**NATIONAL ASSEMBLY**

**WRITTEN QUSSYION FOR WRITTEN REPLY**

**QUESTION NUMBER:**

**DATE OF PUBLICATIONS: 24 April 2020**

**687. Ms PT van Damme (DA) to ask the Minister in The Presidency:**

1. What total amount has the Government Communication and Information System (GCIS) spent on advertising in the past two financial years on (a) community radio stations, (b) community print media entities, (c) community television stations and (d) small commercial publications:

In the past 2 years the GCIS has been in charge of implementing advertising campaigns for 41 client departments and entities. The GCIS has spent the below listed amounts on behalf of these clients.

|  |  |
| --- | --- |
| **Total Community Ad spend 2018/2019 & 2019/2020** | |
| 1. Community Print | R 8 220 052,13 |
| 1. Community Radio | R 24 742 178.81 |
| 1. Community TV | R 6 299 219.02 |
| 1. Small Commercial Publications | R 137 747.00 |

(2) what Individual amounts were spent on each specified (a) community radio station, (b) community print media entity, (c) community televi6ion station and (d) small commercial publication;

1. The list of the stations is attached as[**annexure A**](https://pmg.org.za/files/RNW687-2020-06-04-Annexure_A.pdf)
2. It needs to be noted that GCIS has put in place a panel of agencies which represent community publications. This panel was put in place to ensure that the sector is supported and that publications are not left out due to compliance related matters as was the case previously .The below agencies were appointed by the respective publications and GCIS constituted the panel through a tender process. The 6 agencies represent over 200 community newspapers across the country.

|  |  |
| --- | --- |
| **COMMUNITY PRINT ENTITIES** | |
| R 3 218 500.00 | Channelled Energy |
| R 923 037,34 | CNI |
| R 814 000.00 | Eastern Province Community Print Media |
| R 740 748,00 | Gauteng News |
| R 195 872,16 | Mambo |
| R 1 685 345.00 | Spark Media |

C) GCIS also books campaign on television stations through intermediaries which the stations have appointed. Below Is the list of the agents.

|  |  |
| --- | --- |
| **COMMUNITY TV** | |
| Mediamark (Cape Town TV) | R 823 408.73 |
| Zallywood (Tshwane and Gau TV) | R 1 455 000.00 |
| Tiso Blackstar (1KZN & Soweto TV) | R 3 920 810.29 |
| Bay TV | R 100 000.00 |

d)

|  |  |
| --- | --- |
| **SMALL COMMECIAL PUBLICATIONA** | |
| Highbury Safika | R 137 747.00 |
| TOTAL | R 137 747.00 |

(3) On what dates were the specified adverts placed;

The dates for the various placementsare attached as [**annexure B**](https://pmg.org.za/files/RNW687-2020-06-04-Annexure_B_1.pdf)**.**

(4) What percentage of the GClS’s advertising budget is spent on

(a) Community media – 13% ( R40 399 196.96)

(b) Commercial media – 87% (R399 647 699.76)

**DRAFTER OF THE REPLY**

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Recommended / Not recommended   
  
**Ms Phumla Williams  
Acting Director-General (GCIS)  
Date**: 21/05/20  
  
Approved/not approved  
  
**Hon Jackson Mthembu, MP  
Minister in the Presidency  
Date**: 26/05/2020