

# MDDA notes the launch of the Print and Digital Media Transformation Task team

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The MDDA notes the launch of the Print and Digital Media Transformation Task team (PDMTT) initiated by the Print and Digital Media SA (PDMSA).

This is against the background of the Parliamentary Print Media Transformation Indaba which was held on Monday (18 June 2012) at ICASA, where the Portfolio Committee on Communications noted that print media transformation needed to be fast-tracked to ensure the print media industry was a mirror of the present democratic dispensation.

The Portfolio Committee on Communications at this Indaba called upon GCIS and MDDA to work with the industry on the roadmap towards the establishment of the Print Media Charter. This economic empowerment print media charter is to promote BBBEE in the sector. The Committee suggested that among others, the Charter should address the availability of print media in languages all South Africans speak. It should address the specifics of the industry, including setting deadlines and targets to meet transformation objectives, set as commitment by the industry into a diverse and transformed print media in the entire value chain (newsroom, publishing, news sources, printing, distribution and advertising). These will include areas of ownership and control, language, race, gender, employment equity, conditions of employment, skills development, contributions to promoting media diversity (through MDDA), accord on access to printing and distribution, etc.

The MDDA and GCIS are planning to meet with the PDMSA to discuss the Indaba outcomes and the way forward.

Issued by:

**Lumko Mtimde**, Chief Executive Officer

For further information please contact: Harriet Maseko at (011) 643 1100

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