



2nd Floor • 20 Baker Street • Rosebank • Johannesburg • 2169
046 338 NPO • www.sanef.org.za • admin@sanef.org.za

20 January 2024

LETTER OF ENDORSEMENT: MeD8 Media

The South African National Editors' Forum (Sanef) writes this letter to endorse MeD8 Media's work on the Community Media Digitisation project.

The project aimed to assist owners/editors/publishers of small community media entities across South Africa in diversifying their business offerings while still practicing credible journalism that is in the public interest.

Further, the project also aimed to ensure there is access to diverse local news, and some of these are delivered in indigenous languages that the community can relate to.

Increasingly, there are worrying threats such as disinformation and the lack of access to credible news in SA. While this poses a continuous threat, Sanef saw an opportunity to initiate this project to give independently owned community media a chance to adapt and thrive in a changing media landscape. MeD8 Media became the chosen organisation to lead this organisation, and yes, they delivered beyond expectations.

A major part of the project's success is shown across media organisations that reflect diversity in voice, gender, and regional representation. Sanef's trust in MeD8 Media to implement this project was well-placed and further welcomed as the latter continues to play a role in sustaining the project's objectives.

Currently, illustrative of the project's success, many of the project partners now operate outside Sanef's direct support and have chosen to continue with MeD8 Media's services under the Community Media Support Services initiative. This demonstrates the initiative's tangible impact and the sustainability of the support models established during the project.

Yours sincerely,

Reggy Moalusi
Executive Director
South African National Editors' Forum

