###### National Assembly

###### Question Number: 1114

###### Mr M S F de Freitas (DA) to ask the Minister of Transport:

(1)What newspapers have been printed and distributed by (a) her department and (b) any of its entities (i) in the (aa) 2014-15, and (bb) 2015-16 financial years and (ii) since 1 April 2016;

(2) In respect of each specified case, (a) what is the total number of copies that were printed, (b) what were the costs involved, (c) what was the (i) objective for each newspaper respectively and (ii) how was the objective measured in each case and (d) what has been the result in each case? NW1248E

## REPLY

**Department**

From the DOT side we did not print any newspapers in the said period.

**Cross-Border Road Transport Agency**

1. The (b) C-BRTA does not print or distribute newspapers however, we do print and distribute newsletters. (i) in 2014-15 and (bb) 2015-16 financial years: *The Voice*, and *Transcending Borders*. No newsletters have been printed since 1 April 2016.
2. (a) The total number of copies per publication are as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| Publication | Number of copies | Frequency | Total in 2014/15 |
| *The Voice* | 350 | One edition per quarter | 1400 |
| *Transcending Borders* | 2000 | One edition per quarter | 8000 |

|  |  |  |  |
| --- | --- | --- | --- |
| Publication | Number of copies | Frequency | Total in 2015/16 |
| *The Voice* | 350 | Only one edition printed | 350 |
| *Transcending Borders* | None | None | None |

(b) In the 2014-15 financial year, the C-BRTA spent R165 988. 26 on creative design and printing for both publications *The Voice* and *Transcending Border*s;

In the 2015-16 financial year, the C-BRTA spent R9 017.40 one edition of *The Voice* and nothing was spent on *Transcending Borders*; and

No newsletters have been printed in the current financial year.

(c) (i) Objectives of each newsletter:

* *The Voice* – is the C-BRTA’s staff newsletters the objective of which is to inform, educate and inspire C-BRTA; and
* *Transcending Borders* – is an external newsletter which seeks to inform, update and educate the C-BRTA clients (cross-border operators) on matters relevant to the industry.

1. *For The Voice* – the objective is measured in two ways: 1) on the back page readers are requested to give feedback or make contributions to the publication, and 2) crossword competitions / puzzles for staff to resolve, are published; and

*For Transcending Borders –* there is no system of measuring the success of the objective.

(d) *For The Voice* – the results have been positive in most cases; and

*For Transcending Borders* – no formal feedback has been received or solicited.

**Road Accident Fund (RAF)**

(1) (b) RAF has not printed and distributed any newspapers (i) in the (aa) 2014-15 financial year and (ii) since April 2016;

(2) (a) No copies were printed, (b) no costs involved, (c) (i) no objective (ii) no objective to measure (d) no results to measure in each case

**Road Traffic Infringement Agency (RTIA)**

(1) (b) RTIA has not printed and distributed any newspapers (i) in the (aa) 2014-15 financial year and (ii) since April 2016;

(2) (a) No copies were printed, (b) no costs involved, (c) (i) no objective (ii) no objective to measure (d) no results to measure in each case

**Road Traffic Management Corporation (RTMC)**

(1) (b) RTMC has not printed and distributed any newspapers (i) in the (aa) 2014-15 financial year and (ii) since April 2016;

(2) (a) No copies were printed, (b) no costs involved, (c) (i) no objective (ii) no objective to measure (d) no results to measure in each case

**South African National Roads Agency Limited**

1. (a) Please refer to Annexure 1

(b) Please refer to Annexure 1.

(i)(aa) Please refer to Annexure 1.

(bb) Please refer to Annexure 1.

(ii) SANRAL did not print and/or distribute newspapers since 1 April 2016

1. (a) refer to Annexure 1

(b) refer to Annexure 1

(c) (i) In 2014 we commissioned extensive research – both qualitative and quantitative – on SANRAL as a brand. The results showed that in general there is little awareness of road authorities and the roads they manage. According to the research results show that there is low awareness and limited understanding of the importance of road infrastructure and the role of SANRAL in the delivery of this backbone of the economy of South Africa. Research respondents preferred the following media channels in order of preference: television; newspaper; radio; mobile phone; e-mail and website. Our use of own media addresses these preferred forms as our newsletters are inserted in newspapers, is used on our digital platforms, and used to inform our other forms of communication on the broadcast medium. Our general objective through our publications was to inform and to famliiarise the public with SANRAL’s mandate and the extensive work it delivers. Specifically in regards this time period, refer to Annexure 1

(ii) SANRAL Publications are part of its “owned media” strategy. The latter is one element in the ESOP media mix – Earned media, shared media, Owned media and Paid media. Though we still invest in earned media (through public relations), shared media (though social media networks) and paid media (through advertising), we are putting more efforts in developing owned media because of the advantages it offers, namely, cost efficiency, longevity, versatility/mobility of content and editorial control.

This approach is informed by the National Communication Strategy Framework (2014-2019), which encourages the production of high volume communication platforms – such as Vuk’uzenzele – to achieve greater reach and impact.

The SANRAL publications are inserted in national, regional, local and community publications specific to audiences being targeted. In 2014/15, we produced publications with a total print run of 10 204 449 which were inserted in 233 publications which have a combined readership of 83 796 000.

In 2015/16, we produced publications with a total print run of 17 500 000 which were inserted in 252 publications which have a combined readership of 114 500 000

(d) SANRAL publishes its own media so that the members of the public are better informed of SANRAL’s mandate. This then aids the public to understand that SANRAL as an entity is more than just GFIP or tolls. The newsletters speak to all aspects of SANRAL’s activities including road safety, community development, environment, job creation, education, and the myriad aspects of road infrastructure maintenance, improvement and development. Perceptions about SANRAL as a brand and an understanding of what we do on a daily basis have improved from our interaction with member of the public who have commented positively on our newsletters. This we have gauged through the interactions we have on social media with those who have been exposed to or content.

**Airports Company South Africa SOC Limited (ACSA)**

1. The were no newspapers printed and distributed by (a) N/A (b) the Air Company South Africa SOC Limited, in the (aa) 2014-15, and (bb) 2015-16 financial years and (ii) since 1 April 2016;
2. In respect of each specified case, (a) N/A, (b) N/A, (c) (i)N/A and (ii) N/A and (d) N/A.

**Air Traffic and Navigation Services SOC Limited (ATNS)**

1. The were no newspapers printed and distributed by (a) N/A (b) the Air Traffic and Navigation Services SOC Limited, in the (aa) 2014-15, and (bb) 2015-16 financial year and (ii) since 1 April 2016;
2. In respect of each specified case, (a) N/A, (b) N/A, (c) (i) N/A and (ii) N/A and (d) N/A.

**South African Civil Aviation Authority (SACAA)**

1. The were no newspapers printed and distributed by (a) N/A (b) the South African Civil Aviation Authority, in the (aa) 2014-15, and (bb) 2015-16 financial years and (ii) since 1 April 2016;
2. In respect of each specified case, (a) N/A, (b) N/A, (c) (i)N/A and (ii) N/A and (d) N/A.

**Ports Regulator (PRSA)**

1. The Ports Regulator has never printed any newspapers for the (aa) 2014-15, (bb) 2015-16 and for the period since 01 April 2016.
2. Not applicable.

**South African Maritime Safety Authority (SAMSA)**

1. SAMSA has not printed nor distributed any newspapers.
2. There is nothing applicable in this case

**Railway Safety Regulator (RSR)**

The Railway Safety Regulator did not print or distribute any newspapers during 2014-15 and 2015-2016. RSR was complying with the Treasury note issued in 2014-2015 instructing organisations not to purchase newspapers.

**Passenger Rail Agency of South Africa (PRASA)**

1. PRASA does not print and/or distribute newspapers. However, in respect of the above financial years, (i)(aa)(bb) and (ii) PRASA engaged the services of a company called KGP Media Investments (Pty) Limited (“KGP Media”) to publish on its behalf a commuter newspaper called Hambanathi and Kwela Express.
2. In terms of the agreement between PRASA and KGP Media, KGP Media was obliged to produce *“5 pages worth of exposure every month”* produced biweekly and *“12 insertions compatible for web and mobile broadcast”.* Therefore KGP Media was obliged to produce
3. 24 publications in respect of the 2014/2015 financial year and 24 publications in respect of the 2015/2016 financial year
4. 2014/2015 – R6,370,362.12 and 2015/2016 – R6,370,772.58
5. (i) The objective was to disseminate updates on rail and public transport and to cover news that are informative and educational to empower the commuting public.

(ii) When the Public Protector found that the agreement between PRASA and KGP Media was concluded without following procurement procedures of PRASA, this agreement was terminated with effect from 10 March 2016

1. See response in (c).