

PRESS STATEMENT

FOR IMMEDIATE RELEASE

THE MDDA LAUNCHES CALL FOR FUNDING APPLICATION FOR 2025 AT A COMMUNITY MEDIA OUTREACH IN THE NORTH-WEST

Johannesburg – 06 Jun 2025. *Deputy Minister in the Presidency, Hon. Kenny Morolong (MP) , joined the Media Development and Diversity Agency (MDDA) in Mahikeng, North West, to launch a national drive to strengthen community media ahead of the agency 2025/26 grant funding cycle.* The Deputy Minister delivered a keynote address at the Pre-Grant Call Workshop and Governance Training hosted by the Agency from 2 – 4 June at Mmabatho Palms Hotel reaffirming government's commitment to inclusive media development.

The workshop equipped community media practitioners in the region, including board members, station managers, editors - with practical skills in leadership, ethics, media management, and governance.

Participants also took part in a focused Pre-Grant Call Training to prepare for the MDDA's upcoming 2025/26 grant funding cycle, which invites eligible community media projects from across South Africa to apply for financial support.



Prof H. Mathebula (Chairperson),
Ms C. Mohlala, Mr Q. Khedama,
Mr T. Mpakati, Ms J. Pather,
Mr C. Mashile, Mr P. Moilwa,
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Promoting and supporting Media Development in SA

Hon. Kenny Morolong said, "This engagement is to reflect on the sustainability of small commercial and community media. Let us reject the idea that innovation only happens in Sandton or Stellenbosch. Innovation belongs in the streets of Schweizer-Reneke, the schools of Lichtenburg, and the studios of Mmabatho."

Funding Criteria

The criteria for the grant call including the need for applicants to ensure they are eligible through:

- Providing credible information
- Demonstrable governance of a stable board for NPOs.
- Proving complete information as required.
- Applying for requirements as stated in the MDDA's scope of funding.

The Call for Applications will be open for a 4-week period from 04 July - 01 August 2025. An online application system will be made available via the MDDA website, and the applicants will also be allowed to apply via email or via delivery of hard copy. Applicants will be discouraged from submitting via more than one channel. The qualifying criteria (e.g. targeted provinces) will be listed on the website.

The MDDA plans to roll out similar training sessions for community media in the remaining eight provinces in the country. Dates for upcoming engagements will be announced on the Agency's official social media channels.

For more information and/or interviews, please contact: The MDDA Communications unit, e-mail: ayabulela@mdda.org.za / 073 756 8461 or margaret@mdda.org.za / 082 785 6071

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Issued by the Media Development and Diversity Agency.

About the MDDA

The MDDA is a statutory development agency for promoting and ensuring media development and diversity. It is 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.