

**MINISTRY FOR COOPERATIVE GOVERNANCE AND TRADITIONAL AFFAIRS**

**REPUBLIC OF SOUTH AFRICA**

**NATIONAL ASSEMBLY**

**QUESTIONS FOR WRITTEN REPLY**

**QUESTION NUMBER: PQ2015/4257**

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**Ms S P Kopane (DA) to ask the Minister of Cooperative Governance and Traditional Affairs:**

1. What amount was spent by each metropolitan municipality on advertising in (a) print media, (b) radio, (c) television, (d) online, (e) outdoors and (f) any other medium in the (i) 2014-15 financial year and (ii) since 1 July 2015;
2. in respect of each of the specified advertisements, (a) in which media was it flighted, (b) what was the purpose of the advertisement and (c) what was the cost in each case?

**Reply:**

The following response is based on the information provided by five Metropolitan Municipalities, Buffalo City; EThekwini; Nelson Mandela Bay; Ekurhuleni and City of Cape Town. The remaining three Metropolitan Municipalities, City of Joburg; City of Tshwane and Mangaung did not meet the deadline for submission of responses. Attempts are being made to obtain the information from the outstanding Metropolitan Municipalities and will be made available upon receipt thereof.

1. **Buffalo City Metropolitan Municipality:**

| **FINANCIAL YEAR** | **ADVERTISNG**  **COSTS** | **MEDIUM** | **DESCRIPTION** | **REMARKS** |
| --- | --- | --- | --- | --- |
| 2014/15 | R869,385 00 | **Print** | 12 x Monthly staff newsletters  6 x Bi-monthly Metro Voice service delivery newsletters  4 x Quarterly Ward-based newspaper  10 x External publications advertising (e.g. SA Business, Municipal Directory, Focus, Beat, Taxi Image etc)  Print Adverts on Daily Dispatch. EC Today, Isolezwe | The monthly magazines cost about R30 000 per month (including printing and distribution)  Bi-monthly Magazine costs about R34 000 (5000 copies) incl. printing and distribution  Ward-based cost about R19 000 for 10 000 copies – including printing and distribution  General advert placements for annual institutional activities and events |
|  |  | **Radio** | 4 x pre-recorded packages per month on 4 community radio stations within the Metro. The stations broadcast the municipal news every Wednesdays between 18h00-18h10. Below are the stations used:  Kumkani FM, Mdantsane FM, Izwi Lethemba FM and Forte FM. | 16 x 10 minutes radio packages cost R65 000 per month.  General advertising of other activities like the annual ones:  Examples:  State of the Metro Address  IDP/Budget roadshows  Open Council Day  Mayoral Imbizo |
|  |  | **Outdoors** | Street Banners, Street Posters to market and advertise annual events | Examples:  State of the Metro Address  IDP/Budget roadshows  Open Council Day  Mayoral Imbizo |
| **15/16 FY since 1st July 2015** | **Expenditure to date:**  **R 417 037,43** |  |  | **The amount spent to date as reflected on the 2nd column was spent on the same items stated above.** |

Please note that the Communications Department of Buffalo City Metro has not advertised anything on Television and/or online to date.

1. **EThekwini Metropolitan Municipality:**

| **FINANCIAL YEAR** | **ADVERTISNG**  **COSTS** | **MEDIUM** | **DESCRIPTION** | **REMARKS** |
| --- | --- | --- | --- | --- |
| 2014/15 | **13,896 504.00** | **Print** | Ezasegagasini Metro Newspapers  Workplace Staff Magazine | During the reporting period, the department printed 23 editions of Ezasegagasini Metro in isiZulu and English with a total print of 18.4 million copies.  Distribution of Ezasegagasini Metro occurred as per schedule. The newspaper is mainly distributed through door to door in semi-urban and township areas, and as well as to municipal offices, clinics, libraries and Sizakala Centres.  Other copies are inserted in The Mercury newspaper. To increase the reach of Ezasegagasini Metro, the unit started inserting Metro ezasegagasini in iSolezwe and Ilanga.  This is one of the tools used by the Unit to create awareness and understanding among staff on municipal programmes and policies.  The department produced six editions of the Workplace magazine and distributed it to all municipal offices. |
|  |  | **Radio** | Ukhozi – 96 x 5min slots  Lotus FM – 48 x 60min slots  Izwi Lomzansi – 32 x 60min slots  Vibe FM – 32 x 60min slots  Inanda FM – 32 x 60min slots  Gagasi FM – 21 x 60min slots | The Unit purchased additional radio slots to expand the Municipal radio programme.  This was important for engaging with citizens on service delivery programmes as well as in conveying important information as part of a two way communication between the Municipality and its communities.  Coordinated monthly talk shows on Ukhozi FM, Lotus FM and Gagasi FM. Additional air time was bought from community radio stations. |
|  |  | **Online** | Ezasegagasini Metro is available online and also in Cd and audio-tape format**.**  Website:  Thewebsite is the main electronic communication platform for the City communication.  Social Media:  The Municipality has social media accounts such as: Facebook, Twitter, and Linkedin and YouTube social.  ITheku Bulletin:ITheku bulletin is the staff communication tool through which the Municipality disseminates information internally. | The Audio tapes and CDs formats of Ezasegagasini Metro are distributed to the visually impaired citizens. The distribution covers organizations for the blind and individual subscribers. 55 Tapes and 50 CDs are produced and delivered through the Post Office to 105 subscribers, of audio Ezasegagasini fortnightly.  In the period under review, the following can be reported:  The Unit updated information to ensure public has access to the latest information.  In this regard 301 new items were added, 190 public notices uploaded, 233 tenders added, 59 Press releases added and the number of request for quotation added is 198.  The Unit maintained these accounts by uploading news items daily and responding to queries. In the period under review:  Queries received were redirected to the correct client department after providing a response to the client.  Social media audience statistics:  Facebook 20 837 likes,  Twitter 14, 465 followers,  LinkedIn 7, 234  **Site statistics**:  Visits 1,285,769  Page views 2,415,377  Average time spent 00:02:01  New visits 406,413  During the period under review, the Unit published 23 editions of electronic newsletter. |
|  |  | **Outdoor** | No report submitted |  |

Please note that the Communications Department of EThekwini Metropolitan Municipality has not advertised anything on Television to date.

**(c) Nelson Mandela Bay Metropolitan Municipality:**

| **FINANCIAL YEAR** | **ADVERTISNG**  **COSTS** | **MEDIUM** | **DESCRIPTION** | **REMARKS** |
| --- | --- | --- | --- | --- |
| 2014/15  July – Nov 2015 | R4,565,228.00  R1,349,031.35 | **Print** | The Herald  Die Burger  Daily Sun  Die Son  Sunday Times  Weekend Post and relevant community newspapers | The purpose of the advertisements were as follows:   1. **Tenders** to alert residents about business opportunities. 2. **Land applications and notices** – rezoning, removal of restrictions, special consent etc. To alert residents about land related developments and opportunities for participation, comments and objections purposes. 3. **Vacancies –** To inform local and national residents about employment opportunities in the Municipality. 4. **Electricity notices -**  To alert residents in advance of proposed planned electricity supply interruptions for maintenance 5. **IDP –** to inform communities about public participation meetings for IDP and Budget purposes. 6. **Special events –** To inform the public about **celebration, commemoration and religious events such as Youth Month; Women’s Month; Eid Mubarak; Festive Season, etc.** 7. **Art, Museum, Culture and Heritage** – to alert residents about the Nelson Mandela Metropolitan Art Museum and heritage events. 8. **Customer care and tariffs –** To alert the public on tariff increases, valuation roll, opening and closing of customer care centres. 9. **Diverse –** Once off notices such as career Expo, pound notices, annual return and midterm report. |
|  | R120 000.00 | **Radio** | IFM  PE FM  BAY FM  KQ FM  ALGOA FM | The radio slots were utilized to inform residents about the public participation programme on IDP and Budget meetings. |
|  |  | **Outdoors** | No report submitted |  |
|  |  | **Online** | No report submitted |  |

1. **Ekurhuleni Metropolitan Municipality**

Ekurhuleni Metropolitan Municipality only started with its communication campaigns in November 2014, hence there are no records for months prior to November.

The Metropolitan spent a total amount of R11,723,616.88 on advertising in print media, radio, television, online and outdoors. Refer to the attached Expenditure report.

The attached expenditure report reflects the names of the media houses where advertisements were flighted and the cost of each advertisement. (**Refer to Annexure A**)

The purpose of advertisement was to create awareness and transparency on all major projects of Ekurhuleni Metropolitan Municipalities; also to educate, inform and share information with all the relevant stakeholders about the EMM projects.

1. **City of Cape Town Metropolitan Municipalities**

According to the City of Cape Town, for the 2014/2015 financial year the City’s total cost for advertising amounted to **R26 466 516.55.** The financial system for this financial year does not make provision for a breakdown per type or split between print, radio and online. That would require a manual breakdown per advert and will take weeks to do. No television advertising costs were incurred over the period.

Major communication campaign costs are excluded from the above amount as these are funded either via departments, or centrally for major campaigns. An approximate amount spent would be in the region of **R17 million** and includes the agency fees, development and design costs.