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NATIONAL ASSEMBLY

FOR WRITTEN REPLY

QUESTION 1084

DATE OF PUBLICATION OF INTERNAL QUESTION PAPERS: 17/05/2013

(INTERNAL QUESTION PAPER: 16/2013)

Dr W G James (DA) to ask the Minister of Basic Education:

- (1) What total amounts has (a) her department and (b) each specified entity reporting to her spent on (i) print and (ii) broadcast advertising in the (aa) 2009-10, (bb) 2010-11, (cc) 2011-12 and (dd) 2012-13 financial years;
- (2) in each case, (a)(i) by which radio or television station were the advertisements broadcast and (ii) in which newspapers were the advertisements published in the (aa) 2009-10, (bb) 2010-11, (cc) 2011-12 and (dd) 2012-13 financial years and (b) at what cost in each specified case? NW1317E

Reply: 1 (a) DEPARTMENT OF BASIC EDUCATION

(i) And (ii) (aa)

APRIL 2010 - AUGUST 2010	SUPPLIER MERCURY MEDIA
PER DEPARTMENT	ACTUAL AMOUNT SPEND
Basic Education	R 1 988 348.47
TOTAL	R 1 988 348.47
In the period 2009-2010 and April – August 2010 the media buying service was outsourced to Mercury Media. The outsourced media agency is no longer a trading entity, and the detailed data is unavailable from this source, please see the copy of the e-mail attached from the Chief Director: Advertising & Media Buying - Mr Donald Liphoko	

(bb)

SEPT 2010 TO MARCH 2011	
SUPPLIER	ACTUAL AMOUNT SPEND
Basic Education	
Ads24	R 365 346.40
Avusa	R 318 060.00
Mail & Gaurdian	R 41 081.04
Mxit Lifestyle	R 363 177.05
Primedia Broadcasting	R 125 325.90
Radmark	R 432 801.00
SABC	R 210 900.00
United Stations	R 47 652.00
TOTAL	R 1 904 343.39

(cc)

2011-2012	
PER DEPARTMENT/SUPPLIER	ACTUAL AMOUNT SPEND
Basic Education	
Ads 24	R 1 122 042.27
Agro Marketing CC	R 168 448.80
Alex fm	R 5 200.00
Avusa	R 497 507.40
Botlokwa	R 5 200.00
Bush Radio	R 5 200.00
community radio	R 68 400.00
Daily Dispatch	R 10 261.82
Eden fm	R 5 200.00
Franschhoek	R 5 200.00
Imbokodo	R 5 200.00
Impact	R 5 200.00

Kangala	R 5 200.00
Kingfisher	R 5 200.00
Kurara	R 5 200.00
Letlhabile	R 5 200.00
Lifestyle Mxit	R 100 170.00
mafikeng	R 5 200.00
Mail & Gaurdian	R 206 792.88
Moletsi	R 5 200.00
Moretele	R 5 200.00
Mosupatsela	R 5 200.00
Muslim broadcasting	R 5 200.00
mxit lifestyle	R 70 452.00
Naledi	R 5 200.00
Panorama radio	R 5 200.00
Phalaborwa	R 5 200.00
Qwa qwa	R 5 200.00
Radio Atlantis	R 5 200.00
Radio Bushbuckridge	R 5 200.00
Radio Gamkaland	R 5 200.00
Radio Graafrinet	R 5 200.00
Radio Helderberg	R 5 200.00
Radio Kaboesna	R 5 200.00
Radio Kanyamazane	R 5 200.00
Radio KC	R 5 200.00
Radio Khwezi	R 5 200.00
Radio Kragbron	R 5 200.00
Radio Mafisa	R 5 200.00
Radio Namakwaland	R 5 200.00
Radio Sunny South	R 5 200.00
Radio Tygerberg	R 5 200.00
Radio West Coast	R 5 200.00
Rainbow	R 5 200.00
SABC	R 126 642.60
Sekgosese	R 5 200.00
Sound Fusion	R 6 840.00
Star fm	R 5 200.00
The Inc	R 107 695.67
Theta	R 5 200.00
TNA	R 755 541.44
TUT	R 5 200.00
Umgungudlovu	R 5 200.00

Unique	R 5 200.00
Unitra radio	R 5 200.00
Univen	R 5 200.00
Vaaltar	R 5 200.00
Vukani	R 5 200.00
Whale Coast	R 5 200.00
TOTAL	R 3 485 194.88

(dd)

2012-2013	
PER DEPARTMENT/SUPPLIER	ACTUAL AMOUNT SPEND
Basic Education	
Ads 24	R 993 922.71
Aganang FM	R 5 200.00
Alfred NZO Comm Radio	R 5 200.00
Avusa	R 825 045.32
Bush Radio	R 5 200.00
C Squared	R 449 089.06
Eden FM	R 5 200.00
ETV	R 457 140.00
Forte Comm Radio	R 5 200.00
Good News Comm Radio	R 5 200.00
Greater Middelburg	R 5 200.00
Greater Tzaneen Comm Radio	R 5 200.00
Imbokodo FM	R 5 200.00
Impact Radio	R 5 200.00
Inanda Comm Radio	R 5 200.00
Indosakusa comm radio	R 5 200.00
Inkonjane FM	R 5 200.00
Izwi Lethemba fm	R 5 200.00
Izwilomzanzi FM	R 5 200.00
Kangala Comm Radio	R 5 200.00
Kanyamazane Comm Radio	R 5 200.00
Karabo FM	R 5 200.00
Khwezi radio	R 5 200.00
Kingfisher FM	R 5 200.00
Kurara FM	R 5 200.00
Lethabile comm radio	R 5 200.00
Mafikeng Comm Radio	R 5 200.00
Mail & Guardian	R 753 522.67
Milele Group	R 13 501.00

Mohodi comm radio	R 5 200.00
Moletjie Comm Radio	R 5 200.00
Moutse Comm Radio	R 5 200.00
mxit lifestyle	R 100 068.40
Naledi Comm Radio	R 5 200.00
Overvaal Stereo	R 5 200.00
Phalaborwa Comm Radio	R 5 200.00
Qwa-Qwa Radio	R 5 200.00
Radio Alpha	R 5 200.00
Radio Bushbuck Ridge	R 5 200.00
Radio Gamkaland	R 5 200.00
Radio Graaff-Reinet	R 5 200.00
Radio Helderberg	R 5 200.00
Radio Kaboensa	R 5 200.00
Radio KC	R 5 200.00
Radio Kragbron	R 5 200.00
Radio Mafisa	R 5 200.00
Radio Panorama	R 5 200.00
Radio Riverside	R 5 200.00
Radio West Coast	R 5 200.00
Rainbow FM	R 5 200.00
SABC	R 501 030.00
Soshanguve Comm Radio	R 5 200.00
Sound Fusion Media	R 6 840.00
Star FM	R 5 200.00
Takalani Comm Radio	R 5 200.00
The Citizen	R 12 676.80
The Inc	R 270 963.35
TNA	R 199 999.32
Tubatse Community Radio	R 5 200.00
Umgugundlovu Comm Radio	R 5 200.00
Unique Radio	R 5 200.00
Univen Radio	R 5 200.00
Vaaltar FM	R 5 200.00
Voice of the Cape	R 5 200.00
Vukani Comm Radio	R 5 200.00
Whale Coast FM	R 5 200.00
TOTAL	R 4 864 598.63

1 (b) EDUCATION LABOUR RELATIONS COUNCIL

(i) In which newspapers were the advertisements published in the:

FINANCIAL YEAR	Newspapers were the advertisements published
(aa) 2009-10	Mail and Guardian, Sunday Times, Express, Cape Times, Argus, Die Burger, Pretoria News and The Star
(bb) 2010-11	Sunday Times, Mail & Guardian, City Press and Pretoria News
(cc) 2011-12	The Star, City Press and Sunday Times
(dd) 2012-13	Pretoria News, Sunday Times, The Star, Rustenburg Herald, Daily Dispatch, City Press and Diamond Field Advertiser

(b) At what cost in each specified case? NW1317E

- (i) Broadcast advertising - R 541 738
- (ii) Print

FINANCIAL YEAR	ACTUAL AMOUNT SPEND
(aa) 2009-10	R 205 733
(bb) 2010-11	R 1 062 282
(cc) 2011-12	R 36 075
(dd) 2012-13	R 231 834

c) SA COUNCIL FOR EDUCATORS

(ii) Print

FINANCIAL YEAR	BROADCAST ADVERTISING	ACTUAL AMOUNT SPEND
(aa) 2009-10	City Press	R 75 860.36
(bb) 2010-11	The Star	R 9 109.78
	Government Gazette	R 6 056.00
	Junk Mail	R 765.43
	Rapport	R 29 056.32
	Independent Newspaper	R 7 624.32
(cc) 2011-12	Sunday Times	R 50 541.90
	City Press	R 104 304.30
	Pretoria News	R 7 916.34
	The Star	R 12 611.88
	Government Gazette	R 5 528.07
	Junk Mail	R 1 800.00

(dd) 2012-13	City Press	R 177 908.41
	Sunday Times	R 3 990.00
	Rapport	R 5 139.12
	Independent Newspaper	R 7 866.00

(d) UMALUSI

FINANCIAL YEAR	BROADCAST ADVERTISING	ACTUAL AMOUNT SPEND
(aa) 2009-10	Sunday Times	R116 116.38
	Pretoria News	R 4 960.58
	Independent Newspapers	R 1 137.58
(bb) 2010-11	Sunday Times	R 11 608.98
	Independent Newspapers	R2 661.50
	Mail and Gaurdian	R34 200.00
	SA Press Association	R4 270.00
(cc) 2011-12	Sunday Times	R24 865.52
	Pretoria News	R 98 739.54
	SA Press Association	R4 135.75
(dd) 2012-13	Sunday Times	R241 791.01
	Pretoria News	R33 466.83
	Public Sector Magazine	R43 320.00
	Post Matric Magazine	R15 950.00
	Government Gazette	R13 208.93