</b>	<b>Variance</b>
<b>REVENUE</b>			
Gross revenue	32 864	40 048	(7 184)
Investment income	3 932	4 623	(691)
<b>Total revenue</b>	<b>36 796</b>	<b>44 671</b>	<b>(7 875)</b>
<b>EXPENDITURE</b>			
Grant costs	26 188	23 512	2 676
Administrative costs	5 508	5 677	(169)
Employee costs	4 702	3 958	744
Losses on asset	221	329	(108)
Depreciation and impairment loss	-	303	-
Amortisation	-	26	-
Losses on asset	-	19	(19)
<b>Total expenses</b>	<b>36 619</b>	<b>33 495</b>	<b>3 124</b>





## 22. Soccer World Cup Clothing and Tickets

for the year ended 31 March 2010

	Quantity	2010 R'000	2009 R'000
<b>Tickets acquired</b>	0	0	0
<b>Distribution of ticket</b>			
Clients/Stakeholders	0	0	0
Accounting Authority	0	0	0
Executive	0	0	0
Non-executive	0	0	0
Accounting Officer	0	0	0
Senior Management	0	0	0
Other Employees	0	0	0
Family Members of Officials	0	0	0
Other Government Entities	0	0	0
Audit Committee Members	0	0	0
Others	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Travel costs</b>	<b>0</b>	<b>0</b>	<b>0</b>
Clients/Stakeholders	0	0	0
Accounting Authority	0	0	0
Executive	0	0	0
Non-executive	0	0	0
Accounting officer	0	0	0
Senior Management	0	0	0
Other employees	0	0	0
Family members of officials	0	0	0
Other government entities	0	0	0
Audit committee members	0	0	0
Others	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Purchases of other world cup apparel</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total world cup expenditure</b>		<b>0</b>	<b>0</b>
<b>Tickets acquired after year-end (30 June 2010)</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Distribution of tickets acquired after year-end</b>			
Clients/Stakeholders	0	0	0
Accounting Authority	0	0	0
Accounting Officer	0	0	0
Senior Management	0	0	0
Other Employees	0	0	0
Family Members of Officials	0	0	0
Other Government Entities	0	0	0
Audit Committee Members	0	0	0
Others	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>







**PART SIX**  
**ANNEXURES**



## 23. Quotes from Projects

### A Report on Winelands Echo Six Months After Mentoring

#### The Brief

The brief from the MDDA to the mentor, Marilyn Honikman, was to make Winelands Echo sustainable.

#### The Method

The mentor realised that the most effective way to accomplish this would be to help Winelands Echo undertake a reader research survey and to coach them how to use it: to find the benefits of reaching their readers, and to present the benefits to clients.

(Of course the mentor (and sub-contractors) also worked on the other business and journalism systems.)

#### Action

This research was undertaken, with an almost zero budget, and completed; a huge effort by the small Winelands Echo staff. It was processed, analysed and written up in a power point presentation by the mentor.

The Winelands Echo team were then coached in matching clients' needs to the benefits found in the reader research; and coached in presentation skills.

#### Results

They are now perceived by clients and ad agencies to be a professionally run newspaper. Their presentation skills enable them to show to clients the benefits of using Winelands Echo. The Capro team has credible research figures to present to ad agencies and clients, and has been able to bring in blue chip advertisers including SARS and MTM. Their advertising revenue has increased by more than 100% from:

R125 717 in the first three months last year to - R287 687 in the first three months this year.

January 2009: R34 898      2010: R73 212

February 2009: R55 201      2010: R90 475

March 2009: R35 618      2010: R124 000

They have savings to cover the printing costs of 3 issues, should hard times return, and plan to build this up further.

#### Comment.

This success was only achieved because the newspaper being mentored had an established readership, dedicated sales staff, and their staff worked so very hard to undertake the research and to follow it up with sales calls. Marilyn Honikman



-----Original Message-----

From: Xola Nozewu [mailto:xnozewu@yahoo.com]

Sent: 19 October 2009 10:57 AM

To: Lumko Mtimde

Cc: nozuko yawa; Harry Letsebe; Nonceba Mtwana; Harriet Mhlanga; Thobeka Mqamelo

Subject: Re: Reminder Vukani Community Radio Strategic Workshop

Bhuti Lumko,

I think I have to thank you for your support and suggestions, MDDA is here to set a trend for all office that have a responsibility to develop this sector, I know you do not have time to attend our individual events the sacrifice you making sometimes I feel its too much but its worth it, the ball is in our court now to ensure that we implement all the resolutions of the workshop. Vukani has to be a model for Community Radio that is full owned by its community and we wont stop and untill that happens.

We are finishing report by wednesday and at the same time, we preparing to have a meeting with Chris Hani District Communication Unit for Chris Hani to be satellite for EC Comunity Television. I will keep you informed even though we have not recieved any invitation.

Regards, Xola Nozewu

Station Manager

Vukani Community Radio

Tel: 047 877 0095/6

Fax: 047 877 0068

Cell: 072 548 7043/083 951 6160



**MASILONYANA NEWS COMMUNITY NEWSPAPER**

<b>POSTAL:</b> 627 Masilo Township THEUNISSEN 9410	<b>Tel:</b> 057-733 1004 <b>Fax:</b> 057-733 1005 <b>e-mail:</b> info@masnews.co.za
<b>PHYSICAL:</b> 48 Le Roux Street THEUNISSEN 9410	<b>Cell:</b> 079 564 1074 (Moses) <b>Cell:</b> 074 447 4203 (Tankane) <b>Web:</b> www.masnews.co.za

**CK Reg. No: 2006/118741/23**

**VAT Reg. No.: 4510241955**

**2009 August 30**

**ATTENTION: CEO, Board and staff**

**MDDA (Media Development and Diversity Agency)  
31 Princes of Wales Terrace  
4th Floor  
PARKTOWN, JHB**

### **APPRECIATION**

This communiqué serves as appreciation token to you all at MDDA for your unlimited and tireless support to us at Masilonyana News.

Despite the sad news and difficulties we faced internally and externally, we really appreciate your efforts and confidence you have on our project. We appreciate also your regular updates, referrals and correspondence.

Gratitude to MDDA for training workshops that we managed to attend under your umbrella, including Highway Africa Conference 2009. (But to be honest, we still not felt been part of Highway Africa due to the training workshop that collide with such wonderful fruitful conference), we recommend that in future workshops be separated from this conference because we have lost some vital discussions, information and knowledge that could inspire or contribute to our growth.

Occupancy of crucial positions at MDDA also seems to come with solution to some of our problems and delay in some projects. We hope that those appointed in such positions will perform their duties effectively and serve this wonderful institution honestly.

We wish you all the best in reaching your goals to assist these projects tirelessly. May the good Almighty God guide you including your families.

Yours at MasNews

**Tankane Pitso**  
**HEAD: Admin/Finance/HR**





## COMMUNITY NEWS

Your eyes for the community of Bushbuckridge

Reg.no:2006/162471/23

Fax: 013 797 1725

Cell: 084 896 0860/ 084 481 2378

**Box 1379**

**Bushbuckridge**

**1280**

7 December 2009

### LETTER OF APPRECIATION

Dear MDDA Team (Jimmy, Lindinkosi and the team)

I think you guys are doing a great job. From a distance, one can simply say you are not working hard but we (BBR) have seen how you go to many lengths to try and make sure that everything is in order.

We salute your passion and dedication to your responsibilities. U guys; Lindinkosi and Jimmy have come to prove us wrong on the first impression and perception we had about how things used to be done in the past era.

We are not ashamed to be associated with a brand and organisation of MDDA's reputation and caliber.

We hope that your festive vacations will certainly be a time to rest and reflect on the good milestones that your good office has achieved.

I personally want to thank you for changing communities and impacting lives of many people through the sponsorships and mentoring.

Now the people of Bushbuckridge are able to engage with each other; write letters to the editor; send in their stories and share a common idea on a certain issue.

Indeed development is what you guys are bringing and have brought to communities such as Bushbuckridge.

Forever indebted to MDDA.

Kindest Regards,

Themba Mathebula

Ndzamana Community Newspaper (BBR)





## 24. Abbreviations

AIP	Association of Independent Publishers
AIPSA	Association of Independent Publishers of South Africa
ABC	Audit Bureau of Circulation
ACB	Association of Christian Broadcasters
AMPS	All Media and Products Survey
CGE	Commission for Gender Equality
COMTASK	Communication Task Group, set up in 1996 by the then Deputy President Thabo Mbeki
CR	Community Radio
CTV	Community Television
DC	District Council
DEAT	Department of Environmental Affairs and Tourism
DoC	Department of Communications
DPSA	Department of Public Service Administration
DPLG	Department of Provincial and Local Government
ECA	Electronic Communications Act of 2005
ECDC	Eastern Cape Development Corporation
FinOps	Finance and Operations Committee of the Board
GCIS	Government Communication and Information System
GFC	Grant Funding Cycle
HSRC	Human Resources Research Council
IAJ	Institute for the Advancement of Journalism
ICASA	Independent Communications Authority of South Africa
IBA	Independent Broadcasting Authority
IFRB	Independent Federation of Religious Broadcasters
ISSETSETA	Information Systems, Electronics and Telecommunications Technologies Sector Education and training Authority
LT	Long Term
MAPPSETA	Media, Advertising, Publishing, Printing and Packaging Sector Education and Training Authority
MNET	Electronic Media Network Limited
MPCC	Multi Purpose Community Centre (now called Thusong Centres)
MT	Medium Term
MTEF	Medium Term Expenditure Framework
NCMF	National Community Media Forum
NCRF	National Community Radio Forum
NEF	National Empowerment Framework



NEMISA	National Electronic Media Institute of South Africa
NFVF	National Film and Video Foundation
NYC	National Youth Commission
NYC	National Youth Development Agency
PMSA	Print Media Association of South Africa
PTS	Project Tracking System
PSA	Public Service Announcements
REM & HR	Remuneration and Human Resources Committee of the Board
RDP	Reconstruction and Development Programme
SAARF	South African Advertising Research Foundation
SABC	South African Broadcasting Corporation
SAHRC	South African Human Rights Commission
SAMAF	South African Micro Finance Apex Fund
SAMDEF	Southern African Media Development Fund based in Gaborone
SBP	Strategic and Business Plan
SEDA	Small Enterprise Development Agency
USAASA	Universal Service and Access Agency of South Africa
UYF	Umsobomvu Youth Fund













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