

NATIONAL ASSEMBLY

**FOR WRITTEN REPLY
QUESTION 88**

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(INTERNAL QUESTION PAPER 01-2009)**

Mr GG Boinamo to ask the Minister of Education:

(1) Whether her department placed an advertisement (a) in newspaper, (b) in magazines, (c) on radio and (d) on television during the period 1 January 2008 up to the latest specified date for which information is available; if not what is the position in this regard; if so, in each case, (i) in which (aa) newspapers, (bb) magazines, (ii) on which (aa) radio stations and (bb) television stations did it appear and (iii) what was the (aa) cost and (bb) purpose of placing the advertisement;

2) Whether the advertising from her department will be curtailed from the day on which election is declared to the day on which the results of the election are determined; if not, why not; if so, what are the relevant details? NW103E

REPLY:

(1) Yes.

(i) (aa) In most regional and national newspapers (see tables attached) (bb) *Sunday Times Magazine, Vukuzenzele and The Teacher.*

(ii) (aa) SABC public service radio and commercial stations, including Motswako community radio.

(bb) SABC 2

(iii) (aa) The total cost is R14 656 027.31

(bb) The purpose of advertising is to ensure that the public is made aware of the programmes of the DoE (see table 4 attached).

2. The work of government continues during the election period and the DoE has an obligation to inform the public about its programmes. Advertising is regulated in terms of the Guidelines for the Dissemination of Government Information during Election Periods adopted by Cabinet on 31 March 1999, the Public Service Act of 1994 as amended in 2007 and the rules of the Ministerial Handbook.

Media Expenditure of Department of Education, 1 Jan 2008 – 10 Feb 2009

Table 1: Total Expenditure per Media Type

	Magazines	Newspaper	Radio	Television	Total Expenditure
Expenditure / Type	R 3 248 132.61	R 7 241 391.14	R 767 425.78	R 1 746 077.79	R 14 656 027.31
% of Total	22%	49%	5%	12%	100%

Note: Excludes production at R1,653,000 (incl. VAT)(11% of total)

Table 2: Total Print Media Expenditure by Title

NEWSPAPER			
Title	Expenditure	Title	Expenditure
Algoa Sun	R 2 876.25	Isolezwe	R 43 414.91
Baywatch	R 2 650.04	Kaapse Son	R 41 945.81
Beeld	R 142 520.03	LAD Herald	R 4 059.40
Blits	R 25 317.95	Lentswe	R 1 787.94
Bloemnuus	R 2 427.71	Lowvelder	R 2 098.89
Bonus	R 12 652.31	Mail & Guardian	R 325 453.22
Die Burger	R 39 353.44	The Mercury	R 5 000.42
Business Day	R 5 681.14	Mid. Observer	R 2 339.87
Cape Argus	R 111 425.00	Mpum. News	R 24 279.08
Cape Times	R 12 191.77	NORREVIE	R 1 977.62
Capricorn Voice	R 15 830.54	Polokwane Exp,	R 15 051.77
CitiVision	R 305 481.76	Pretoria News	R 35 493.24
Citizen	R 88 778.63	Qwaqwa News	R 1 395.37
City Press	R 1 101 453.17	Rapport	R 1 320 609.22
Daily Dispatch	R 38 422.09	Soshanguve Times	R 8 886.53
Daily News	R 99 829.40	Sowetan	R 462 682.63
Daily Sun	R 544 243.99	Sowetan Sunday World	R 167 042.72
Diamond Fields Advertiser	R 21 227.54	The Star	R 276 967.62
FreeState SU	R 10 240.20	Suid Pos	R 5 360.48
Gemsbok	R 6 049.86	Sunday Independent	R 17 521.94
GraafReinet	R 7 401.20	Sunday Sun	R 137 531.13
The Herald	R 51 414.91	Sunday Times	R 1 516 734.82
Ilanga	R 74 152.83	Sunday Tribune	R 21 373.41
Illizwi	R 1 787.94	The Times	R 40 715.23
Ilanga (Sonto)	R 8 239.20	UVOLWE	R 15 401.94
Inc General	R 5 872.32	Zululand Observer	R 2 563.76
Inkanyezi	R 6 180.93	Total Expenditure	R 7 241 391.14

MAGAZINE	
Title	Expenditure
Sunday Times Magazine	R 1 013 227.63
The Teacher	R 2 139 882.23
Vukuzenzele	R 95 022.75
Total Expenditure	R 3 248 132.61

Table 3: Total Broadcast Media Expenditure by Station

RADIO		
Station	Expenditure	
5fm	R	34 962.02
Good Hope FM	R	10 296.01
Ikwewezi	R	14 332.95
Lesedi FM	R	75 405.37
Ligwalagwala	R	19 110.59
Metro FM	R	121 218.95
Motswako (Community)	R	24 795.00
Motsweding	R	44 924.71
Munghana Lonene	R	16 703.25
Phalaphala	R	12 913.23
RSG	R	89 182.77
Thobela FM	R	44 455.59
Ukhozi	R	96 281.35
Umhlobo Wenene	R	114 515.42
yfm	R	48 328.58
Total Expenditure	R	767 425.78

TELEVISION		
Station	Expenditure	
SABC 2	R	1 746 077.79
Total Expenditure	R	1 746 077.79

Table 4: Total Media Expenditure by Assigned Campaign Name (Note: Mercury Campaign Numbers)

CAMPAIGN SUMMARY					
Campaign Name		Expenditure	Campaign Name		Expenditure
4720 Education Fillers	R	995 220.24	5002 Teacher Education Recruitment	R	938 439.37
4732 Education Print	R	123 569.76	5016 World Teachers' Day	R	378 662.87
4740 Private FET Colleges	R	118 751.55	5028 Laying Solid Foundations	R	300 961.49
4752 ICT in Education	R	668 753.88	5037 Foundations for Learning II	R	325 453.22
4759 2010 School Calender	R	248 393.47	5041 Foundation Phase Teachers Conference	R	115 205.77
4781 Foundation for Learning	R	1 620 906.30	5095 Foundations for Learning IV	R	109 106.27
4806 Teacher Recruitment	R	55 614.63	5118 Teacher Laptop Initiative	R	150 515.62
4818.1 Avusa Proposal	R	1 013 227.63	5119 Learner Pregnancy and Sexual Harrassment	R	619 875.00
4819 Umtata Imbizo	R	73 015.92	8024 Health Mate	R	294 831.85
4832 Reading Toolkit	R	566 784.15	8031 Inclusive Education Campaign	R	3 000 077.79
4838 World Book Day	R	56 979.87	8059 Sexual Harrassment & Learner Pregnancy	R	135 678.24
4840 Higher Education Constituency	R	212 520.31	8064 World Teachers' Day	R	110 381.80
4856 Schools Soccer World Cup	R	154 868.50	8085 Registration Status of Private Inst.	R	398 033.50
4874 Nkosi Albert Luthuli Young Historians	R	413 397.88	8166 Education Sowetan Soccer Guide	R	29 694.61
4875 Nkosi Albert Luthuli Young Historians II	R	433 725.61	8168 2010 School Calendar	R	165 746.40
4927 OSD 2	R	99 180.00	8200 Calendar II	R	138 852.00
4928 Youth Month	R	79 344.00	8210 National Teacher Advertorial	R	152 867.86
4929 DOE National Teaching Awards	R	49 590.00	8241 School Public briefing	R	57 491.32
4933 DOE Nominations of Members	R	160 114.74	Total Expenditure	R	14 656 027.31
4982 DOE The Teacher Campaign	R	90 193.89			

Notes:

1. Report prepared: 2009-02-10
2. Expenditure shown for above-the-line media
3. Expenditure data at Rate- Discount + VAT
4. Data only for expenditure through GCIS / Mercury, captured as at 2009-02-10