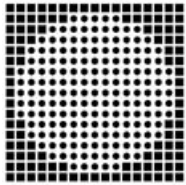


# PDMSA responds to SACP leader's statements

Print and Digital Media South Africa (PDMSA) stated that it is surprised by SACP leader, Blade Nzimande's attack on the media.

"Nzimande's attack on the media comes at a time when print media in South Africa has shown renewed commitment to transformation and a system of independent co-regulation," says Ingrid Louw, CEO of PDMSA.

"It is incumbent upon us as the representative body of the print and digital media to dispel the myths perpetuated in Nzimande's statements.



**Print&Digital  
MediaSA**

"Our commitment to creating an integrated and accountable self-regulatory mechanism has been evident. This process began with the Press Freedom Commission and culminated in the announcement of sweeping reforms to the South African Press Code, Procedures and the Constitution of the South African Press Council on 3 October.

## **"Committed to transformation"**

"PDMSA is committed to transformation - in September we launched our PDMSA Transformation Task Team (PDMTTT) headed by Nkwenkwe Nkomo. The PDMTTT's role is to consult stakeholders in the industry and more broadly on the issue of transformation in the mainstream, local and community print media, and propose a transformation standard of achievement for adoption by the industry.

"PDMSA constantly consults with all its stakeholders in an attempt to seek workable solutions to the issues which face the media. As a result we enjoy positive relationships with Parliament, the GCIS and the representative body for community media in South Africa, the Media Diversity and Development Agency (MDDA).

"Our industry is one in transition. PDMSA is resolute in developing a programme to address the transformation imperatives within the context of a free and independent press as enshrined in our Constitution.

"The PDMSA takes great exception to the statements made by Nzimande as we believe the press has shown commitment to addressing issues of transformation and a transparent system of regulation," concludes Louw.