

## 8 Relationship with other bodies

To ensure a coherent approach to the media environment, and to optimise impact, the MDDA would meet regularly with relevant bodies in order to:

- ◆ Network and collaborate.
- ◆ Promote efficient management of resources.
- ◆ Increase effective co-operation and co-ordination.
- ◆ Prevent duplication.

### 8.1 Relevant bodies

These would include:

- ◆ International and national donor agencies, including the Southern African Media Development Fund (Samdef).
- ◆ Government departments and agencies.
- ◆ Statutory institutions.
- ◆ Self-regulatory media industry bodies.
- ◆ Civil society organisations, in particular media trade unions and professional associations, and media non-governmental and community-based organisations.
- ◆ Small business development agencies such as Ntsika and Khula.

### 8.2 Annual Review Forum

By law, the MDDA would have to meet the following statutory and self-regulatory bodies at an Annual Review Forum, amongst other things to consider its Annual Report of activities and expenditure.

Statutory

- ◆ Commission on Gender Equality
- ◆ Competition Commission
- ◆ Human Rights Commission
- ◆ Independent Communications Authority of South Africa
- ◆ National Development Agency
- ◆ National Film and Video Foundation
- ◆ South African Broadcasting Corporation
- ◆ Youth Commission
- ◆ Commission for the Promotion and Protection of the Rights of Cultural, Religious and Linguistic Communities
- ◆ PanSALanguage Board

Self-regulatory

- ◆ Advertising Standards Authority (ASA)
- ◆ Broadcasting Complaints Commission of South Africa (BCCSA)
- ◆ Press Ombudsman

The MDDA will also invite other organisations and government departments, as it deems necessary.

### 8.3 MDDA's relationship with Icasa

Icasa's predecessor, the Independent Broadcasting Authority (IBA), reflected in a submission that it had difficulty in fulfilling its mandate to license a vibrant, diverse broadcasting sector. The MDDA will play a vital role in helping facilitate an enabling environment for such media diversity.

Icasa's mandate includes to:

- ◆ Regulate broadcasting in the public interest, and to ensure fairness and a diversity of views broadly representing South African society.

Its objectives include to:

- ◆ Promote the empowerment and advancement of women in the broadcasting services.
- ◆ Ensure that in the provision of broadcasting services, the needs for language, cultural and religious groups, the constituent regions of the republic and the need of educational programmes, are taken into consideration.
- ◆ Encourage ownership and control of broadcasting services by persons from historically disadvantaged groups.

#### The working relationship

The MDDA will work closely with Icasa to ensure that broadcasting licences are issued according to principles of media development and diversity. Through its funding, capacity building activities and research, the MDDA will empower communities and individuals to apply for and receive broadcasting licences from Icasa. The MDDA will work very closely with Icasa throughout the pre-licence empowerment phase. It will also support emerging stations in the post-licensing phase.