

NATIONAL ASSEMBLY

**QUESTION FOR WRITTEN REPLY**

# QUESTION NO. 1217

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## INTERNAL QUESTION PAPER 12 OF 2016

**1217. Ms V van Dyk (DA) to ask the Minister of Home Affairs:**

(1) (a) In which media did the Independent Electoral Commission advertise for the voter registration held on (i) 5 and 6 March 2016 and (ii) 9 and 10 April 2016 in each province and (b) what total amount was spent in each province on the specified advertisements for each registration weekend in each medium;

(2) whether any of the specified advertising was placed in community print media; if not, why not; if so, (a) in which community print media were the specified advertisements placed for each of the specified registration weekends and (b) what were the costs in this regard;

(3) whether any of the specified advertising was placed on community radio stations; if not, why not; if so, (a) on which community radio stations were the specified advertisements placed on each of the specified registration weekends and (b) what were the costs in this regard? NW1357E

**REPLY:**

(1)(a)(i-ii) The following media channels formed part of the Electoral Commission’s registration communication initiatives in all nine provinces: Outdoor media (billboards), print media (newspapers, magazines, community newspapers and other publications), radio (including community, regional and national stations), television (including SABC, eTV, a variety of DSTV stations and community channels), digital media, social media and internet advertising). It must be noted that the media planning and implementation to promote registration during both the March 2016 and April 2016 registration weekends were identified and selected based on a variety of factors including target audience (especially aimed at eligible voters under 30 years old), available budget and cost efficiency, as well as the distribution of eligible voters around South Africa as informed by the Electoral Commission’s own databases and those of the media.

(1)(b) Electoral Commission does not segment its media purchases, planning or expenditure according to provincial boundaries. Most media transcend provincial boundaries (especially television, radio and digital/social media). It is therefore not possible to provide accurate data regarding the provincial split of media usage or expenditure per province as provincial expenditure is not tracked.

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However, the total spend on all media in all provinces to promote the two registration weekends in March and April 2016 was as follows: (Inclusive of VAT)

* Television: R28 552 505
* Radio: R21 581 577
* Print: R6 195 149
* Digital media: R17 964 903
* Outdoor media: R4 312 827
1. Community print was used extensively to promote the first registration weekend in March 2016. A four-page guide to the 2016 Elections was published in six languages and 8.306 million copies were inserted into 325 community newspapers based in all provinces.

(2)(a) See attached list marked **Annexure A** of community newspapers used.

(2)(b) R4 683 622 (Inclusive of VAT)

1. Community radio stations (which included student radio stations) were included in the media plan for both registration weekends.

(3)(a) See attached list marked **Annexure B** of community radio stations used

(3)(b) R2 231 002 (Inclusive of VAT)

**ANNEXURE A: PQ 1217 on IEC**

(2)(a) List of community newspapers used:

|  |  |
| --- | --- |
|  |  |
| African Reporter | Midweek Review  |
| Alberton Record | Midweek Potch Herald |
| Alex News | Mmega District News |
| Aliwal Weekly | Mogol Post |
| Al-Qalam | Mopani Herald |
| Amanzimtoti Fever | Mossel Bay Advertiser |
| Athlone News | Mpumalanga Mirror |
| Atlantic Sun | Mpumalanga News |
| Barberton Times | Mpumalnga Commuter |
| Bedfordview & Edenvale News | Mthatha Express |
| Benoni City Times | Nelspruit Post |
| Berea Mail | Newcastle & District Advertiser |
| Bloemfontein Courant | Newcastle Express |
| BloemNuus/News | Newcastle Sun |
| Blouberg Today  | Ngoho News  |
| Boksburg Advertiser | Noordelike Nuus |
| Bolander | Noordkaap |
| Bonus | Noordwester Die |
| Bosveld Review | Noordwester/Oewernuus |
| Brakpan Herald | North Coast Courier |
| Breederivier Gazette | North Coast Times |
| Brits Pos | North Eastern Tribune |
| Bua Sedibeng News  | North Eyethu |
| Bugle The | North West Independent |
| Bullein | North West Journal  |
| Bulletin | Northcliff & Mellville Times |
| Cape Flat News | Northern Bulletin |
| Capricorn Voice | Northern News (Bellville/ Durbanville) |
| Carletonville Herald | Northern News (Goodwood/Parow) |
| Centurion Sun | Northern News (Kuilsriver/ Brackenfell/ Kraaifontein) |
| Chatsworth Rising Sun | Northern Star |
| Chatsworth Tabloid | Northglen News |
| Chiawelo Urban News | Ons Kontrei |
| City Vision Link | Onze Nuus  |
| Coastal Weekly | Orange Farm News |
| Comaro Chronicle | Orange Farm Poortjie Indaba |
| Community Focus | Orlando Urban News |
| Constantiaberg Bulletin | Oudtshoorn Courant |
| Corridor Gazette | Our Times |
| Cosmo City Chronicle | Overport Rising Sun |
| Cosmos News | Overvaal |
| Courier | Paarl Post |
| CXPress | Parys Gazette |
| De Aar Echo | PE Express |
| Die Courant Swartland & Weskus | PE Express Indaba |
| Die Daller | People's Post Link |
| Die Ghaap | Phalaborwa Herald |
| Die Hoorn | Phoenix Tabloid |
| Die Pos | Pimville Urban News |
| Diepkloof Urban News | Pinetown & Hammarsdale Izindaba |
| Dikelethu News | Plainsman |
| District Mail | Platinum Weekly |
| Dobsonville Urban News | Polokwane Express |
| Drakenstein Gazette | Polokwane Observer |
| Dumelang News  | Pondo News |
| Durban North News | Potchefstroom Herald |
| Eagle Eye News  | Pretoria Record Central |
| East Griqualand Fever | Pretoria Record Centurion |
| Eastern Cape Mirror | Pretoria Record East |
| Eastern Cape Today | Pretoria Record Mamelodi |
| Eastern Free State Issue | Pretoria Record Moot |
| Echo Maritzburg Central | Pretoria Record North |
| Edendale Echo | Pretoria Record Noweto |
| Edendale Eyethu  | Pretoria Record West |
| Eikestad Nuus | Protea Urban News |
| Ekasi News | Public Eye |
| Ekurhuleni News | Public Eye PMB |
| Eldorado Park Urban News | Queensburgh News |
| Eldorado Times | Randburg Sun  |
| Estcourt & Midlands News | Randfontein Herald |
| eThekwini Times | Recorder |
| Excelsior News | Rekord – Nigel & Heidelberg |
| Express Eastern Free State | Reporter, The |
| Express Free State (Mangaung) | Richmond Times Group  |
| Express Northern Cape | Ridge Times |
| Eyethu Amajuba | Roodepoort Northsider |
| Eyethu Bay Watch | Roodepoort Record |
| Eyethu Edendale | Rosebank Killarney Gazette |
| Eyethu Ilembe | Rustenburg Herald |
| Eyethu Intshonalanga | Sandton Chronicle |
| Eyethu Ugu | Sasolburg Ster |
| Eyethu Umlazi | Sedibeng Ster |
| Eyethu Umngeni | Seipone |
| Eyethu Uthukela | Sentinel News |
| Eyethu Zululand | Somerset Budget & Pearston Adv. |
| False Bay Echo | Sosh Times |
| Fordsburg & Mayfair Rising Sun | South Cape Forum |
| Fourways Review | South Coast Fever |
| Frankfort Herald | South Coast Herald |
| Free State Sun | South Coast News |
| Gemsbok | South Coast Sun |
| George Herald  | Southern Courier |
| Germiston City News | Southern Mail |
| Glenwood Weekly Gazette | Southern Star |
| Go! & Express East London | Southern Suburbs Tatler |
| Graaff Reinet Advertiser/Karoo Nuus | Southlands Sun |
| Greater Alex Today  | Soweto Express |
| Greenstone Guide | Soweto Times |
| Greytown Gazette | Springs Advertiser |
| Grocotts Mail | Standerton Advertiser |
| Harrismith Chronicle | Standerton Ibis |
| Hazyview Herald | Stanger Weekly |
| Heidelberg Nigel Heraut | Steelburger Inc. Lydenburg News |
| Heilbron Herald | Stellalander |
| Helderberg Gazette | Stellenbosch Gazette |
| Herald The, (Middelburg) | Streeknuus |
| Hermanus Times | Swartland Gazette |
| Highlands Panorama | Tabea News (Vaal Times) |
| Highveld Gazette | Tabletalk |
| Highveld Tribune  | Talk of the Town |
| Highvelder/Hoevelder | Tame Times - Leseding News Bojanala |
| Highway Mail | Tame Times |
| Highway News (Pinetwon and Hammersdale Izindaba) | Tame Times Limpopo |
| Hillcrest Fever | Tame Times: Alberton, Bedfordview, Edenvale,Germiston, Johannesburg South and Boksburg |
| Hoedspruit Herald | Tembisan |
| Horizon | Thaba Chweu News |
| Ilembe Eyethu  | The Beat Community Newspaper |
| Impact 24/7 News | The Cape Towner |
| Intshonalanga Eyethu  | The Echo |
| Isolomzi Express | The Representative |
| Jabavu Urban News | The Soweto Bulletin |
| Jeffreys Bay Courant | Theewaterskloof Gazette |
| Joburg Eastern Express | Times of Ladysmith |
| Kalahari Bulletin | Tongaat/Verulam & Phoenix Sun |
| Kathu Gazette | Township Times |
| Kempton Express | Triangle Courier |
| Klerksdorp Midweek | Tshwane Sun Attridgeville |
| Klerksdorp Record  | Tshwane Sun Central |
| Knysna Plett Herald | Tshwane Sun Hammanskraal |
| Kokstad Advertiser | Tshwane Sun Mamelodi |
| Kormorant | Tshwane Sun Soshanguve |
| Kouga Express | Tshwane Sun West |
| Kroonnuus | Tygerburger |
| Krugersdorp News  | UD News |
| Kwêvoël | Umlazi Eyethu  |
| Ladysmith Gazette | Umlazi Times |
| Ladysmith Herald | Umvoti Light |
| Laudium Sun | uPhongola News |
| Lenasia Rising Sun | Uvo Lwethu Express |
| Lenasia Times | Vaal Weekblad |
| Lentswe | Vanderbijlpark Ster |
| Leseding News - Bojinala | Vereeniging Ster |
| Letaba Herald | Victoria West Messenger |
| Life & Style | Village Talk |
| Limpopo Mirror | Vista |
| Lowvelder/Laeveder | Vryheid Herald |
| Mabopane Sun | Vrystaat |
| Mafikeng Mail | Vukani |
| Makhulu News  | Weekend Review  |
| Maluti | Weekly Gazette |
| Mangaung Issue | Weslander |
| Maritzburg Sun | West Side Urban News |
| Meadowlands Urban News | Westville Weekly Gazette |
| Meander Chronicle | White River Post |
| Merebank Rising Sun | Winelands Echo |
| Messenger | Witbank News |
| Mid South Coast Mail | Witzenberg Herald |
| Mid South Coast Rising Sun | Worcester Standard |
| Middelburg Observer | Your Money |
| Midlands News | Zeerust News |
| Midrand Reporter | Zola Urban News |
| Midvaal Ster | Zoutpansberger |
|  | Zululand Observer |

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**ANNEXURE B of PQ 1217**

(3)(a) List of community radio stations used:

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|  |  |
| Aganang | Radio Alpha |
| Alfred Nzo | Radio Atlantis |
| Alx FM | Radio Botlokwa |
| BayFM | Radio Bushbuckridge |
| Bok Radio | Radio Eden |
| Bush Radio | Radio Islam |
| East Rand Stereo | Radio Kangala |
| EK Fm | Radio Kanyamazane |
| Ekhephini FM | Radio Khanya |
| eMalahleni Community | Radio Khwezi |
| Energy Fm | Radio Mafikeng |
| Forte FM | Radio Mafisa |
| Gamkaland | Radio Mohodi |
| Giyani FM | Radio Moletsi |
| Greater Lebowakgomo | Radio Moretele |
| Greater Middelburg | Radio Mosupatsela |
| Greater Tzaneen FM | Radio Moutse |
| Highway | Radio Naledi |
| Hlanganani | Radio Newcastle |
| Inanda FM | Radio Riverside |
| Inkonjane | Radio Rosestad |
| Izwi Lomzansi | Radio Sekgosese |
| Jozi FM | Radio Soshanguve |
| Karabo | Radio Sunny South |
| Kasie FM | Radio Takalani |
| KC | Radio Teemaneng |
| Koepel Fm | Radio TUKS |
| Kopanong | Radio Turf |
| KovsieFM | Radio Tygerberg |
| Lekoa | Radio Unitra |
| Lentswe Stereo | Radio Univen |
| Lephalale FM | Radio Vukani |
| Lethlabile | Radio Zibonele |
| Lukhanji | Sedibeng FM |
| Makhado FM | Setsoto FM |
| Malamulele FM | SKFM |
| MAMS FM | Star FM |
| Maputaland Radio | Thetha FM |
| Mdantsane FM | TshwaneFM |
| MFM | Tubatse |
| Mix FM | TUT Radio |
| Mmabatho | UCT Radio |
| Modiri FM | Umgungundlovu |
| Mogale FM | Valley FM |
| Motheo FM | Vibe FM |
| Mozolo  | Village FM |
| Musina | Voice of the Cape |
| NFM | VOW |
| Nkomazi FM | VUT |
| Nkqubela Radio | Zebediela |
| Overvaal Stereo | Zululand |
| PE FM |   |
| Phalaborwa |  |
| PukFM |  |
| Qwa Qwa Radio |  |

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