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| **MINISTRY:COMMUNICATIONS**  **REPUBLIC OF SOUTH AFRICA**  Private Bag X 745, Pretoria, 0001, Tel: +27 12 473 0164 Fax: +27 12 473 0585  URL: [**http://www.gov.za**](http://www.gov.za/) |

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 3806 of 2015**

**DATE OF PUBLICATION:**

**3806. Ms PT van Damme (DA) to ask the Minister of Communications:**

(1) (a) What total amount has the Government Communications and Information System (GCIS) spent on advertising in each month on (i) community radio stations, (ii) community print media entities, (iii) community TV stations and (iv) small commercial publications in the period 1 April 2014 to 30 June 2015,

(b) what individual amounts were spent on each (i) community radio station, (ii) community print media entity, (iii) community TV station and (iv) small commercial publication and

(c) on what dates were the specified adverts placed;

(2) what percentage of the GCIS’s advertising budget is spent on (a) community media

and

(b) commercial media? NW4550E

**Reply:**

**Minister of Communications:**

(1) (a) In the period 1 April 2014 to 30 June 2015, the GCIS has placed advertising to the value of (i) R 5 497 932.58 in community radio stations, (ii) R 0 (nil) in community print media entities, (iii) R 0 (nil) in community TV stations, (iv) R 0 (nil) in small commercial publications as detailed per **Annexure A**

(b) A summary of the above advertising spend by (i) community radio station, (ii) community print media entity, (iii) community TV station and (iv) small commercial publication is attached as **Annexure B.**

(c) The dates of the specified adverts and individual radio stations are reflected in **Annexure B**.

(1) (a) 38% of the GCIS’s advertising budget is spent on community media, (b) 62%

on commercial media as per **Annexure C**.

**MR DONALD LIPHOKO**

**ACTING DIRECTOR-GENERAL**

**GOVERNMENT COMMUNICATION AND INFORMATION SYSTEM**

**DATE:**

**MS AF MUTHAMBI, MP**

**MINISTER OF COMMUNICATIONS**

**DATE:**