



## 8 Relationship with other bodies

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

- ▶ Network and collaborate on matters of common concern.
- ▶ Promote efficient management of resources.
- ▶ Increase effective co-operation and coordination.
- ▶ Prevent duplication.

### 8.1 Relevant bodies

To achieve its aims in media development and diversity the MDDA will interact with, but not duplicate the functions of, existing statutory and other bodies. The MDDA's relationship with other bodies will primarily be of a collaborative and co-operative nature to ensure that potential and existing resources for media development and diversity are effectively and efficiently utilised. For example:

- ▶ While the MDDA's work will support marginalised communities to make broadcast license applications in consultation with Icasa, this will not in any manner infringe on Icasa's sole right to determine the outcome of license applications.
- ▶ The MDDA will facilitate training as part of its capacity development programmes, and will work with amongst others Nemisa and MAPPP SETA.
- ▶ The MDDA will seek close collaboration with the Print Development Unit (PDU) around support to print publications.
- ▶ Agreement will be sought with the Development Bank of South Africa (DBSA) to provide technical expertise, including financial and project management, to the MDDA for a period agreed upon between the two bodies. Such an agreement will ensure that the MDDA will be ring-fenced within the DBSA such that the MDDA operates completely independently and is answerable only to its Board.

Other organisations and institutions with which the MDDA will co-operate include:

- ▶ International and national donor agencies, including the Southern African Media Development Fund (Samdef), Unesco and the Open Society Foundation.
- ▶ Government departments and agencies, in particular the Department of Communications and the Universal Service Agency.
- ▶ Statutory institutions.
- ▶ Representative bodies within the media industry.
- ▶ 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.

### 8.2 Annual stakeholders' meeting

The MDDA Board will arrange an annual meeting with stakeholders to, amongst other things, consider its Annual Report of activities and expenditure. The organisations that must be invited to this meeting will be stipulated in regulations, and the Board will be obliged to send out a general invitation through the media.