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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 2363**

**DATE OF PUBLICATION: 28 OCTOBER 2016**

**Ms V van Dyk (DA) to ask the Minister of Communications:**

(1) What amount in advertising revenue did each small community print media project which is supported by the Media Development and Diversity Agency (MDDA) generate (a) in the (i) 2011-12, (ii) 2012-13, (iii) 2013-14, (iv) 2014-15 and (v) 2015-16 financial years and (b) since 1 April 2016;

(2) Whether the MDDA has put any succession plans in place to assist small community print media projects in mitigating instabilities affecting the delivery of planned targets; if not, why not; if so, what are the full relevant details? NW2698E

**REPLY: MINISTER OF COMMUNICATIONS**

1. (a) (i), (ii), (iii), (iv) and (v) The MDDA publishes advertising revenue generated by each small community print media project which is supported by the Media Development and Diversity Agency (MDDA) via the Milele Group and the Government Communication Information System (GCIS) in its annual report. These are available on request. The MDDA does not have direct access to detailed advertising income until it receives annual reports from media buyers and the GCIS. To provide a comprehensive breakdown per community print project requires a survey in order to give justice in responding to this question as we do not have readily available information within the specified time.

(b) Information on advertising revenue generated by each small community print media project which is supported by the MDDA via the Milele Group and the GCIS is consolidated on an annual basis for publication in the MDDA annual report. The MDDA does not have direct access to detailed advertising income until it receives annual report from media buyers and the GCIS. To provide a comprehensive breakdown on advertising revenue generated per community print project since 1 April 2016 requires a survey in order to give justice in responding to this question as we do not have readily available information within the specified time.

1. (a) Yes, the MDDA has succession plans in place to assist small community print media projects in mitigating instabilities affecting the delivery of planned targets, via established partnerships to capacitate the print sector on content development. These partnerships include arrangements with Soul City, AIP, SAASTA and SEDA, ongoing engagement with the Big4, ongoing engagement with the GCIS on media buying and planned engagement with SALGA and all state organs on media buying.

**MR NN MUNZHELELE**

**DIRECTOR GENERAL [ACTING]**

**DEPARTMENT OF COMMUNICATIONS**

**DATE:**

**MS AF MUTHAMBI (MP)**

**MINISTER OF COMMUNICATIONS**

**DATE:**