



## **PRESS RELEASE**

### **NO EMBARGO**

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### **AL JAMA-AH welcomes moves for a Sustainability Model to assist small media enterprises**

The Al Jama-ah party welcomes the recent launch of the Media Development and Diversity Agency (MDDA) fundraising strategy to identify new partners and lobby for more resources to fund small media enterprises and community media.

The Minister in the Presidency Mr Mondli Gungubele was replying to Al Jama-ah's Member of Parliament Hon Ganief Hendricks oral question on small media enterprises who are struggling to survive due to lack of advertising revenue.

The MDDA has embarked on sustainability research which will culminate into a Sustainability Model aimed to assist small media enterprises towards self-sustainability in the long term. The MDDA is said to be working closely and taking insights and learning from UNESCO on the viability and sustainability of the small media enterprises.

"But are the MDDA and relevant government department listening to the owners of the small media enterprises? We call on the MDDA and government to afford the same interaction it has with UNESCO to the owners of small media enterprises," says Hendricks.

Hendricks says the Ministry in The Presidency has failed in its oversight to the Government Communication and Information System (GCIS) to ensure that reasonable advertising reached small media enterprises.

"The more than 200 community media have complained that they are being side-lined from advertising by big businesses and government advertising agencies. This calls for an urgent redress as peoples' livelihoods are at stake," says Hendricks.

He says it is disappointing to note that the MDDA has lost the support for funding from big businesses since 2014. We trust that the MDDA Board and Deputy Minister's plans to re-open discussions around funding for the MDDA by commercial print houses will be successful and swift," says Hendricks.

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